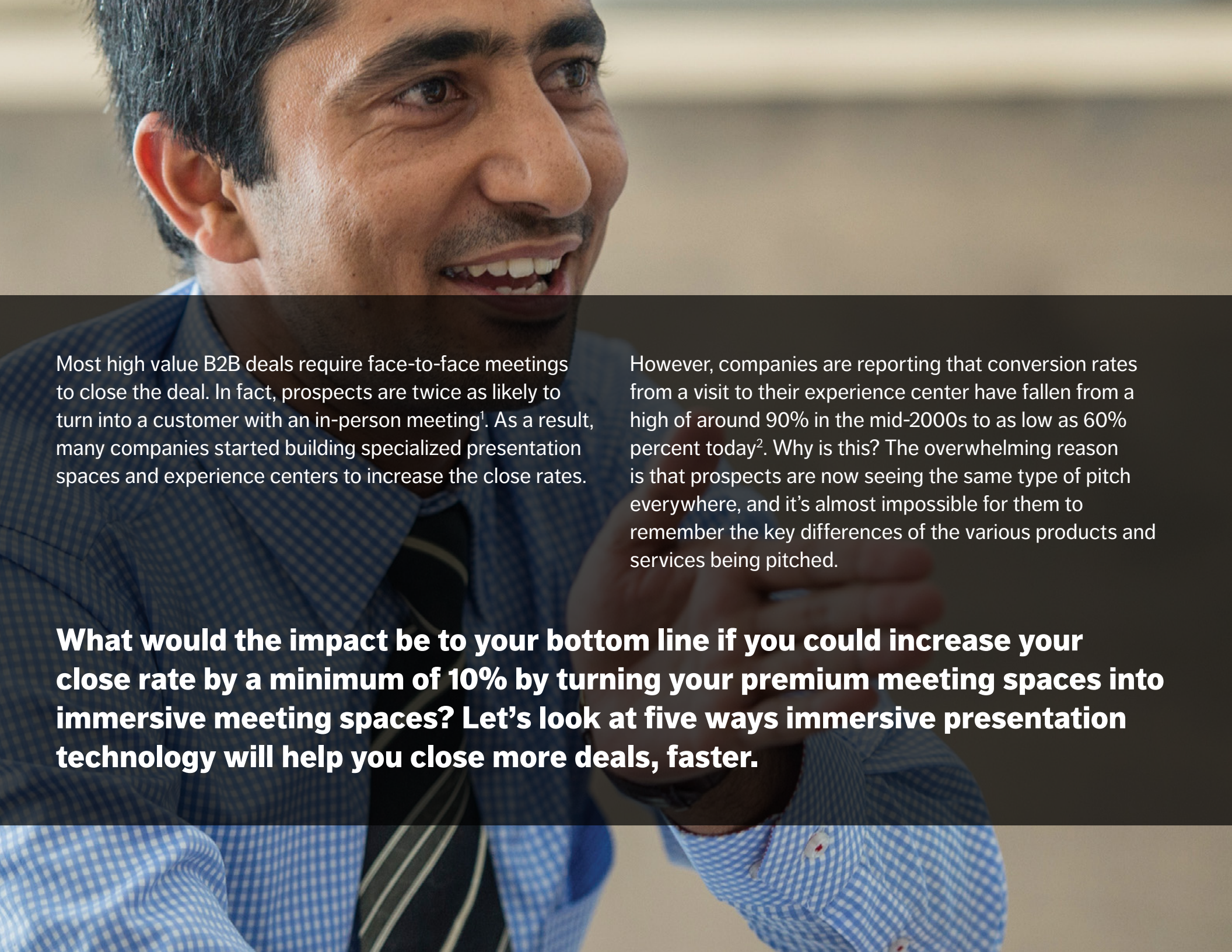


INCREASE B2B CLOSE RATES

FIVE WAYS IMMERSIVE PRESENTATIONS
HELP YOU WIN



Most high value B2B deals require face-to-face meetings to close the deal. In fact, prospects are twice as likely to turn into a customer with an in-person meeting¹. As a result, many companies started building specialized presentation spaces and experience centers to increase the close rates.

However, companies are reporting that conversion rates from a visit to their experience center have fallen from a high of around 90% in the mid-2000s to as low as 60% percent today². Why is this? The overwhelming reason is that prospects are now seeing the same type of pitch everywhere, and it's almost impossible for them to remember the key differences of the various products and services being pitched.

What would the impact be to your bottom line if you could increase your close rate by a minimum of 10% by turning your premium meeting spaces into immersive meeting spaces? Let's look at five ways immersive presentation technology will help you close more deals, faster.

