

It is not just  
what you say



but  
how you say it

*“ Rich media has proven to be the **most effective** form of online advertising currently available.”*



**vPresentation** is a leading provider of effective sales and marketing solutions that help businesses succeed in today's competitive market.

Despite remarkable technological advances over the years, sales processes have not changed in decades. Costly and inefficient methods of “cold-calling” as well as repetitive, in-person sales presentations are still being employed by most sales teams. The markets have become progressively more competitive making it especially difficult for businesses to survive on old paradigms.

vPresentations are different. They are powerful communication agents that can cost-effectively communicate with more people in less time and convert more prospects to willing buyers. vPresentations educate your prospects and motivate them to do business with you – all without cold-calling and “pushy” sales tactics. Our team combines decades of experience in business, sales, marketing, finance, and technology to create hi-impact, compelling rich media presentations that help win your audience over.

Toll Free: 800.880.7975

 **vPresentation™**

# *vPresentation's proprietary sales and marketing system consists of **3 basic components**:*

## **Rich Media Presentations**

Using the latest in interactive technology, vPresentations combine creative commentary, stimulating audio and captivating visuals in a web-based environment available to millions of people around the globe. vPresentations tailor your message to any audience, for nearly any purpose, without the need for pricey printed brochures, bland slide shows or ineffective websites. They are great alternatives to traditional and costly sales presentations as well as training and educational programs. Hundreds of millions of people around the world who have access to the Internet and have installed Macromedia Flash™ Player can view vPresentations. Today, Flash Player is the world's most ubiquitous Internet client. According to Macromedia, Flash Player is installed across more than 97% of Internet-connected desktops and there is a free download option for the other 3%.

## **Email Marketing Services**

The vPresentation Email Marketing Services (VEMS) offer the ultimate leverage in the field of sales and marketing. As the perfect compliment to our rich media presentations, VEMS help companies generate a return on their marketing investment via relevant and timely email communications. Our award-winning technology platform allows our clients to develop personalized email campaigns, instantly deliver them to their targeted audiences, and track the activities (open emails, clicks, bounces, unsubscribes and sent-to-friend forwards) on an aggregate or individual level. Our tracking and reporting capabilities are top rated and virtually unmatched in the industry. The data tracked on our VEMS platform can be turned into a powerful tool for your sales team.

## **Web Site Design and Hosting Services**

vPresentation offers a complete suite of web site design and hosting options for every business size and IT need at affordable prices. Our solutions are designed to improve your internal operations, enhance your marketing efforts, and increase your profitability. We offer domain name registration, shared hosting options, virtual hosting options, E-commerce, hosted database solutions, dedicated servers, and more. We offer multiple platforms for you to choose from, and we support a wide selection of Web applications. Our team will work with you to ensure that the solutions we provide are tailored to meet your needs and power your web site with the best hosting solutions on the market.

## Advantages

*vPresentations help you:*

- y Generate more qualified leads in less time
- y Convert more prospects to willing buyers
- y Gain valuable insight into your audience with data tracked and maintained
- y Boost sales while reducing overhead
- y Deliver consistent, accurate presentations without the need for in-person meetings
- y Increase brand awareness and protect your brand integrity

## Possible Uses

*A vPresentation tailors your message to any audience, for nearly any purpose, without the need for costly printed brochures, bland slide shows or ineffective websites. Here are just 5 examples of the limitless uses of vPresentations:*

- y A vPresentation as an effective sales alternative that accurately and consistently communicates your value proposition to potential clients
- y Replace boring training and educational programs with exciting vPresentations that can be viewed by anyone, anytime, anywhere
- y For investor relations or dealings with potential investors, vPresentations can provide that extra edge to set you apart from your competition
- y vPresentations can also highlight your business potential in a merger or acquisition transaction
- y And for critical partnerships and alliances, vPresentations can convincingly convey the strength of your combined resources

## Why vPresentation

*A vPresentation is a better, faster and more cost-effective way to win people over.*

*Why better?* Because vPresentations are powerful communication agents that have no geographical, time or personnel limits. They can reach and simultaneously communicate your message to people around the world. They educate your prospects motivating them to do business with you – all without inefficient cold-calling or “pushy” sales tactics!

*Why faster?* Because vPresentation can electronically deliver compelling presentations to your audience in seconds and minutes, not hours or days. They do the job without the need for time-consuming meetings and costly travel.

*Why more cost-effective?* Because vPresentation has made the initial investment in creating a proven and repeatable infrastructure. This allows us to provide our clients with customized solutions at just a fraction of the normal development and deployment costs.



*“ Rich media click rates on average about  
5 times higher  
than those for non-rich media.”*

## Production and Development

A typical project begins with a free consultation and a detailed “needs” analysis. Then a proposal is prepared, tailored to your specific needs, for your review and approval. Upon acceptance of our proposal:

With your help, we gather the preliminary information regarding your company and its products and services including its value proposition, differentiators, special offerings, and other relevant material you would like to include such as brochures, photos, videos, advertising copy, etc.

Our team then provides you with a preliminary draft of the script for your review and comments. We then make the requested changes to the script and ask you to select the voice type (male or female) that you would like to use in your vPresentation.

Simultaneously, we provide you with the initial storyboard for your review and approval.

Upon the final recording of the narration, we present you with the first draft of the graphic animations. At this point, you have the opportunity to make changes before the final production of your customized vPresentation.

Following your final project approval, we will upload your vPresentation files to our servers where they will be hosted and maintained for your future use.

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## Fees

Due to the customizable nature of our products and services, we offer our clients a free price quote on every project. Depending on the level of services required by our clients, our fees range from affordable one-time development fees to ongoing monthly maintenance or usage fees.



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