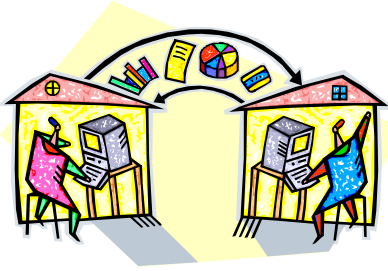


## Frequently Asked Questions about

## Web Based PRESENTATIONS



### **Q: What is a Web Based Presentation (WBP)?**

A: As the name implies, a web based presentation resides on a web site (yours or ours), instead of on your PC's hard drive or a CD-Rom. It is created using multimedia software, similar to PowerPoint and then published to a website. Viewers access the presentation by clicking on a Hyperlink while connected to the internet. The hyperlink may be accessed from a page on your website, an e-mail, or in a document.

### **Q: What are the advantages of a Web Based Presentation?**

A: Because a WBP resides on the internet, it provides immediate access to anyone anywhere with an internet connection. Updates are made quickly and easily on the web site. No media or special software is required on the remote user's computer (Internet Explorer 4.0 or greater is the only requirement.)

File attachments with PowerPoint or other graphic files can become very large (several megabytes). Many e-mail systems have a restriction on file size prohibiting your audience from seeing your presentation. Sending a large file can be an unwelcome gift to someone with limited hard drive space. Since all you send is the link to the web based presentation, file size issues are eliminated.

### **Q: What is Tech.Sell's Web Based Presentation Program?**

A: Tech.Sell combines a strong sales and marketing background with design and technology expertise to creating the perfect recipe for your WBP.

Tech.Sell works with you to:

1. Define the objective of your presentation.
2. Mold your idea into a presentation that is concise yet powerful.
3. Develop the strategy of the e-mail marketing campaign that will utilize the web based presentation. This can be as simple as developing high impact e-mail messages or as in depth as lead tracking and sales process development.
4. Publish to the internet.
5. Review results and update as needed.

Tech.Sell has been creating effective selling presentations since 1992.

### **Q: How does an e-mail linked presentation work?**

A: Links to your web-based presentations are included in your email signature file or can be included in an electronic newsletter. When the link is clicked, the client is delivered directly to your WBP. Examples:

Link Your Web-Based Presentation to every e-mail!  
Learn more @ [www.techsell.net/mail](http://www.techsell.net/mail)

To learn more about this exciting program...  
Click here [www.techsell.net/techsell](http://www.techsell.net/techsell)

All or selected users add this link to their e-mail templates and begin giving clients and contacts the opportunity to "click and learn"



Phone: 847-526-7911  
E-Mail: [techsell@techsell.net](mailto:techsell@techsell.net)  
Web Site: [www.techsell.net](http://www.techsell.net)



**Q: How can e-mail linked presentations work in our marketing plans?**

A: The combination of e-mail broadcasts (or blasts) and web based presentations is extremely powerful. Take advantage of the minimal cost of e-mail with the excitement of interactive multimedia. Combining animation, sound, graphics and response tools (prospect inquiry forms, e-mail responses, etc.) into a web based presentation provides high impact, and instant prospect feedback with extremely low cost.

**Q: What subject matter is best in a WBP?**

A: WBPs can have an unlimited number of subjects. Use them to tell prospects and customers about your company, differentiate your product or service. You can use them for product demos, simple training on a new product, system or even train on a software package. You can offer a graphical plant tour or show your production process.

It's usually best to use your WPB for highly graphical material or subjects requiring a little excitement. For large amount of text we can link to the appropriate page on your website.

**Q: What can be included in a WBP**

A: Your presentation can include sound, graphics, and text, to tell your story. Depending on bandwidth (connection speed) large graphics can be slow to download. Tech.Sell has a process to 'shrink' the pictures but it's usually best to be short and too the point in a basic marketing presentation.

**Q: Many companies are now refusing unknown incoming emails with attachments to avoid viruses – how do we handle that?**

A: Since there is no attachment to your email, the fear of transmitting a virus is eliminated. There is only a link to your web-based presentation in your e-mail.

**Q: What is the process of creating a WBP?**

A: The process begins with a brainstorming and education session. We need to fully grasp your objective in order to capture it in a presentation. Usually this requires a session(s) at the start middle and near the end of the project. The content must be accumulated and put in a logical sequence.

Next, you need to pull together the information, graphics, charts etc. to build your presentation. After the materials are collected Tech.Sell creates a draft of the presentation, for your review. We then make any changes or corrections and publish your presentation to the Tech.Sell website for viewing during production.

In addition, we'll assist you in creating an e-mail marketing plan to distribute the link to your new presentation. This can range from simple suggestions for e-mail signature files, to recommending powerful software that allows you to send personalized e-mails to a prospect or customer list in broadcast format. Your recipients won't see every e-mail address of all the other recipients – they'll see a personalized email addressed just to them.

**Q: How much will our WBP cost?**

A: Because every presentation is unique, the actual cost can vary. Factors impacting the cost are the number of scenes, amount of interactivity, scanned graphics, music, and voice over synchronization, etc. As a rule of thumb, an effective web based presentation will cost around \$5,000.00. Think of a presentation in terms of building blocks. You could start with a very small, specific module and then build upon that foundation in future updates. Tech.Sell offers a simple introductory presentation package for \$895.





Tech.Sell provides an estimate after the original brainstorming session is completed and the materials have been accumulated. This estimate will be revised at the mid-point and when the final draft is presented. Usually the only variances from the original estimate result from new ideas or client changes.

Meetings in person or via phone, and photo sessions are based on a rate of \$150.00 per hour, plus travel expenses. The creation, planning time and actual production of the multimedia piece are quoted by the complexity of the project.

**Q: How will we be charged for our WBP?**

A: You will be billed for consulting time as it occurs on a monthly statement. The presentation itself is billed as follows:

- 20% of estimate with acceptance
- 40% of estimate when first draft is submitted
- 30% of the estimate when the final draft is submitted

The balance, including any adjustments will be due upon completion.

During the development process, your presentation will open with a screen indicating that it is a draft and is property of Tech.Sell. Upon final payment, this screen will be removed.

Tech.Sell terms are Net 10, payable in U.S. dollars.

**Q: What about revisions?**

A: Once your presentation is complete, revisions are a simple process. Additional scenes can be added and a new master made. During the creation process, Tech.Sell will make minor changes at no additional charge. Major changes will be reflected in a revised estimate. Following the submission of the final draft, typographical errors or omissions, will be corrected free of charge. Major changes will be reflected in the final billing.

**Q: Can my WBP be loaded on a laptop?**

A: In addition to your web based presentation the same material can be loaded on a CD for use with laptops. Because the worry of slow connection speeds is eliminated on laptop based presentations, an even more dynamic presentation can be delivered.

**Q: How do I get started?**

A: Easy, call Tech.Sell at 847-526-7911. A Tech.Sell consultant will be happy to answer your questions about web based presentations. If you would like to move forward an on-site or on-line meeting can be scheduled to start the process.