

# **DRAKE**

**INTERACTIVE**

## ***Drake Interactive - The Power to Connect***

As the leading provider of human capital productivity solutions, Drake is launching the next wave that will heighten the effectiveness of your sales force to connect with customers - Drake Interactive.

## ***Why Drake Interactive?***

Business relationships only happen when customers know and trust you. But they must first see you to know and trust you. Drake Interactive offers you a powerful audio-visual solution to help get in front of prospective customers and make that vital first impression before you meet face-to-face. Using the advanced technology of Web-based video, Drake Interactive gives you the advantage to cut through the clutter of competitors' calls and prospecting letters. With Drake Interactive, you showcase your credentials and your company's value proposition direct to customers, personally and professionally.

## ***Turn Cold Calls Warm***

Using Drake Interactive's compelling Web-based corporate messaging service, you can turn cold calls warm and get meetings you haven't been able to clinch through traditional prospecting methods. Communicate your expertise and key product or service benefits consistently and convincingly. Engage prospective customers with a professional, concise interactive message that gives them a clear picture of who you are, what your company delivers, and how you can help improve their bottom line.

## ***Bring Proposals to Life***

Drake Interactive brings to life flat, hard-copy proposals by adding the dimension of sight and sound to a customer's sales experience. Imagine the impact your proposals will have when each project team member can personally "present" their strengths on Web-based video through Drake Interactive.

## ***Knowledge-Share across your Organization***

Drake Interactive is also an effective corporate knowledge-sharing tool. Drake Interactive Message can also be used for training purposes, to be accessed by all staff. What better way to cost-effectively share knowledge across your organization.

Learn the Power to Connect. Contact the:

**Drake Interactive Group**

**416-216-1036**

Visit us at: <http://www.drakeintl.com/interactive>

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