# Using Rich Media in Sales

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**While a concise, well-thought-out presentation is still a prerequisite for success in the field, people are expecting a more engaging interaction during today's sales presentations.**

We often hear from customers how difficult it is to differentiate their products and services from their competitors and how important it is to communicate their message in a clear, concise manner.

The evolution of mobile technology, coupled with a sales enablement platform, has given enterprises and small companies alike more freedom to develop unique and specific tools that can display meeting-appropriate content in an appealing format at any moment.

We know attention spans are short — and the more engaging the content, the more apt the viewer is to stay connected and interested. But it's not just any content. PDFs, while lightweight and useful for manuals, reference materials, and training, are not dynamic enough in the sales process. The same goes for Office files and image files like JPEGs, PNGs, etc.

Videos, multimedia PDFs, and HTML5 apps are examples of the rich media file types marketing departments are wanting to use today. These file types are dynamic and more enticing to a potential customer.

## Information People Retain[1]

**10%** reading

**20%** hearing

**50%** hearing & reading
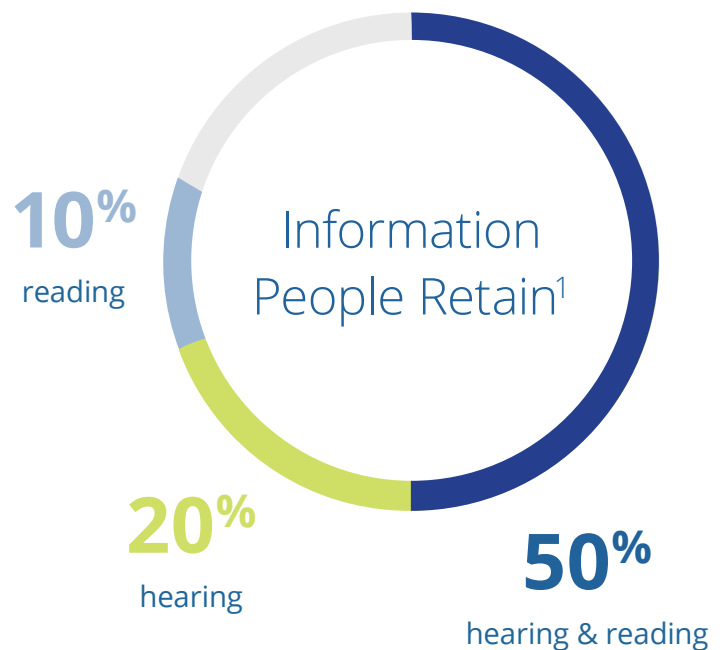
[1]Janoska, L., 2017. What Really Is The Cone Of Experience? eLearning Industry. https://elearningindustry.com/cone-of-experience-what-really-is (accessed October 4, 2017).

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# Your Company's Rich Media

We've been watching television for decades now, so this type of viewing experience is very familiar. Like television, rich media can tell a story. It's customizable, adaptable, and can be delivered to the field much quicker than its predecessor — paper. In the business environment, strategic rich media enables processes to become more streamlined, more productive, more focused, and certainly more cost-effective.

The delivery mechanism used for your company's rich media is as important as the media itself. If your employees can't view or display the content, it renders the media useless. Accessibility and ease of display are key factors in the process.

Also, the device (screen size/resolution/processors), data plan, need for offline accessibility, rendering speeds, and on-device navigation are elements that contribute to the overall success of using rich media in the field. If your company is seeking a competitive edge in the field, rich media is the way to go.

**It's cutting edge, it's engaging, and the ROI is proven.**

**90%**
of information transmitted to the brain is visual, and visuals are processed 60,000 times faster than text.[2]

**40%**
of people will respond better to visual information than to plain text.[3]

[2]*Thermopylae Sciences Technology*, 2014. Humans Process Visual Data Better. http://www.t-sciences.com/news/humans-process-visual-data-better (accessed October 4, 2017).

[3]DeMers, J., 2017. The 12 Essential Elements Of High-Quality Content. *Forbes*. https://www.forbes.com/sites/jaysondemers/2014/08/25/the-12-essential-elements-of-high-quality-content/#7d2b17dc533c (accessed October 4, 2017).

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