

## Executive Overview

- ProFeatures makes internal virtual meetings more productive, collaborative, and engaging so that teams can get more done
- Built by the makers of the pre-eminent virtual classroom technology (Class.com), which has millions of learners & trainers on the platform every day.
- ProFeatures is the next generation of features and functionality for virtual meetings, improving collaboration and productivity in Zoom

## Product & Service Offerings

- ProFeatures Enterprise licenses (which work on top of existing Zoom licenses at a customer account)

## Sales Engineer Take On Best Fit

ProFeatures has enhanced basic Zoom meeting functionality with more interactive features. Anyone with an active Zoom license can upgrade to ProFeatures, and gain benefits such as the ability to edit documents in real-time simultaneously with other participants, see multiple people's screen shares, and allow participants to have private audio conversations during a meeting. Current customers of Zoom Meetings who want to supercharge its capabilities should look at ProFeatures.

John Paullin, Field Sales Engineer

## Key Features & Differentiators

- ProFeatures allows attendees to collaborate on one or multiple documents (Google Docs, Microsoft PowerPoint, Excel, etc.) within the meeting app, using multiple 'tabs' - which promotes engagement and collaboration instead of simply watching one attendee 'share their screen' while doing the work - and avoids attendees getting distracted by having to navigate to a document themselves (on a separate screen, app, etc.)

## Top Industries Served

- Financial Services
- Information Technology
- Law
- Insurance

## Ideal Customer Profile

- Industry - Legal Services, Technology
- Employee Size - >150+

- 
- Persona - Information Technology
- Seniority - Director and above only
- Notes - No one with "security" or "engineering" in the title

## Qualifying & Technical Questions

- Do you use Zoom for internal meetings?
  - What are the main tools your IT team relies on for hybrid/remote work internal collaboration?
  - How are you currently utilizing Zoom for team collaboration and meetings?
  - Can you share an example of a time when real-time collaboration tools could have improved your team's efficiency?
- How do you handle document collaboration during virtual meetings?

## Elevator Pitch

Distributed/remote teams all know that virtual meetings can be limiting, leading to delayed deliverables and wasted time. ProFeatures unlocks productivity by allowing attendees to meaningfully engage and collaborate on any file type from within the meeting, avoiding the distraction of simply 'screen sharing' or working in Silos (sending a link to a document, etc.)

## Objections & Rebuttals

### **We don't use Zoom - or we rarely use Zoom (we prefer Teams, etc.)**

We hear that all the time - and know that organizations often use a variety of video conferencing platforms across their teams. Using ProFeatures on top of Zoom will likely become your teams' preferred method once they experience how collaborative/innovative it is.

### **We have no issues using Zoom/Teams/traditional videoconferencing for internal meetings.**

I'm glad to hear that your techstack is performing well for you - one of the things we've found is that a lot of employees feel disengaged with traditional virtual meetings - and that when they can get 'hands-on' with the project, they are able to progress work more effectively and make meetings more productive.