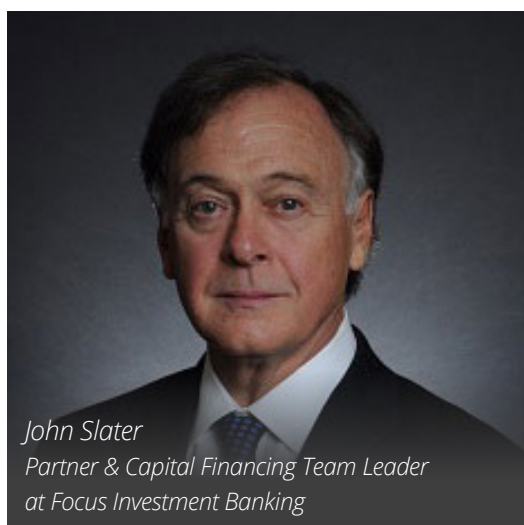


FOCUS

Investment Banker Reaches More Clients Outside His Reach Through Zoom



John Slater
Partner & Capital Financing Team Leader
at Focus Investment Banking

Summary

Traditional means of reaching clients are either ineffective (phone calls) or expensive (travel).

Solution

John Slater uses Zoom to initiate engagements as part of Focus Bankers' marketing, host meetings between clients and prospective acquirers and investors, and for internal communications.

Result

For tens of dollars a month in subscription fees, Zoom saves Slater at least \$25,000 a year in air travel, while developing trusted relationships and increasing brand exposure.

When making large transactions amounting to millions of dollars, there are arrangements to be made with trusted investment bankers that oversee these deals. In these situations, the investment banker has to be prepared to arrange meetings, market to prospects, and coordinate representatives from several dispersed locations. Traditionally, one would do this either via the phone or by traveling to an in-person meeting.

John Slater, a partner and capital financing team leader at Focus Investment Banking and Publisher of the Capital Matters blog, has decided to put tradition behind him and use Zoom to facilitate his meetings with clients and prospects. We discussed with Slater how Zoom benefits his team and how it compares to his experience leading up to this solution.

"We use video to initiate engagements as part of our marketing, host meetings between our clients and prospective acquirers and investors, and for internal communications," explained Slater. "Focus Banking is a connected company, so we tend to use video very often to communicate with one another. Since we're only paying a couple of tens of dollars every month, this is perhaps the best bargain we've been offered. **Zoom is a very strong tool for internal communications and internal meetings, and also helps us reach clients that would be inaccessible because of the scheduling delays, time, and expense of personal travel.**"

Use of video to market himself is one of the very few ways in which Slater can actually reach out to prospects short of going through every state of the country to offer the services he and his firm provide.

"Unlike insurance salesmen who can gain clients by making a sufficient number of calls, we only get hired when a company is preparing to do something," he said. "When a company puts itself up for sale, this only happens once. We can't go and develop personal relationships with the thousands of companies in the US that can be our potential clients. Instead, we must push aggressively through inbound marketing. Our purpose in marketing is to demonstrate expertise in our domain. We use Zoom to make videos that achieve this purpose."

John Slater has extensive experience with video and has been familiar with the technology since it was in its nascent stages. His experience with video products began when he started looking into business possibilities in online video streaming. After an exhaustive search for the video product that meets their needs effectively while delivering the best quality-per-dollar, Slater decided that Zoom fits the bill better than any other solution he found.

“The way I got involved in video for these purposes started back in the 90s. As an investment banker, I’ve been focused on the growth of internet video, particularly with regard to its business applications,” said Slater. “I met a company that dealt with webcasting and messaging, and they had a tool that resembled a less sophisticated version of Zoom. For a while, we had been recording material using this platform.”

At one point, it was time to try other video solutions that would suit the multiple purposes to which Slater wanted to apply the technology. He needed something that was simple enough to use, but had the flexibility to facilitate internal communications, interviews, engaging with prospects, and speaking with parties involved in a transaction.

“Many of the other solutions I’ve tried prior to Zoom were overwhelmingly ‘clunky’ and complicated,” he said. “There was one other solution that caught our attention which came close to the level of quality and efficiency we were hoping for. Zoom not only surpassed it, but it did so at a lower cost. **I can say with certainty that I’ve tried a large number of video conferencing solutions available on the market and can confidently conclude that Zoom is the best option I have seen.** Now, we do interviews via Zoom, we publish them on our blog, and we send it to 75,000 people via our mailing list. This helps us and our brand get plenty of exposure.”

To John Slater, the single most important thing that Zoom offers better than other solutions is ease of use.

“**It’s an intuitive interface and it’s very easy to set up meetings,**” he said. “Since we’ve first started using the solution, it’s only gotten better. In particular, we like the fact that Zoom integrates with Outlook, letting us schedule meetings quickly.”

Of all the features that Zoom offers, the thing that makes Slater happiest is that it works, the picture quality is excellent, and the calls are hassle-free. In an industry that deals with clients who are accustomed to having professional treatment, corporate finance and Zoom go hand in hand. In Slater’s case, Zoom offers a platform with which he can reach out to people around the world (19% of his transactions are cross-border) with the same level of interaction that would have otherwise required a long flight. He is able to gain the trust of clients to such a level that he can manage a transaction between parties in Atlanta and Los Angeles entirely from his office in Memphis.

Not only has Zoom allowed Slater to be more interactive with his clients, it saves Focus Bankers thousands of dollars in the process. Slater estimates that he saves at least \$25,000 a year in air travel by using Zoom, while developing trusted relationships with prospective clients and business advisors through his personal blog, Capital Matters. Interviews with leaders in middle market M&A and corporate financing are recorded using Zoom to host the meeting. The recording option in Zoom is very intuitive and reliable.

As a person with a passion for business-friendly video communications, Slater understood the impact that injecting video in his team’s daily operations would have. “When conversations with buyers and investors get to the point in which they want to speak directly to our client’s management, Zoom is a very effective way to communicate and understand each other,” he said. “There are very few products that I’ve been as pleased with or committed to as this one.” Using Zoom conveniently opened an entire world of possibilities for John at Focus Bankers.



About Zoom

Zoom, the cloud meeting company, unifies cloud video conferencing, simple web meetings, and group collaboration into one easy-to-use platform. Our solution offers the first available mobile-screen sharing and an innovative hybrid cloud service, and works across desktop, tablet, mobile and room systems. Zoom services over 40 million participants and more than 100,000 businesses globally.

Website
zoom.us

Innovations

First 3-in-1 Cloud HD Meeting Platform
First Mobile Screen Sharing
First Hybrid Cloud Service