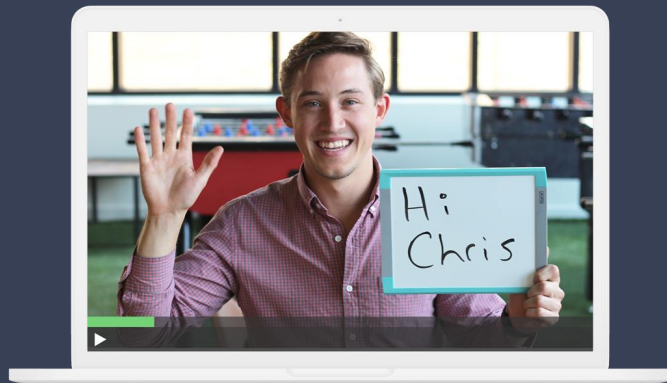


How To Build a Video Selling Strategy

The Sales Summit VIDEO Masterclass



Have you ever RECEIVED a personal
video from a sales person?

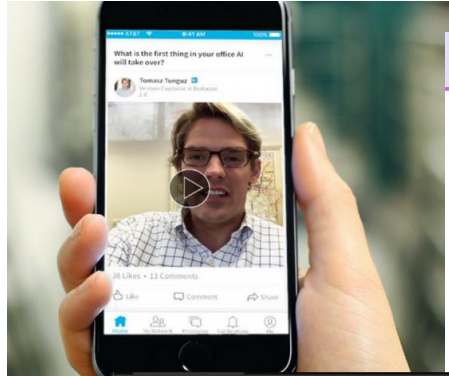
Have you ever SENT a personal
video to a prospect or customer?

What we're going to cover

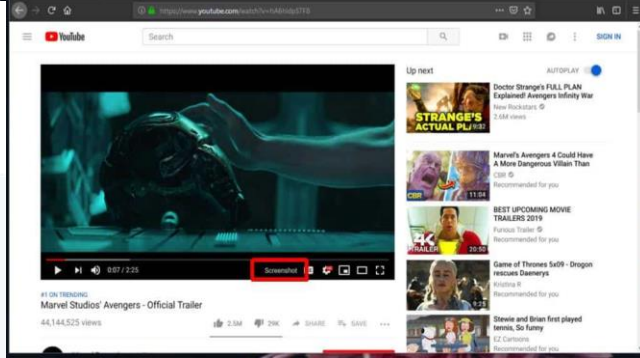
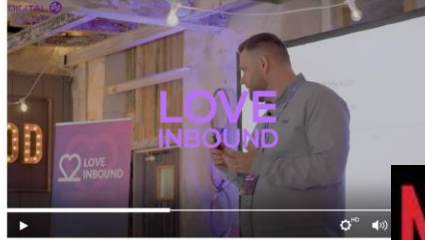
1. Why use video in sales
2. How to use video in sales
3. Selling With Video In the Dach Region
4. Introducing Video Selling to Your Organization
5. Q & A

1. Why Use Video in Sales?

Worldwide Trends



Enjoying the blog? [Sign Up!](#) [Our Guides](#)



a quick look back at LOVE INBOUND
industry experts that presented and give
networking opportunities that attend
ing breaks. Whatever your job role o



82% of internet traffic will come from video by 2022

Your Customers are PRIMED for Video

Close to gap in B2B communication from text to video

In 2022, it is not getting any easier to...

Get Attention and Connect with Prospects

We're now sending >2x the *volume* of sales emails since pre-COVID...

...but the *response rate* to sales emails has plummeted.

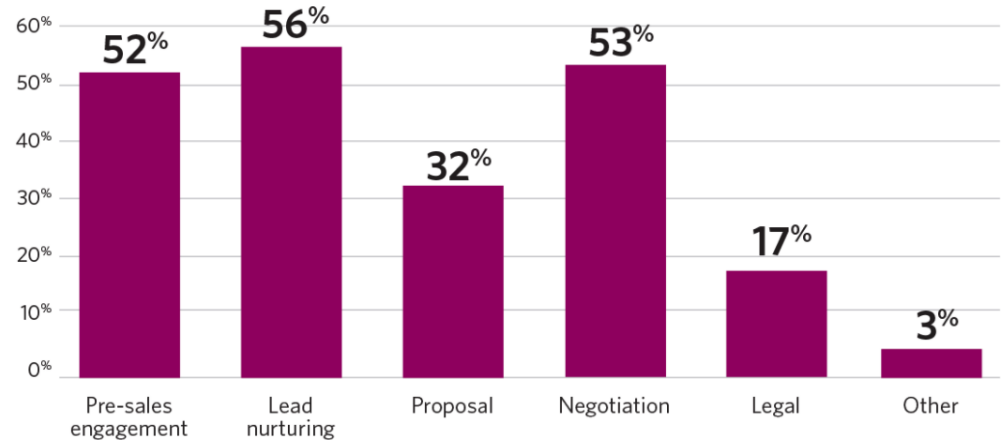
**There is more noise than ever.
Buyers are tuning out.**



B2B Sales Take Longer Than Ever!

According to TrustRadius, the B2B sales process is taking longer at all stages of the sales cycle.

Which Parts of the B2B Tech Sales Process Take Longer Than They Did Before the Pandemic?

