

FREE WEBINAR Content Creation to Maximise Sales During Turbulent Times

The COVID-19 crisis brings challenges for businesses, it also creates opportunities! Digital buying is the only option, engaging content to generate sales leads is more important than ever. Hear from three West of Ireland based B2B and B2C companies who are adapting to the new economic situation on how to:



Create **content for online sales** during changing economic circumstances.

Be ready with **the right content & a skilled team** in place for when markets restart.

Overcome obstacles in content creation for direct & indirect sales teams.

SPEAKER BIOS



Speaker 1: John McArdle, VP Worldwide Sales Channel Mechanics

John leads up the worldwide sales for Channel Mechanics, an indigenous company which offers a digital SaaS platform to allow companies from any industry sector sell their offerings via B2B channel partners.



Speaker 2: Oleh Lototskyy, Director of Operations, The Knot Worldwide

Oleh led the establishment of The Knot Worldwide office in Galway and leads a large team of content creators which is used to "sell" the rich offerings the company provides to its target buyers.



Speaker 3: Fergal Lyons, Co-Founder/COO Inside Out Sales

Fergal has worked in global product sales and marketing roles for Symantec and has a deep understanding of both direct and indirect sales go-to-market models. He recently co-founded InsideOut Sales which offers "Sales-As-A-Service" to companies that wish to scale and don't have sufficient in-house capability or capacity.