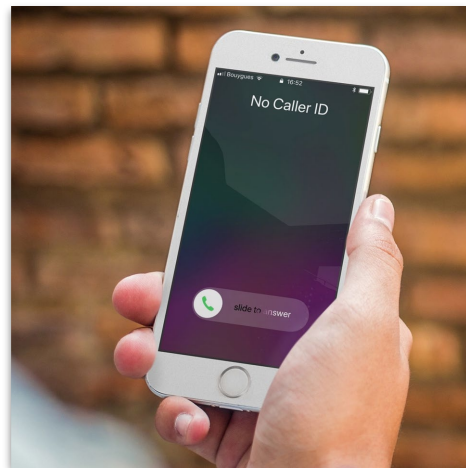
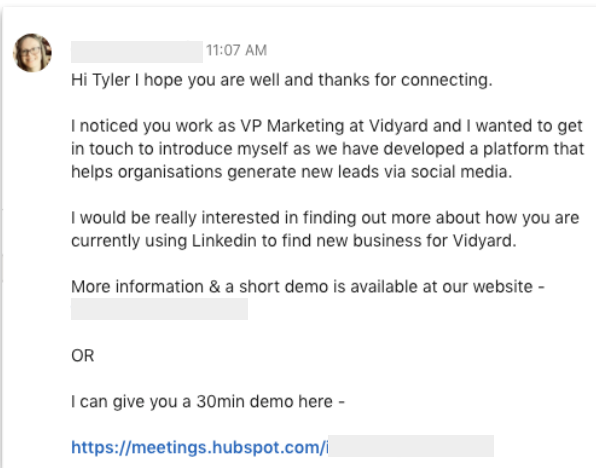
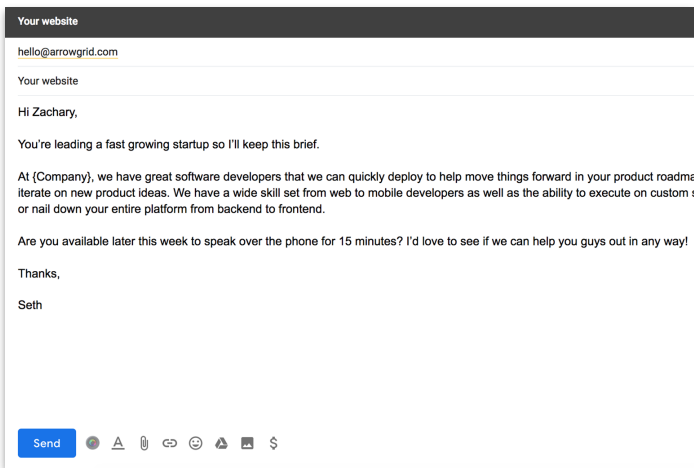


SELLING IN A DIGITAL -FIRST WORLD

# How to Build Trust and Engagement with Video

# Is this the face of modern sales?



Selling virtually isn't just about reacting, it's about adapting

Sales will continue to be more digital, asynchronous, and “self

-service”

# McKinsey & Company

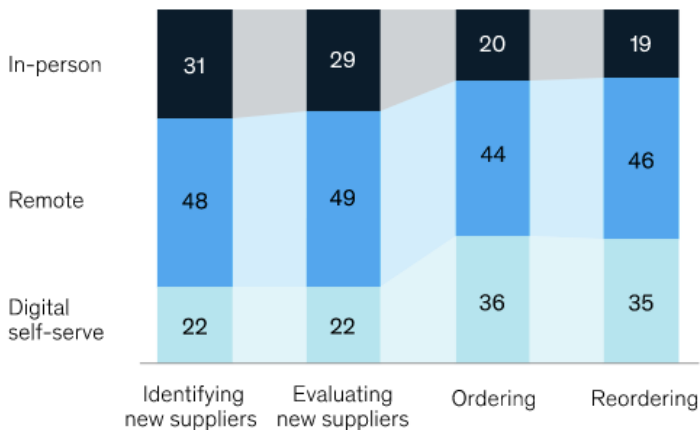
[How COVID -19 Changed  
B2B Sales Forever](#)

