



## CROWDBEAMER HELPS SALESBRIDGE GET CLOSER TO THE CUSTOMER DURING WORKSHOPS AND TRAINING



SalesBridge helps companies structure and manage their sales processes better using powerful CRM solutions. But, unlike other players on the market, SalesBridge does not take the CRM software as a starting point. Its absolute priority is to analyze and map the pains within the customer's sales organization, and design and implement an effective CRM solution from there onwards. Interaction and dialogue with the customer during workshops, demonstrations, and training are critical elements of this unique approach. Crowdbeamer helps SalesBridge get closer to the customer during the process.

### FACILITATING AUDIENCE ENGAGEMENT DURING TRAINING AND WORKSHOPS.

"As every single CRM project starts from the pains within our customer's sales organization," says SalesBridge co-founder Karl Odent, "an extraordinary kind of interaction always develops quickly. If I were to summarize that interaction in one word, no doubt I would choose the word engagement. Engaging everybody to the full during the entire process of analyzing, implementing and training is crucial to realize a CRM project that makes a difference to our customer.

As a qualified consultant and trainer, I have also helped quite a few professionals develop better communication skills. In doing that, I have experienced all too often that you need to facilitate audience engagement by using the proper methods and tools. That is not always easy, as so many things grab the attention of workshop and training participants all

too easily – not in the least the projector screen and flipchart that you typically find in conference rooms. As a result, training sessions or workshops quickly degenerate into a presenter monologue. That is not OK."

### GETTING EVERYBODY AROUND THE TABLE, EYES FACING EACH OTHER.

That's why SalesBridge resolutely opts for a different approach in which everybody (including the trainer) sits around the table, eyes facing each other. The trainer sitting amidst the audience, everybody in the audience gets into the heart of the presentation and there is no risk of anybody getting cold feet. Entirely different group dynamics start to develop, with real interaction and dialogue between trainer and the audience.

*"It pays off to sit around the table together with your audience during training. That's because everybody gets into the heart of the presentation. And thanks to crowdbeamer, the big projector screen is not even needed anymore."*

Karl Odent,  
SalesBridge co-founder



## CHALLENGES

- Engaging participants to the full during workshops and training
- Not overloading trainees with a pile of handouts
- Sharing CRM software demonstrations with an audience



## WHY CROWDBEAMER?

- Getting everybody around the table, without the need for a projector screen
- Selectively taking screenshots using the crowdbeamer app
- Sharing any screen content with crowdbeamer

## WITH CROWDBEAMER, PRESENTERS GET THE UNDIVIDED ATTENTION OF THEIR AUDIENCE.

"And thanks to crowdbeamer, I no longer need a projector screen at all," Karl Odent continues. "Everybody can access the information I want to share directly on the screen of their tablet or laptop. Initially, I had some fears that these tablets and laptops would distract my audience. Nothing is further from the truth: in my experience, I do get the undivided attention of my audience when using crowdbeamer. And that is crucial, because more attention implies more interaction. That enables me to understand our customers' questions and needs better, and to get closer to them during our workshops and training courses."



*"In my experience, presenters get the undivided attention of their audience when using crowdbeamer. And that is crucial for us, because more attention implies more interaction."*

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selectively take screenshots of what they find most relevant for themselves. The fact that they can save these screenshots in Full HD quality is a big bonus, as it maximizes the usability of their own digital handouts.

For me as a presenter, there's the additional benefit that I do not need to worry about what I can share with my audience. I am not limited to sharing PowerPoint presentations or PDF documents only. If I want to share a demonstration of our CRM software with everybody in my audience, that's perfectly possible with crowdbeamer. And if

anybody in the audience has a specific question, I can immediately respond to that while all participants can take that information into their own notes.

## THE BEAUTY OF CROWDBEAMER? IT BRINGS BENEFITS TO BOTH PRESENTERS & THEIR AUDIENCE.

"When I see how people use the crowdbeamer app on their tablet or laptop," Karl Odent concludes, "it is primarily to capture the information that is important to them (which is different from one person to the other, of course). In any case, workshop or training participants using the crowdbeamer app are no longer stuck with a pile of handouts that they have no use for afterward. On the contrary, they can

That's the unique beauty of crowdbeamer: while it brings benefits to me as a presenter, it also delivers so many perks to everybody in my audience. Using crowdbeamer is a great way to facilitate audience engagement in workshops and training sessions."