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Makers of the Award-Winning Cascade Server content management software

Taking Cascade Server demos to the next level...

By Kevin Goldstein

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As a sales consultant, I find myself talking about features and benefits a lot. My job is to understand the problems that organizations are having with their websites and work with them to decide if Cascade Server can meet their needs. Of course we believe in our product's versatility, and we do our best to answer "yes" to most scenarios. But a company like ours depends on having happy customers, and to that end, my goal is to make sure organizations make informed decisions and only buy Cascade Server if it really is the best fit for them.

That's where the sales engineer comes in. I can talk about features all day long, but there's no substitute for having someone actually showing you in real time how a product can meet your needs. Whether it's helping to download and install a trial version (yes, we're happy to do that!), integrating a portion of your site to ensure that it will work, or creating specific examples relevant to your organization, the sales engineer's entire job is to make sure all questions are answered and expectations are set before a purchase order is signed.

Features and benefits are great, but knowing exactly what you're getting and what you can do with those features is priceless..

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