



# FASTER DEMOS, LARGER DEALS.

## Challenge

“Show, don’t tell.” It’s the classic rule of good writing, and the biggest challenge for Luke Acree, President at ReminderMedia. As the company’s flagship product, American Lifestyle exemplifies how ReminderMedia integrates media and marketing to drive referrals and repeat transactions for clients in industries like real estate and financial services. Yet Luke saw the difficulties his service reps had during walkthrough calls, in which they guide customers through how to customize the magazine to their specifications. Deterred from using platforms that require clients to download software, reps were limited to giving users verbal directions for product setup, a tedious process that can take over an hour – time that could be better spent selling.

## Solution

By choosing **join.me**, Luke instantly streamlined the product demo process:

- **Instant connection** – With no software download required, customers just click a link and are connected with a ReminderMedia sales rep.
- **Effortless and easy** – reps find it easier to connect with customers of all industries and levels of experience.
- **Remote control** – clients can watch as reps take over and log-in to their account live on-screen; teaching them rather than telling them.

## Results

Since his sales team has started using **join.me**, Luke has seen improved efficiency and bigger deals close. **Call times have dropped an average of 10 minutes**, so reps can fit more calls in a day. “[join.me] has saved us lots of time, and time is money.” Luke says. “If you can make more dials, that’s what it’s all about.” And that certainly has been reflected in the numbers – since using **join.me**, sales of add-on products and services to existing customers **has increased by 10%**. Time is money is right!

✔ Visit **join.me** for more information.



**Industry:** Marketing/Media

**Headquarters:** King of Prussia, PA

**Number of Employees:** 150+

*“join.me has made the user experience much smoother and easier. One of our senior reps said they have been waiting for something like this for years.”*

– Luke Acree, President  
ReminderMedia