Changing Buyer  
Expectations

**Most B2B seller interactions have moved to remote or digital ...**

**Current way of interacting with suppliers' sales reps during different stages<sup>1,3</sup>**

% of respondents



**... and that's exactly what customers want.**



of B2B decision makers prefer remote human interactions or digital self-service<sup>2,3</sup>

**Why?**

- Ease of scheduling
- Savings on travel expenses
- Safety

**Two breakout stars: Video and live chat**



[Forrester Sales Tech  
Tide 2021](#)

Changing Buyer  
Expectations

Remote Sales  
Strategy

# The Forrester Tech Tide™: Sales Technologies, Q1 2021

15 Technologies That Underpin Sales

High business value	INVEST	MAINTAIN
	<ul style="list-style-type: none"><li>Conversation intelligence</li><li>Customer success</li><li>Revenue intelligence</li><li>Sales engagement</li><li>Sales training and services</li><li>User-generated video</li></ul>	<ul style="list-style-type: none"><li>Configure, price, quote (CPQ)</li><li>Remote engagement</li><li>Revenue operations</li><li>Sales content</li><li>Sales force automation</li><li>Sales performance management</li><li>Sales readiness</li></ul>

tools is high, but with the lion's share of B2B buying and selling occurring in remote and digital settings, we predict asynchronous video messages will be an essential arrow in the seller's quiver in 2021 and beyond.

[vidyard.com/forrester](https://vidyard.com/forrester) -report

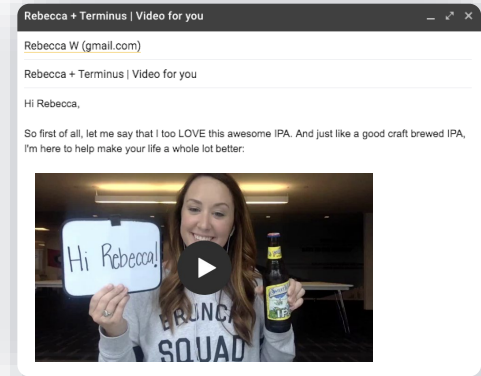
# Video in today's sales world



Live Video Calls



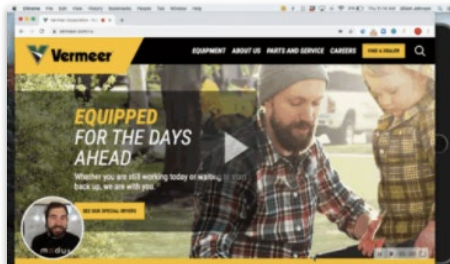
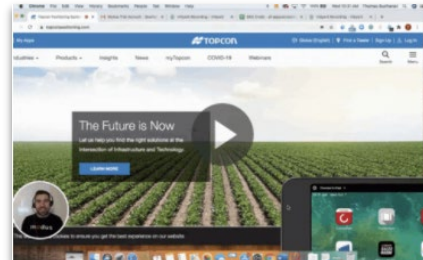
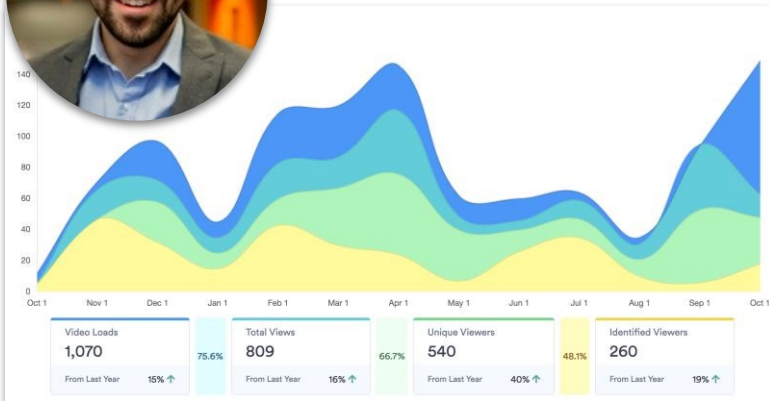
Recorded / Produced Videos