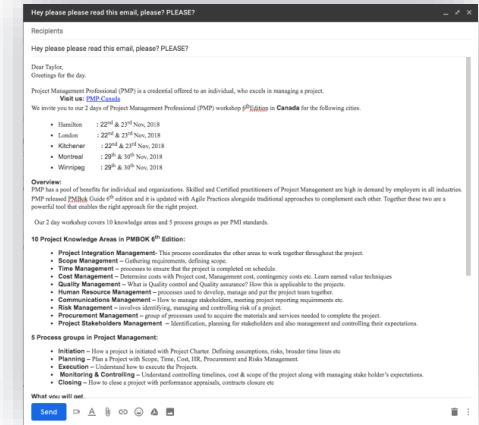


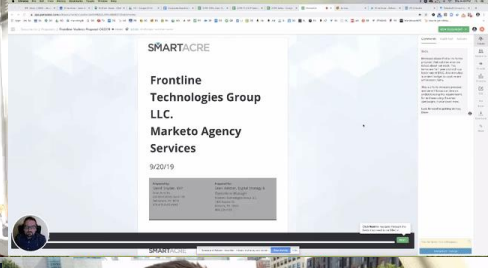
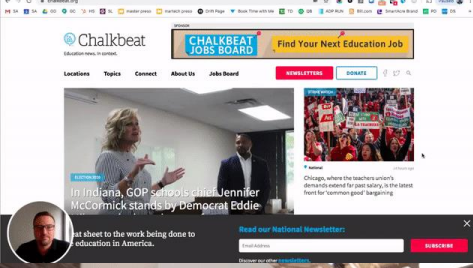
SOURCE: TrustRadius, B2B Buying Disconnect, 2021

The Challenge of Virtual Selling

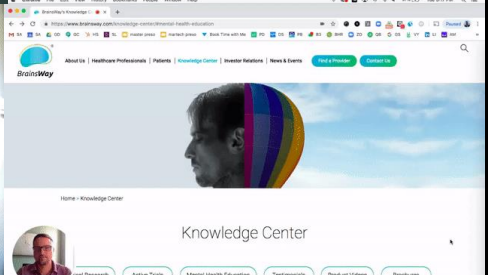
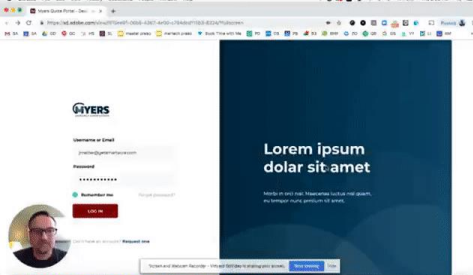
1. Staying top-of-mind and memorable
2. Building rapport and relationships

When most sellers just look like **this** to buyers!





IN COMES VIDEO FOR SALES

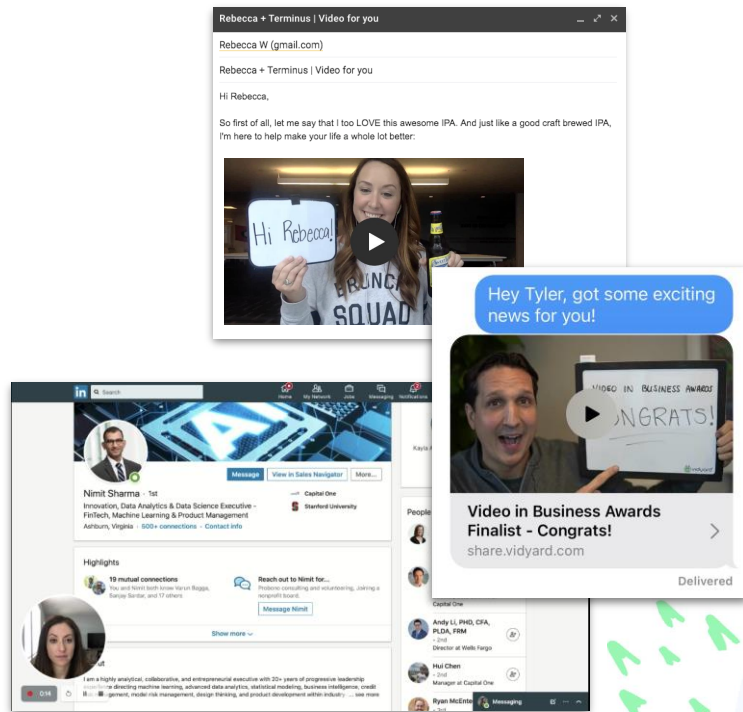


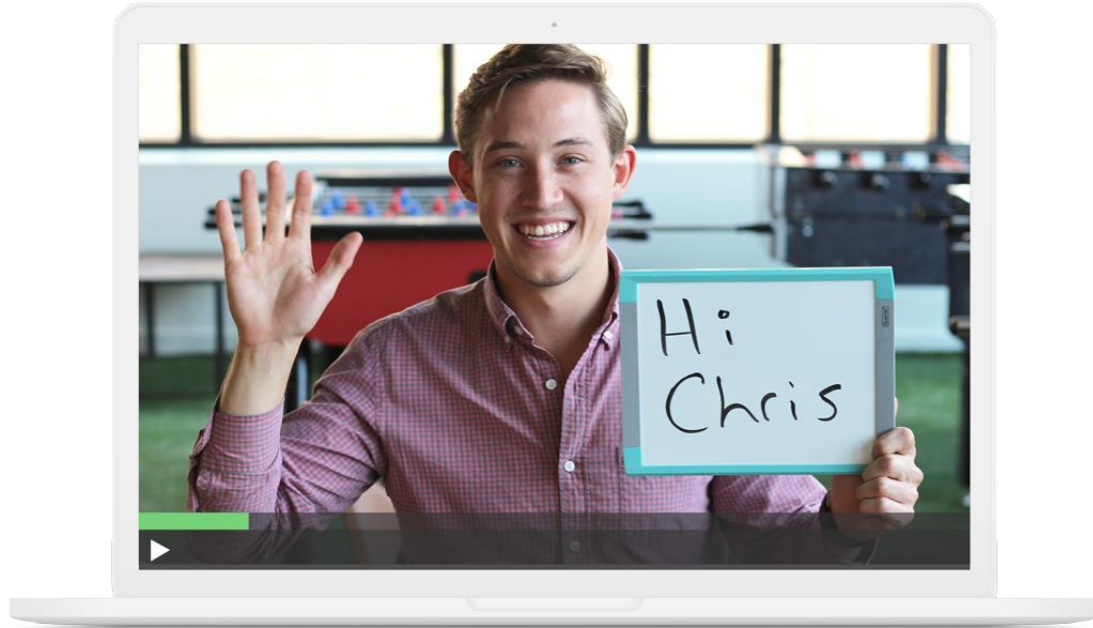
INTRODUCING A BETTER WAY

DIY & Personalized Video

User-generated video:

1. Cheap
2. Easy
3. Fast
4. High-impact
5. For B2B, B2C, B2G -> all B2H





H2H
'Human to Human'



2. How To *Use* Video in Sales

Two-Pronged Approach

Synchronous



Live Video Calls

Asynchronous

Hey **(first name)**,

Thanks for reaching out. Here are some resources based on where you filled out this form
Let's schedule a call, but first let me introduce myself.

