



Generate Sales Leads with Virtual Events (Paperback)

By Dennis Shiao

Fastpencil Inc, 2010. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Virtual events can be a dream for marketers. They can generate leads cost effectively and they facilitate real-time interactions with sales prospects that can lead to quicker and more efficient marketing qualification. Dennis Shiao, a virtual events expert, takes you from the planning process, to audience generation and engagement strategies and finally to lead qualification and follow-up. Dennis shows you how to use virtual events to fuel your sales pipeline.



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