

# PictureTalk

## He Shows. He Tells. He Sells.

“What it all boils down to is closing more sales,” says Gary Madsen, Director of Sales for EZ Coordinator, a company that markets desktop real estate software for agents, coordinators, and brokers. Gary has always understood how to close sales. The problem was time versus efficiency. “Before PictureTalk, I would have to make one-on-one appointments with prospects, and take an hour or more to demonstrate our software.”

With PictureTalk, Gary is now able to spend his time demonstrating to multiple prospects simultaneously – and those prospects are turning into customers. “It was a ‘no-brainer’ to make the decision to buy PictureTalk,” he says. “It makes me so much more efficient.”

With PictureTalk, Gary brings up his company’s software on his computer and over the Internet, showing his prospects the features and benefits of his product. Gary can also take participants through a PowerPoint presentation or show them pages from his company’s web site. And it doesn’t matter what kind of computer his customers are using – whether they’re on a Mac or a PC, everyone can participate in a PictureTalk session. Ease of use is critical for a salesperson like Gary who wants to make sure that his presentations are what sticks in a customer’s mind – not glitches and delays.

“PictureTalk has solved issues with every one of my sales demonstrations. The images load quickly for everyone, the presentation goes smoothly, and we aren’t waiting for some people to catch up to what is on screen. PictureTalk offers a solution for getting around a company’s firewall, which has solved a problem that was causing me to abort several demo sessions with our previous system.

“What’s particularly helpful is the CaptureFrame. The frame surrounding my presentation stays yellow until everyone can see the image. Then I get a green frame. This ensures I never leave anyone behind. And my ability to present to multiple prospects at one time is improving my efficiency and increasing my sales,” concluded Gary.

Gary especially appreciates the level of service that PictureTalk offers its users. “Service is everything, and that’s what I get with PictureTalk. The company is completely dedicated to its customers. When I call, someone helps me out immediately. Everyone there is great.”