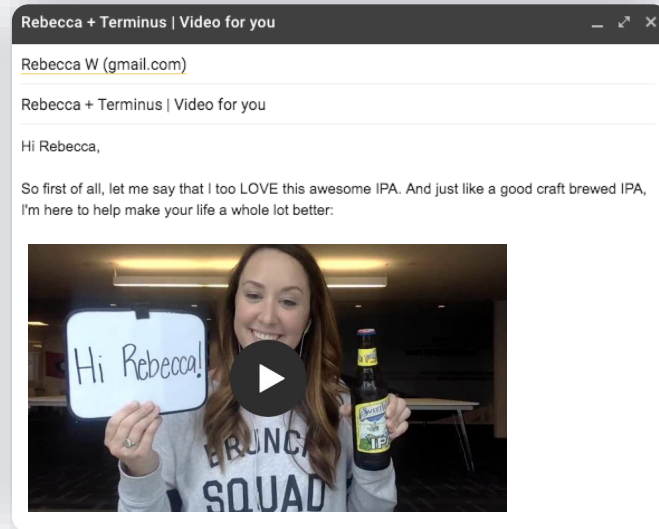
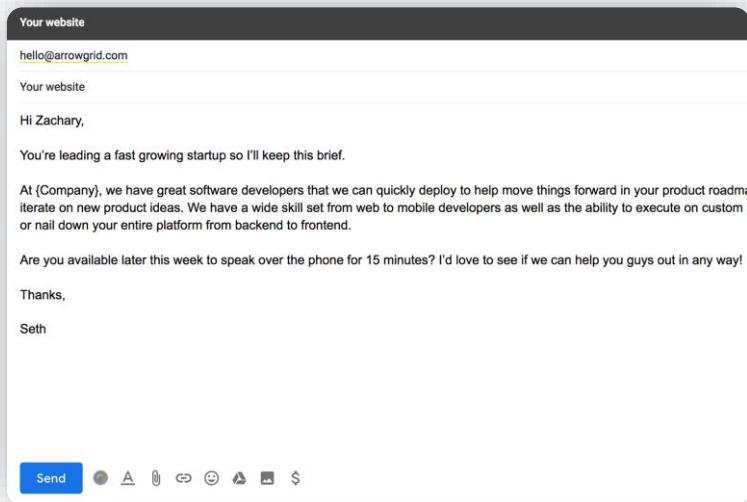
Watch this 30 second video



Personalized Video Messages,
Custom Screen Recordings



Which of These Emails Catches Your Eye?



Which LinkedIn Message Stands Out?

Hisham Sabir Khan
Social Entrepreneur, Philanthropist, Talent Development, Executive...

Aljudd Manpower & IT Services Pakistan (meeting req)

Hello

Hope you are well !

We are leading Manpower Recruitment & IT firm working in industry since past 30 years serving globally .

We are working with most prestigious clients all across the world. We have special expertise in IT workforce recruitment , providing IT solutions , software engineers services , AI services , cyber security services etc .

We have capacity to recruit 1000 quality workforce to Globally each month IT sector We have received many global awards and recognitions from Govts , clients and United Nations .

Also if your firm is interested in opening off shore with us to cater Pakistan market needs as it is economical as well

Kindly go through below link article on booming IT industry in Pakistan
<https://www.bloomberg.com/news/features/2021-11-17/pakistan-startups-draw-record-money-helped-by-covid-and-china-s-tech-crackdown>

I am interested in having zoom meeting with your esteemed self and to share my company profile and details

Our firm is also doing csr activity for disadvantaged students globally for their better employability and career planning free course digital live interactive sessions soft skills project .

You can view our latest press release from Palestine
<https://www.aap.edu/News/hassib-sabbagh-center-aap-starts-training-program-develop-youths-personal-and-functional-skills>

Will wait for your kind feedback

Regards

Sardar Hisham Sabir Khan

0092-321-2868151

Write a message...

Press Enter to Send



Talita Da Silva · 4:27 PM

<https://video.vidyard.com/watch/h9a6?zv8KrdalIurDwXkU8Jub?>



Hi Mario, have you thought about video at Talentlyft?
video.vidyard.com





The Power of Video for Sales



Video is the perfect content format to help you:

1. **Get the attention** of prospects and buyers
2. **Establish rapport** and build personal relationships
3. **Clearly show value** and help prospects 'get it'
4. **Stay top-of-mind** and keep deals progressing even in the absence of live meetings



Where Video Works Best for Selling

Purpose

Attention grabber. Establish rapport. Provide a clear ask & book a meeting

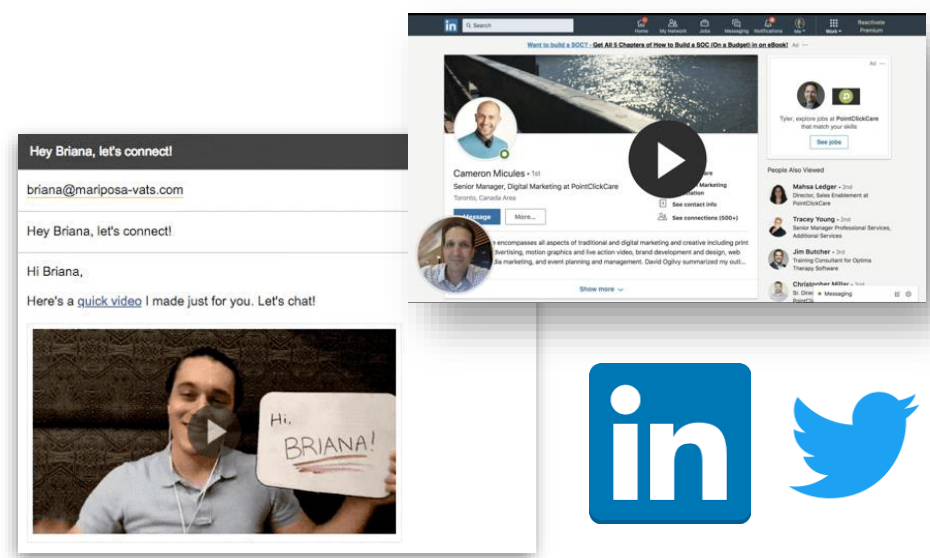
Approach

Be passionate, authentic, engaging. Focus on creating a connection.

