

5 WAYS THE LIFE SCIENCE INDUSTRY UTILIZES HTML TO INCREASE SALES

a vablet infographic

What's the value of using HTML?

The current trend in life science marketing is to use HTML5 in sales presentations. Marketing wants to promote the company brand, gain competitive advantages, capture analytics, and give sales reps the tools they need for success.

What's working? Analytics back to marketing.

Feedback is a key element to the success of any new initiative but if content isn't being used, the needed metrics will never be captured. The use of HTML5 in the sales process gives salespeople better tools, which are easier and more desirable to use.

Controlling the experience while ensuring compliancy.

By controlling the content, the tools, the flow, and the experience, companies can know that they are in compliance with regulatory requirements defined by the FDA, legal, or any other group.

1 HTML5 Presentations

Product presentations or demonstrations that are content-rich, visually stunning with interactive charts & graphs and custom-built for the prospect.

Replacing PDFs or paper collateral, HTML5 presentations are more visually stimulating and engaging, increasing the prospects attention span. They highlight specific products or services with videos or interesting graphics and functionality to build custom output.

Sales Tools

2

Consultative or predictive sales gives sales people the ability to build a presentation suited to the prospects needs or pain points.

Today's sales are non-linear and more complex. Presentations should be flexible based on the customer and the situation. These are tools created to meet the specific needs of the prospect or follow a selling process.

Forms & Surveys

Examples: Contracts, Signatures, Check-in Lists, Embedded Videos

At the moment of truth, a sales person shouldn't be searching for things they need to close sales. Gathering information should be a natural part of the selling process, otherwise the sale could be lost.

3

Calculators

Examples: ROI, Dosing, and Pricing

Some sales require tools to determine quantities, needs or outcomes. They are integral to the sales process and complimentary to the presentation. They can be used to answer questions or get the conversation moving forward.

4

Training

5

Immersive, engaging training courses that use videos, gamification, rich media, and more to ensure student retention, and not just memorization.

HTML5's low cost of entry opens the possibilities of new ways to train. Leveraging mobile devices with flash cards, games and visual aids, wrapped in a single file, increases retention while gaining analytics and accountability.

Talk to us about what our customers worldwide are doing with HTML and vablet to increase their sales!

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