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## Sell in Metaverse. Using Web 3.0 Technology to Inject Vitality Into Sales

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<https://www.btcc.com/en-US/academy/research-analysis/sell-in-metaverse-using-web-3-0-technology-to-inject-vitality-into-sales>

**Sell in Metaverse. Virtual showrooms exist in Metaverse and are available 24 / 7 365 days a year. David Keane, chief executive and co-founder of Bigtincan, said it was time to join. The rise of Metaverse and Web 3.0 marks an exciting moment for the future of sales promotion. Put away your dull product display and static training materials.**

Bid farewell to the outdated sales portal and the traditional LMS system. Forget the temporary coaching methods in your old sales promotion game manual. The development of digital innovation provides a wide range of possibilities for sales organizations to change the rules of the game and make use of it.

Forbes and JPMorgan Chase predict that Metaverse will appear in major sales departments in the next few years, creating an annual profit potential of \$1 trillion. According to a recent pulse report from KPMG, nearly two-thirds of consumers are now familiar with Metaverse and are ready to use it to contact and interact with brands.

With the increasingly digital nature of buyer seller interaction, the future purchase experience will exist within Metaverse. In response, B2B sellers need the right sales promotion tools and training to proactively engage with potential customers in a virtual environment.

This is where enterprise Web 3.0 technology will play a key role - enabling sellers to provide an immersive and personalized virtual purchase experience, leading to informed purchase decisions and brand loyalty.

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## Behind Metaverse and Web 3.0

The extensive hype surrounding Metaverse makes it a confusing phenomenon, but from the perspective of sales promotion, the concept behind it is surprisingly simple. The accurate description of it is like a continuous virtual ecosystem. Brands and customers can interact by using Web 3.0 extended reality (XR) technology, for example,

- Virtual reality (VR). An immersive and fully rendered digital environment replaces the real-life environment.
- Augmented reality (AR). An interactive experience that superimposes digitally enhanced

content into a real-life environment.

- Mixed reality (MR). Seamless integration of AR and VR, in which physical and virtual environments coexist in real time.

Over the next five years, Gartner predicts that one in four people will spend at least one hour a day working, shopping, educating and entertaining in Metaverse. In addition, 30% of global enterprises will also be ready for Metaspaces products and services. Today's enterprises that take the lead in realizing the potential of XR in sales promotion will take the lead in reaping its benefits tomorrow.



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## Web 3.0 For Immersive Virtual Buyer Participation

By integrating XR technology into customer-oriented sales content, sellers can interact with buyers to deepen understanding. Traditional sales content and product demonstration cannot provide constructive information for buyers, while XR technology brings products into life through 3D models and immersive virtual display, so as to promote multi sensory learning.

For example, through the artificial intelligence driven virtual exhibition hall, sellers can use AR and VR to create, manage and display immersive sales content, so that buyers can interact with products as if the products were in front of them.

Because virtual showrooms exist in Metaverse, they are available 24 hours a year - allowing buyers to learn at their own pace at the right time. Unparalleled levels of personalization and immersive participation at each touchpoint on the buyer's journey help simplify complex purchase decisions.

## Personalized Virtual Training and Guidance

In a similar field, Web 3.0 technology enables enterprises to develop virtual buyer ready sales teams through interactive training integrated into the sales promotion platform. The 3D content driven by Mr basically reproduces the buyer interaction experienced by sales representatives in Metaverse, so that they can practice communication skills and tactics and help promote active buyer participation.

Each simulation is tailored for individual salespeople and tracked in real time through artificial intelligence driven voice analysis to measure their performance. Managers can then use automated insight to provide personalized coaching to simplify professional development.

From attracting buyers with virtual product displays to tutoring sellers with interactive training content, enterprise class XR tools should be considered as an essential tool for your sales promotion platform. Metaverse has appeared on the horizon. Make sure your business is ready to use it.