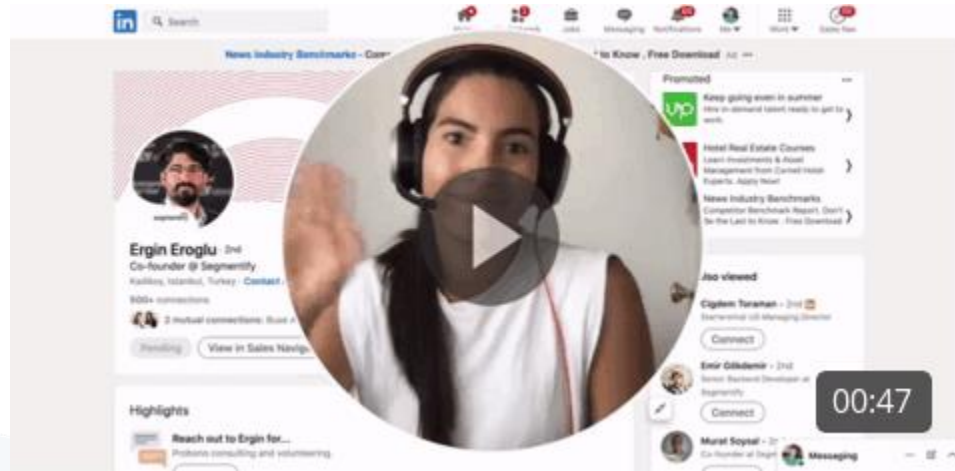
Use Cases

Introductions, follow-ups, reviving opps that have gone dark, website walkthroughs.

1:1 video outreach



Pro Tip: Use animated GIFs to capture prospect's attention



Prospecting

Lead to Video Prospecting Example

The screenshot shows a LinkedIn profile for Hannah Pinchbeck, Head of Marketing at #DMWF. A video prospecting lead for Yaniv Siegel, Sales Manager EMEA at Vidyard, is highlighted. The lead is part of a DMWF event. The profile also shows mutual connections and a 'People also viewed' section.

DMWF
Head of Marketing at #DMWF, MarketingTech News & Influencer Marketing World
Greater Bristol Area, United Kingdom • Contact info
6,756 followers • 500+ connections
2 mutual connections: Bob Apollo FF:ISP and Julia Smith

YANIV SIEGEL
Sales Manager EMEA @ Vidyard

Hannah Pinchbeck · 2nd
Head of Marketing at #DMWF, MarketingTech News & Influencer Marketing World
Greater Bristol Area, United Kingdom • Contact info
6,756 followers • 500+ connections
2 mutual connections: Bob Apollo FF:ISP and Julia Smith

Highlights
1 Mutual Group
You and Hannah are both in Marketing & Communication Network

Featured

People also viewed

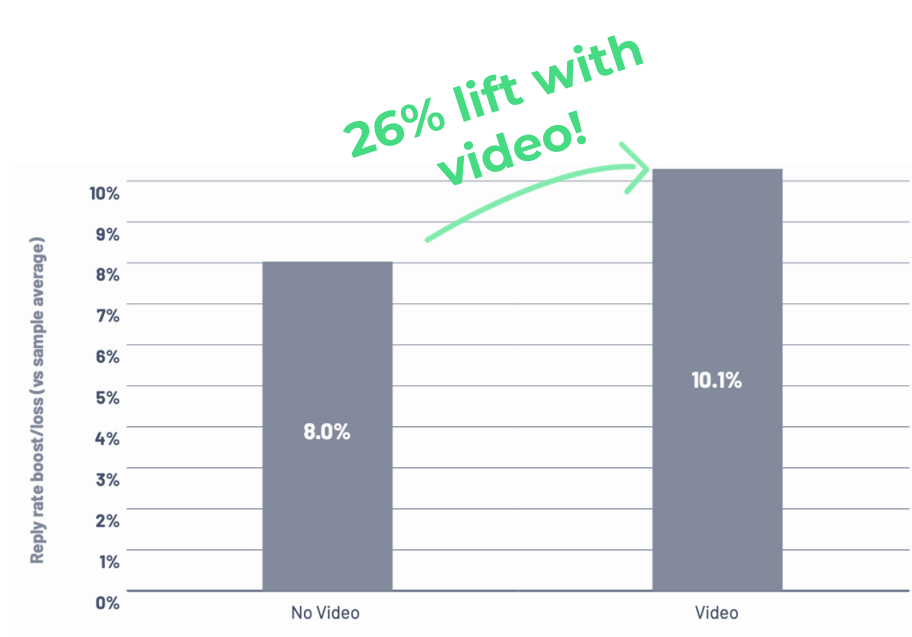
- Rachael Reid · 2nd
Portfolio Director - DMWF Events & MarketingTech - A leading Digital...
Pending
- Elizaveta Khodarinova · 3rd
Social Media Manager @ Latana
Marketing enthusiast
+ Follow
- Claire Taylor · 2nd
Operations, Events & Marketing
Connect
- Ian Johnson · 2nd
Founder at Encore Media Group, DMWF, Blockchain Expo, TechForge
Connect

Ad
Ready for your next opportunity?
Yaniv, SCA is hiring!
Follow



Video is Proven to Boost Response Rates

Adding a video to sales emails is shown to boost open rates by 16% and **increases reply rates by 26%**.