Custom Videos  
(UGV)



THOMAS BUCHANAN  
ACCOUNT EXEC @ MODUS

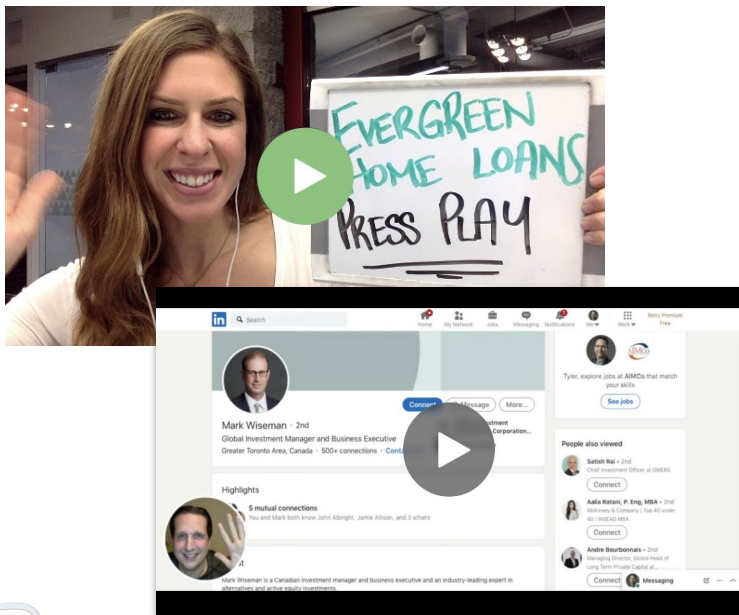


I've met 50-100 people at my target accounts this year. But **500+ people** have met *me*.

I use custom videos to **maximize my face time** with accounts and **earn their trust**.

## TOP WAYS TO USE VIDEO FOR MODERN SALES

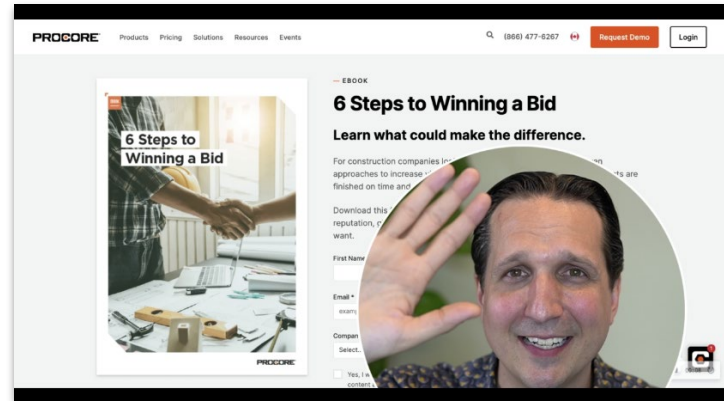
# 1. Prospecting New Leads with Custom Videos



Use short videos to...

- **Stand out** from the noise and earn their attention
- **Create a personal connection** from your very first outreach
- **Earn their trust**, create rapport, establish credibility