1 GET MORE PEOPLE TO YOUR OFFICE

The simplest way to close more deals is by getting more in-person meetings and getting more visits to your office or experience center. To secure a prospect's valuable time and money to make a trip, offer a unique multisensory experience that no one else can offer. In contrast to even the most concise and visually appealing PowerPoint presentation, explaining that you want to have a collaborative session using visuals, interactive content, and sound will help your prospect see it as a more valuable use of their time and may also spark an emotional interest that will elevate your company in the prospect's mind. Who wouldn't want this extra edge when it comes down to final vendor selection?



More than
8 in 10
executives prefer
in-person meetings
to virtual contact⁴

2 POSITION YOUR TEAM TO WIN

Any sales rep can deliver a PowerPoint pitch, but these canned decks often stifle the selling skills your reps have and the outcome is a dull, linear pitch. It's the reason many companies tried more interactive options like the "whiteboard pitch," but even those can come across as a forced script.

Immersive presentation tools, on the other hand, give reps flexibility in their delivery of standard content, and allow them to be more authentic and engaging so they are in the best competitive position to win. Immersive presentation technology:

- Makes it simple to use several types of content, combined with the added assurance of knowing it will work every time

- Enables reps to deliver a more active presentation by moving, re-sizing and annotating content on a single digital canvas to amplify a point, which isn't possible in PowerPoint
- Empowers presenters to seamlessly add supporting content on-demand whim so that meeting momentum isn't lost trying to exit the presentation, get the right computer connected and then finding the information all while someone is watching your every click
- Delivers a wow-factor, particularly when used on a video wall



3 TURN THE MEETING INTO A COLLABORATION SESSION

The worst type of in-person meeting is one where you or your team does all the talking. How many times have your reps have told you a meeting “went great” but nothing ever came of it? That’s because it was a sales pitch, not a collaborative, interactive session that led a prospect directly back to your business.

Premium meeting rooms powered by immersive technology automatically create opportunities to get customers thinking more collaboratively; the result is deeper discovery, ad hoc comments that support a business case, and an overall experience that establishes you as a trusted advisor rather than a seller of goods and services. Digitizing the experience also makes follow-up easier and a client can see their own words and handwriting as proof that it was said.

4

DEMONSTRATE INNOVATION BEFORE THEY EVER SPEND A DOLLAR WITH YOU

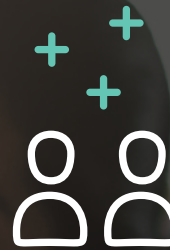
Another unfortunate trend in modern enterprise selling is the use of the word “innovation.” Everyone, it seems, has an innovative solution or service, but the way this “innovation” is conveyed via stale presentations is stuck in a mid-1990s mindset. Immersing your prospect in an experience is way for you to demonstrate the innovation you’re speaking about. Ask your competition to do the same and see who ends up with the contract.



5

MAKE YOUR PITCH MEMORABLE

When the pitch is done and your client is leaving your office before making a final decision, what's the one thing you want more than anything? You want them to remember how you will uniquely meet and exceed their needs. Research done by a Fortune 150 pharmaceutical company³ found that using multisensory, immersive experiences resulted in dramatic increases in content retention. In fact, it found that recipients of a presentation could recall almost 80% of the critical information presented 90 days later compared to less than 5% using a traditional PowerPoint presentation. Imagine how your competitive standing with a client could change if they remembered all your capabilities and couldn't recall anything about your competition.



Face-to-face requests are **34x more effective** than those sent by email⁴

TRANSFORM YOUR PREMIUM SELLING SPACES WITH A PRYSM 135” SOLUTION

Prysm’s 135” interactive, seamless display is market-leading centerpiece for any premium meeting space. Combined with Prysm’s visual collaboration software or virtually any specialized presentation solution that you prefer, create immersive experience rooms anywhere in the world — from high-rise buildings in the city, to specialized experience centers — to get more in-person meetings, make those meetings more effective, and drive revenue by winning more deals.

**Ready to close more business
from your in-person meetings?
Contact us to see it in action.**

About Prysm:

Prysm is a leading provider of large-format Laser Phosphor Displays (LPD), known as the LPD 6K Series, and Prysm Application Suite, a cloud-based, visual collaboration solution. Prysm solutions enable individuals and teams to see and interact with all their data, content, and applications on displays of all sizes. By providing these always-on digital canvases, Prysm engages audiences, ignites innovative thinking, drives decisions, and transforms content into experiences. Customers using the LPD 6K Series benefit from interactive large-format single panel displays that offer a panoramic image uninterrupted by seams or bezels. Customers using the Prysm Application Suite software benefit from an open, enterprise-grade collaboration solution that integrates with existing tools and scales to hundreds or thousands of users.

Prysm was founded in 2005 in the Silicon Valley and has offices worldwide. Learn more at prysm.com.

¹ The Immeasurable Importance Of Face-To-Face Meetings, Forbes

² Interviews with Prysm customers and prospects, 2017

³ Research provided by a large pharmaceutical company using Prysm technology, presented Jan. 2016

⁴ The Science of Being There, Washington Post

PRYSM®