SOURCE: 33 Tips for Optimizing B2B Sales Emails, SalesLoft





HubSpot

VIDYARD CUSTOMER STORIES

Video Helps HubSpot Drive Global Sales Performance

Key Results from Using Vidyard

4x

Booked Meetings

94%

Retention Rate for Top Rep

77%

Click-Through Rate on Video

High Touch	2089
Low Touch	4530
Video	265
Total	6,884

Total Opps	112
Video Opps	16
% Opps From Video	14.3%

Other Activity > Meeting: 1.5%

Video > Meeting: 6.03%

^^ 4X the Opps!

3.8% of total activity was from video

14% of opps from video



Purpose

Be specific, provide resources that guide buyers and keep the deal moving.

Approach

Be knowledgeable, insightful, and educational. Help the buyer decide.

Use Cases

Presentations and demos, meeting recaps, proposal walkthroughs.

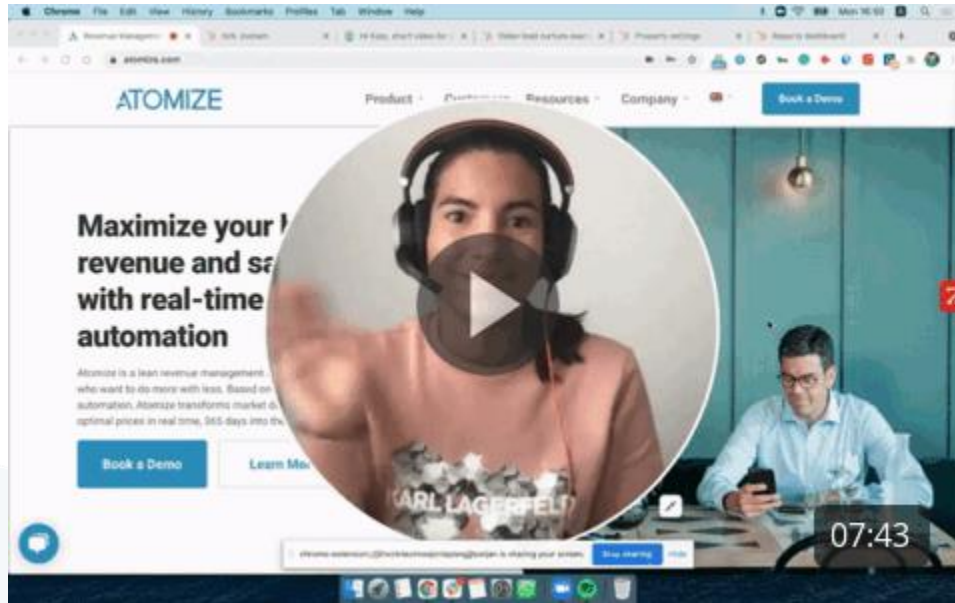
Proposal walkthroughs and demos

The top screenshot shows a slide titled "Pricing Proposal" with the following table:

	Professional	Enterprise
Product Package	A	B
Options	None	SEO, SSO, SSL
Support	8/5/365	24/7/365
Price	\$2000/yr	\$5000/yr

The bottom screenshot shows a slide titled "Our solution" with a video player and a photo of server racks. The video player shows a man speaking.

Pro Tip: Also use screen recordings to highlight key content for the “just send me more info” objection



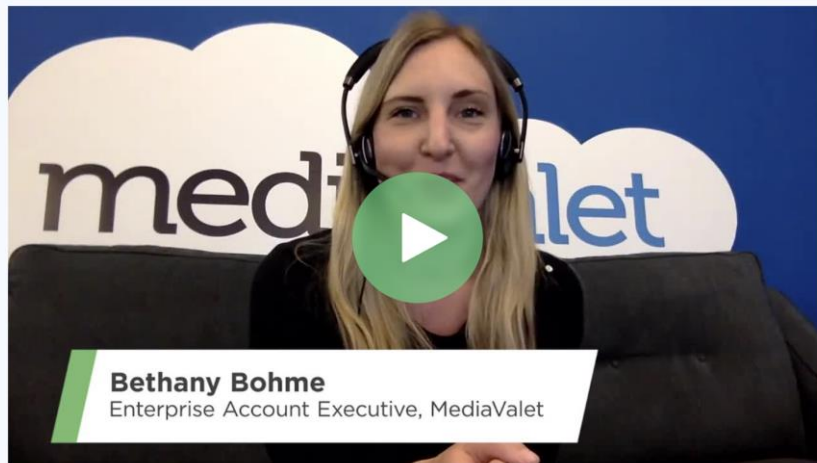
Micro Demos

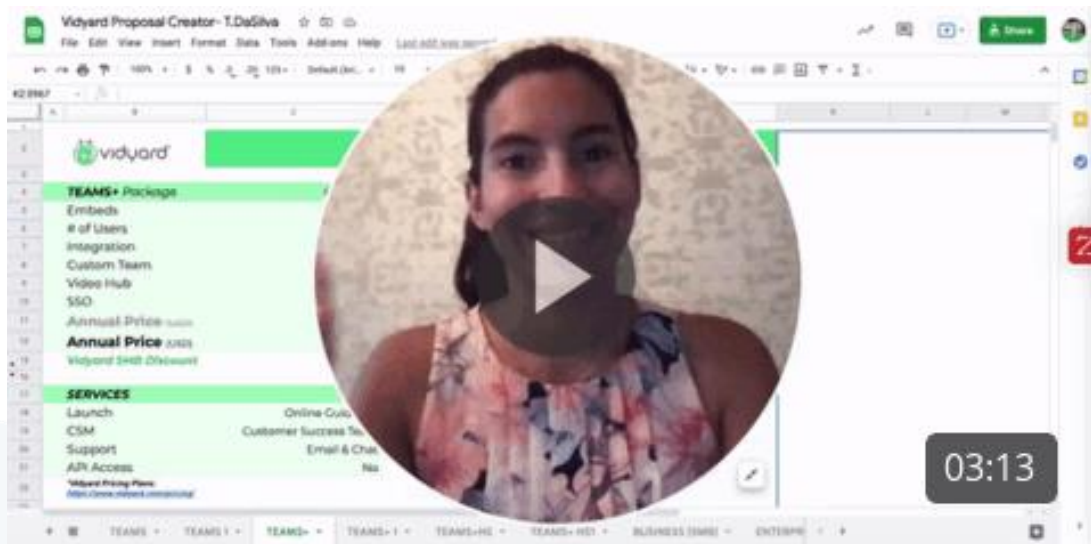
“

“Sales cycles have shortened from 128 days to 68 days by using asynchronous demo follow-up”