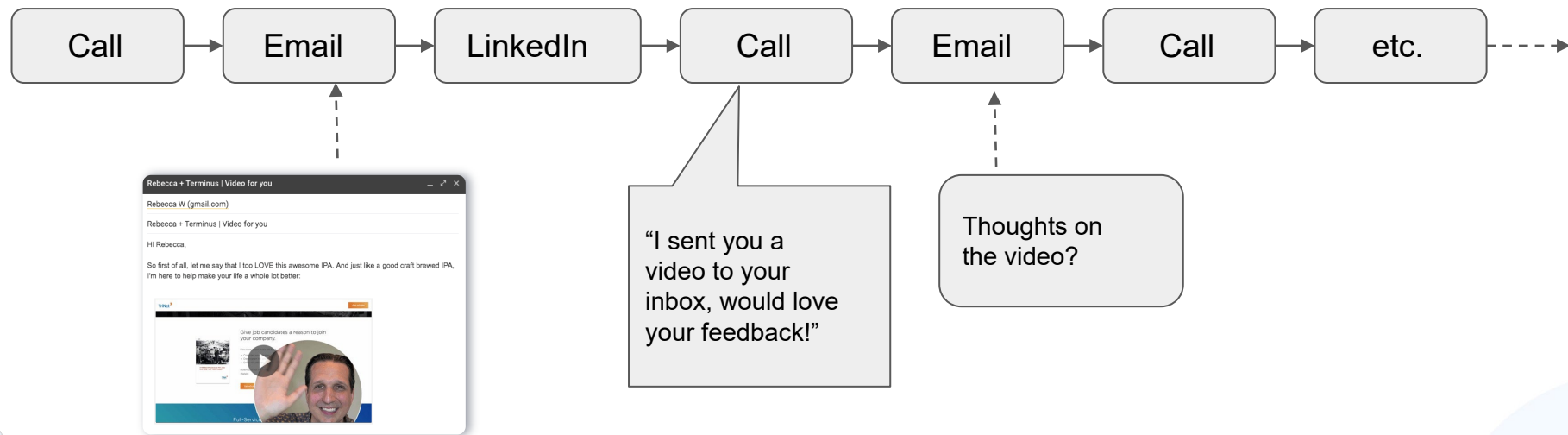






## TOP WAYS TO USE VIDEO FOR MODERN SALES

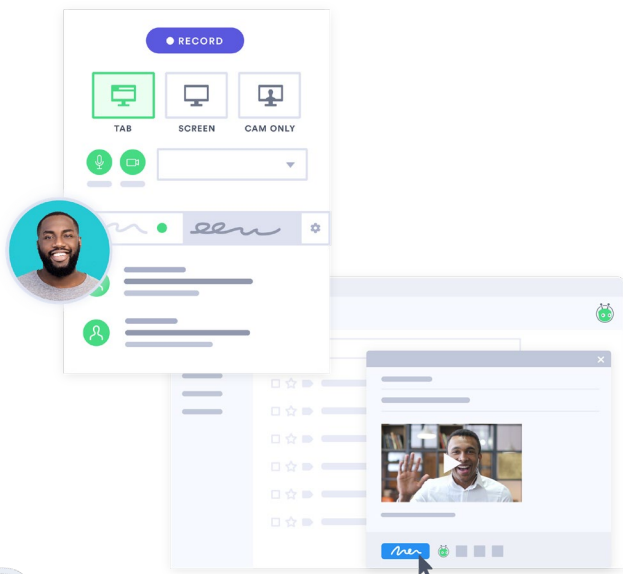
# 1. Prospecting New Leads with Custom Videos



**KISS:** Keep it short, seller! 30 -90 seconds max

RECORDING AND SENDING VIDEO EMAILS

# Tools Like Vidyard Makes it a Snap!



- Quickly record webcam and screen share videos with one click
- Add hyperlinked thumbnail image to email and send!
- Real-time view notifications
- Accessible via free Chrome extension, Email extensions, and Desktop App ([vidyard.com](https://vidyard.com))

## 2. FAQs, Walkthroughs, Demos and Stories



- **The 80% Video** to answer FAQs
  - Who you are the best fit for
  - What makes you unique
  - How your pricing works
  - But we already do it this way...
- **Transparent video** -based demos and walkthroughs to clearly show what you really do (in a shareable format)
- **Customer stories** that are authentic

The logo consists of a stylized 'iM' inside a square, followed by the word 'PACT' in a bold, sans-serif font. The 'iM' is white on a dark background, and 'PACT' is dark on a light background.

