

How To Sell Snagit

Description

Snagit is a premium screen capture, image editing, and documentation creation tool used across organizations to create how-tos, informal videos demonstrations, and professional illustrations to enhance presentations.



Sample elevator pitch for businesses

All companies have internal communication problems; most have external ones too. This leads to a loss in productivity and decreased customer satisfaction. TechSmith tools help people create visual elements like images and videos for their communications. Now everyone can share knowledge with clarity and impact.

How to make money by selling Snagit

Snagit is a low price point item, with an MSRP of \$49.95 USD for an individual perpetual license. Luckily, Snagit leads its category, is beneficial to millions of people in the workforce, and is often purchased in large volumes with maintenance renewed annually.

Tactic 1: Snagit Site License + Camtasia Volume Sale

Use Snagit as leverage to expand site-wide and up-sell additional Camtasia licenses. Camtasia is also created by TechSmith and is \$249 MSRP for an individual license. Site deals are three year commitments typically between \$10,000 and \$30,000 per year.

1. Look through your accounts. Top verticals for site licenses include Financial, Insurance, Government, Technology, and Healthcare with at least 500 employees.
2. Determine the prospect's existing TechSmith software footprint, such as quantity, version(s), and maintenance status. TechSmith can help.

Tactic 2: Upgrade, Consolidate, and Add Maintenance

When a customer requests Snagit licenses:

1. Check customer purchase records to determine existing software footprint. (TechSmith can help.)
2. If the customer has existing seats, and of worthwhile size, propose getting all licenses upgraded and under one maintenance agreement.

Tactic 3: Add Snagit to Other Purchases

If the customer is purchasing...

- Office 365 or Windows 10: Just-in-time training means more usage of their investment.
- Collaboration or Project Management tools: Get faster answers and break down silos between departments and teams.
- Help Desk software: Go beyond text and get clarity—close tickets faster.

MSRP pricing and part numbers

TechSmith offers individual, volume, and site licensing options with corporate, education and non-profit/government pricing. Upgrade pricing and maintenance tables also exist. You can find complete pricing sheets and part numbers at <http://partners.techsmith.com> or your internal portal. NOTE: TechSmith only quotes to distributors.

Get familiar with our enterprise value proposition and try the return on investment calculator at www.techsmith.com/business

Key features and differentiation

- Panoramic Capture: Capture wide or infinitely scrolling content (like webpages or Excel).
- Grab Text: Extract the text from a screen capture or existing image (OCR technology).
- Combine Images: Assemble multiple images into a convenient step-by-step document.
- MP4 video and GIF: Create short screen videos (screencasts) and GIFs when images alone aren't enough.

Companies buy Snagit because...

- They know up to 30% of content produced by their employees is leaving their organization and they want it to look professional.
- They can standardize on ONE tool that meets the needs of every department and works the same on both Windows and Mac.
- They see Snagit as more than screen capture—it's a communication tool that reduces costly misunderstandings internally and externally.