Eric Simmons - VP of Sales, Mediavalet

mediavalet



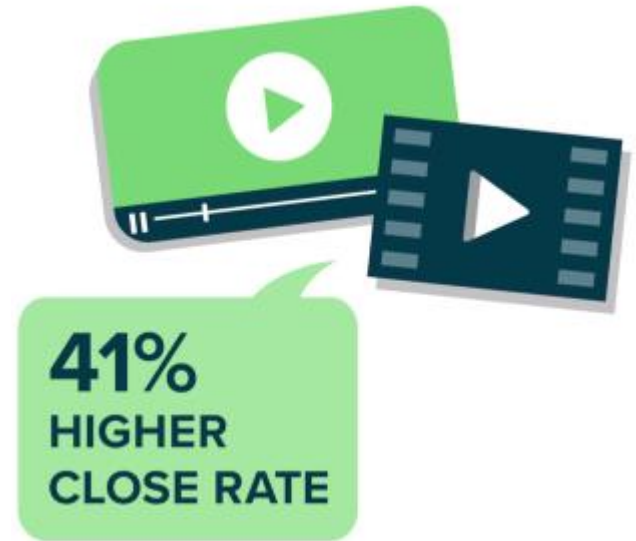


Proposals + Contracts

Video Boosts Close Rates Too

**Video increases
close rates by 41%.**

According to Proposify, adding a video to sales proposal increased close rates by an average of 41%, with some industries seeing increases as much as a 103%.



SOURCE: State of SaaS Proposals, Proposify



Handoffs and account reviews

Purpose

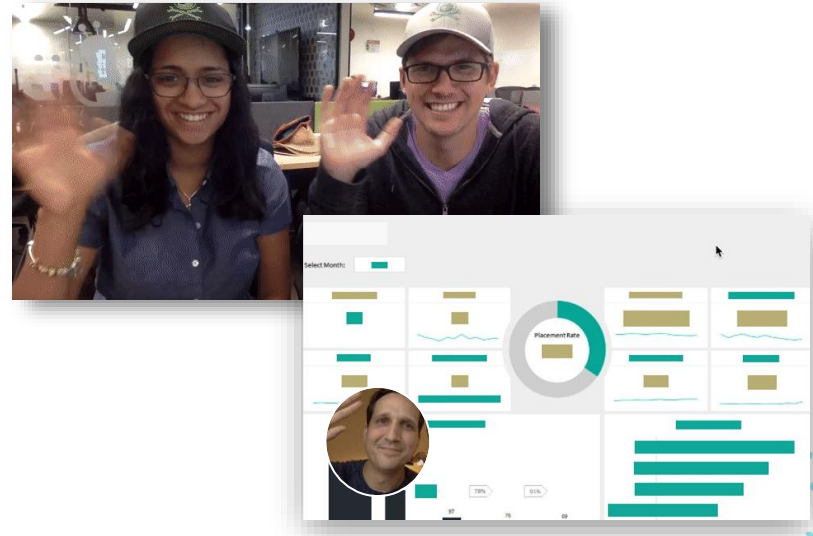
Review terms or Sales Orders, show you are ready to start and let buyers know they've made the right decision.

Approach

Helpful. Connect buyer with resources and information to be successful.

Use Cases

Legal review, implementation review, post-sale handoffs, account reviews, regular account communications.



Pro Tip: Send a summary video in advance of account review meeting to focus your time on the important issues



Collaboration Celebration

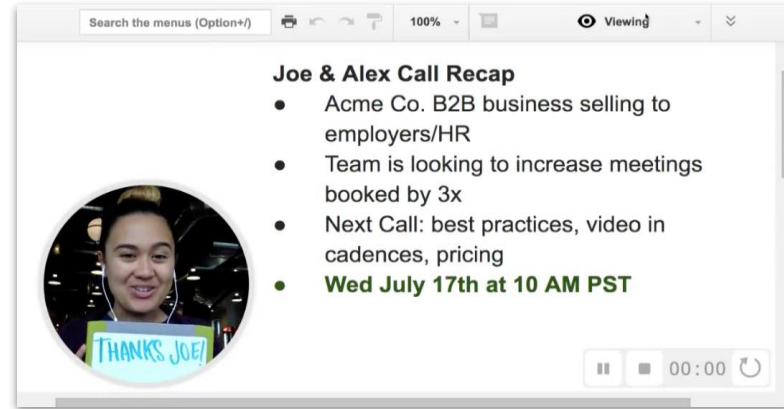
Renewals & Upsells

GOAL: Secure the renewals + discuss upsells

PURPOSE: Deliver consistent communication and value throughout the contract so the renewal process.

- Video best practices
 - How to's
 - Did you know
 - Just checking in

HOT TIP: Video is all about relationship selling. The more a customer gets to know you, the more they will be invested in the partnership.



3. Selling With Video in the DACH Region

The background features decorative green abstract shapes in the corners. In the top right, there are overlapping green circles and lines. In the bottom left, there is a green semi-circle with a white wavy line and a dotted green pattern above it.