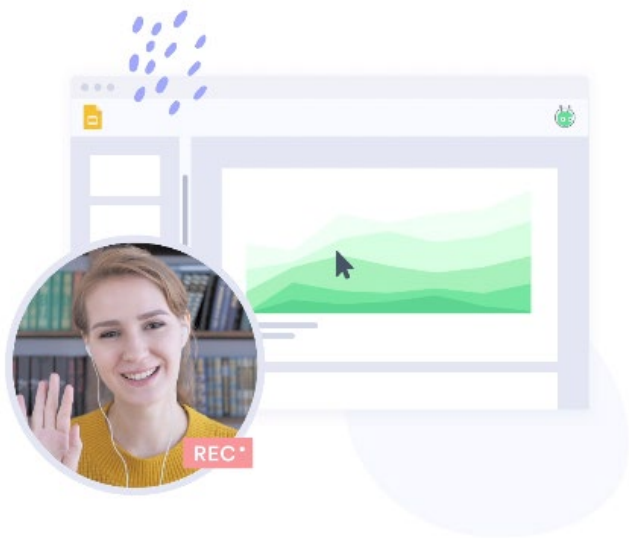
**iM PACT**

**NICK BENNETT**

HUBSPOT CONSULTANT, IMPACT



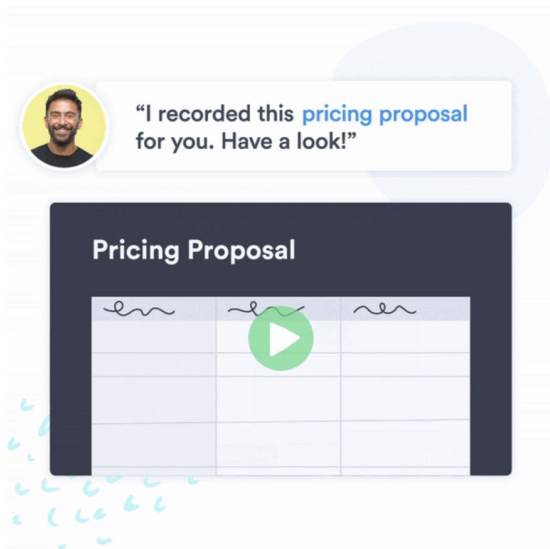
### 3. Custom Walkthroughs, Demos and Updates



- Pre-meeting check-in & expectations
- Post-meeting recap & reinforcement
- Timely updates, 'checking in', etc.
- Custom 'micro' demos that you (or your SE team) can record and share, tailored to their needs and interests
- Appreciation: say Thank You like you mean it!