Uniqueness

Adoption (Vidyard insights)

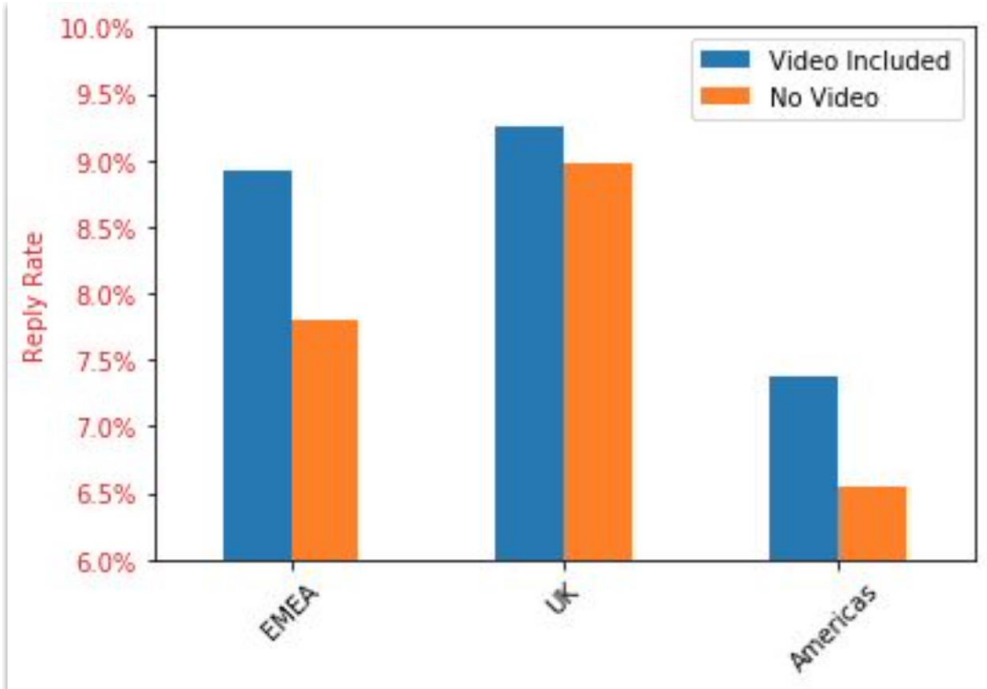


North America

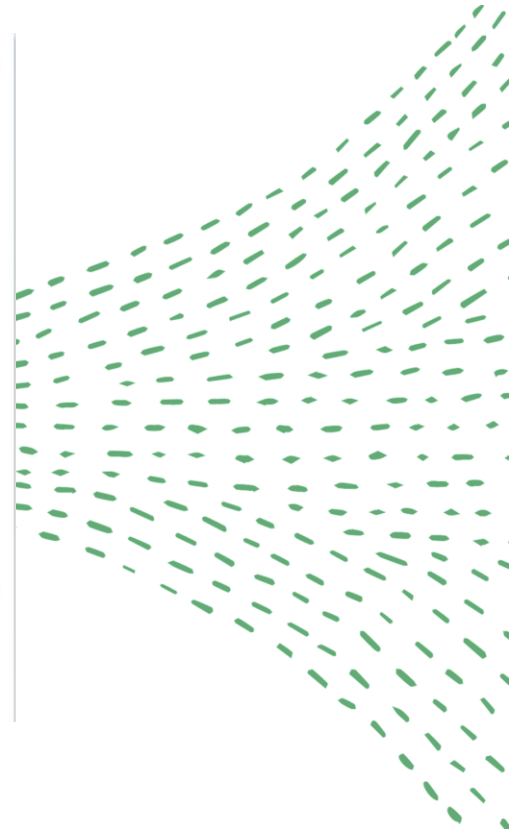


EMEA

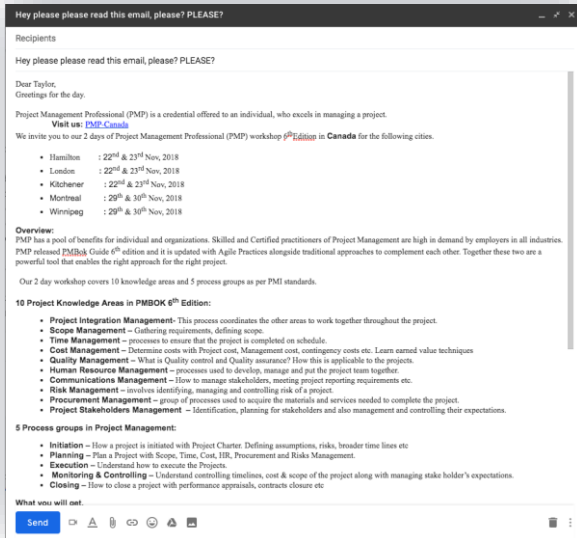




Video leads to higher response rates



Generic vs. Personalized



We are all HUMANS

- Cloud network platform based in the US with a DACH sales team
- Frank Bergmann is head of new Business in EMEA and was an Enterprise AE for the DACH region prior
- He has pioneered Vidyard and used videos to get into C-suite decision makers in IT roles at the largest DACH Enterprise companies



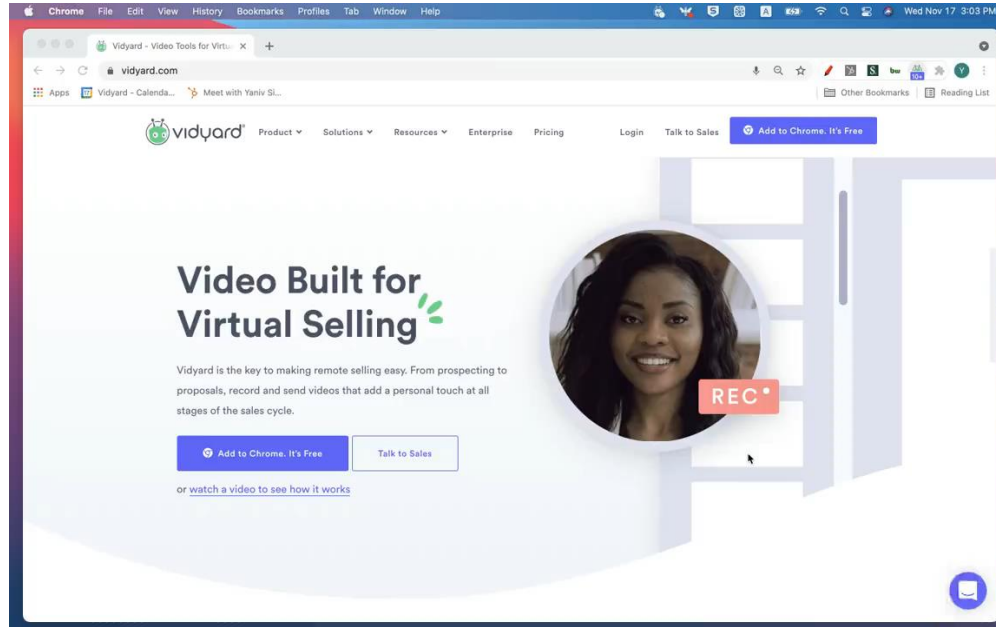
Video Personalization = being Human = Universal



GDPR

Video Best Practices

3 Easy Clicks to Record a Vidyard Video



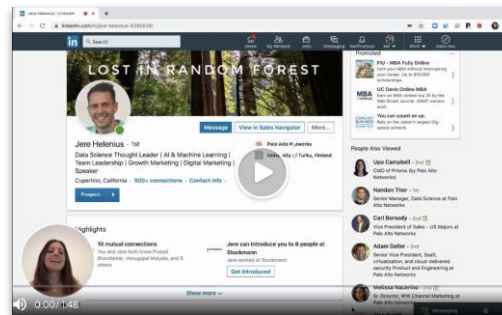


You got this!! Now that you'll be creating your own videos...
Let's get you **ready to be AMAZING** on camera!

WHAT MAKES A GREAT VIDEO?

Key Factors for Success

- ✓ **Be personal**, real, and authentic: leverage your personality, body language, and passion
- ✓ **Plan your message** before you hit record to deliver it smoothly and with confidence
- ✓ **Make it about them** and their priorities, offer to provide VALUE
- ✓ **KISS** (Keep It Short & Simple): 45-90 seconds
- ✓ **SMILE!** That's not an acronym ... just smile :)
- ✓ **Forget Perfection** be yourself, be HUMAN!



✓ **Forget Perfection** be yourself, be **HUMAN!**

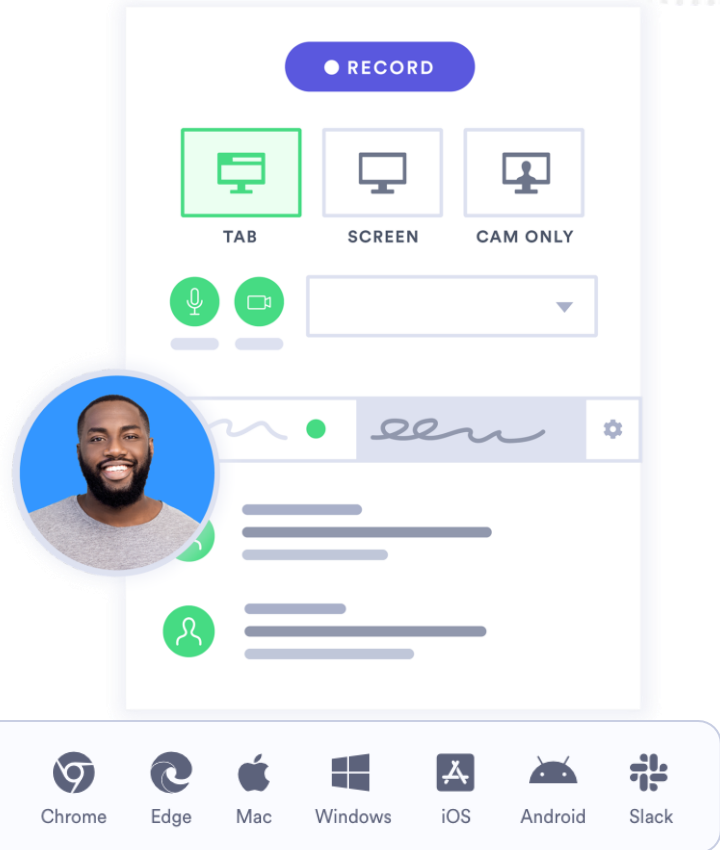


4. Introducing Video Selling Into Your Organization

Step 1. Download our free chrome extension, mobile app or desktop app → completely free with unlimited video recordings



Step 2



Record your first video!

Video Creation Tools

Record your camera, screen, or both in just a few clicks.

- Unlimited HD-quality recordings with no extra software, equipment, or expertise required.
- Record personal introductions, client presentations, customer onboarding materials, team updates, product demos, and more.
- Speaker notes to help present

Step 3 → Get Video Selling Certified!

Let your Sales Reps, SDRs and BDRs take our free Video Selling Certification (45 minutes total):

- Getting most out of the Vidyard tool
- Getting comfortable on camera
- Best practices and types of videos
- More!





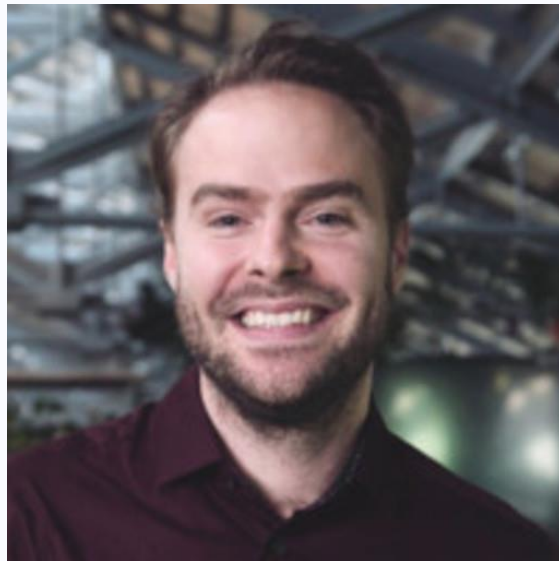
Other Resources:

- [Top Video Examples](#)
- [Video Scripts & Templates](#)
- [How to be a Pro on Camera](#)
- [Vidyard Product Hacks](#)



Next Stop: Hollywood

Thank you!



Yaniv Siegel

Sales Manager EMEA

Vidyard

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Yaniv.Siegel@vidyard.com



Q+A