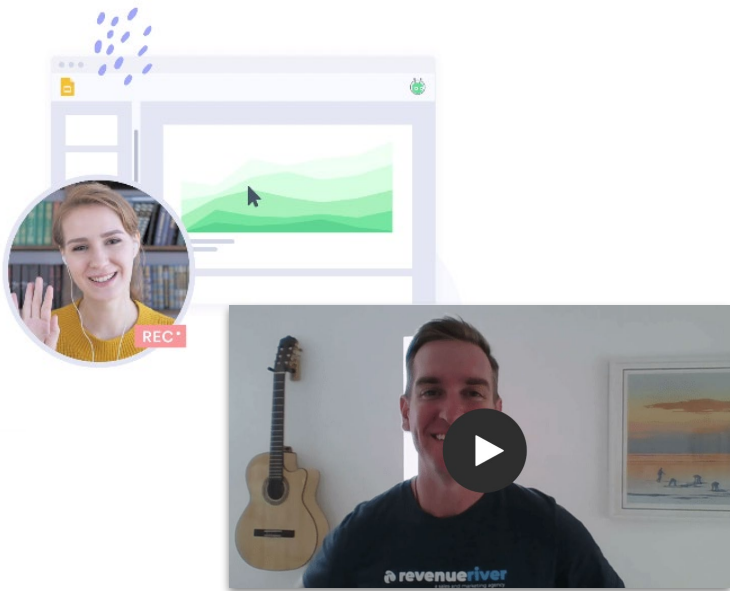


## 4. Stakeholder Outreach & Proposal Videos



- Proactively send custom videos to stakeholders you've never met on live calls so they can meet you!
- Record a video -based walkthrough of your sales proposal to clearly deliver your value prop
- Record and send videos to different members of the buying committee, even those you've never met!

## 5. Account Management & Customer Success



- Hand -offs and introductions
- Video -based “how to” content to offer the *best* onboarding
- Walkthrough of their results and success with the platform (in a way they can easily share with others)
- Pre- and post- QBR
- *Anytime you’re going to send email*

# Change Breeds Opportunity

In-person sales ➡ Virtual sales

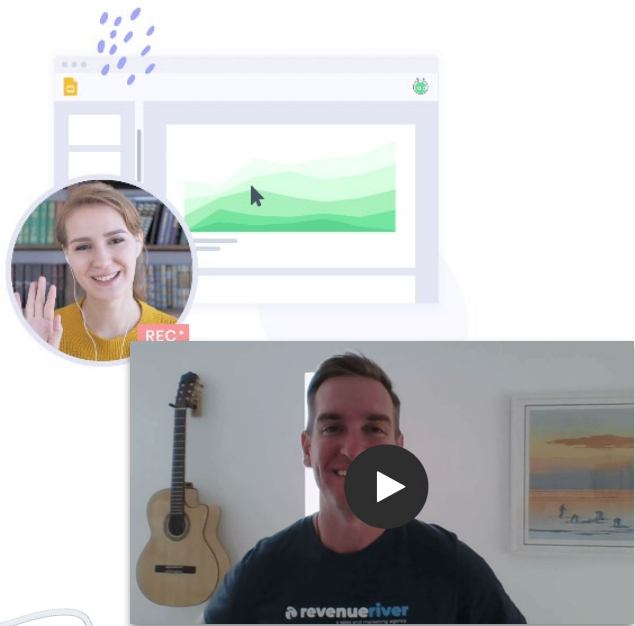
Synchronous selling ➡ Asynchronous selling

Physical communities ➡ Online communities

Email and Phone ➡ Video and Chat



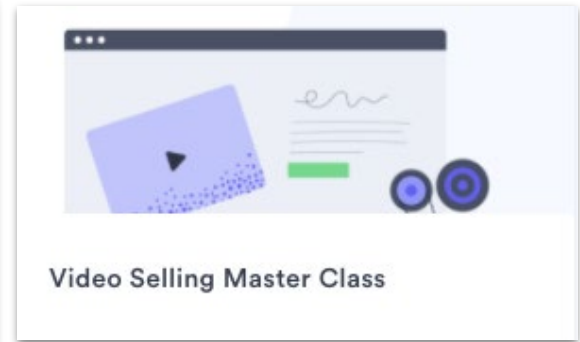
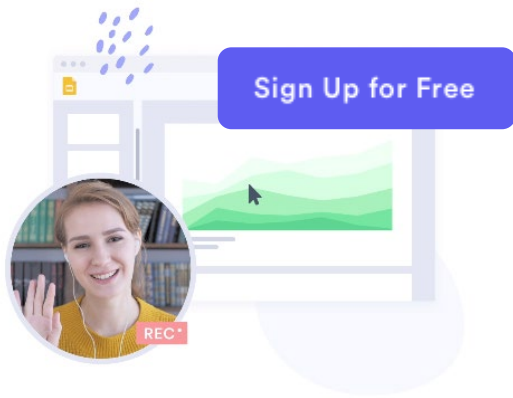
# Tips for Success with Video



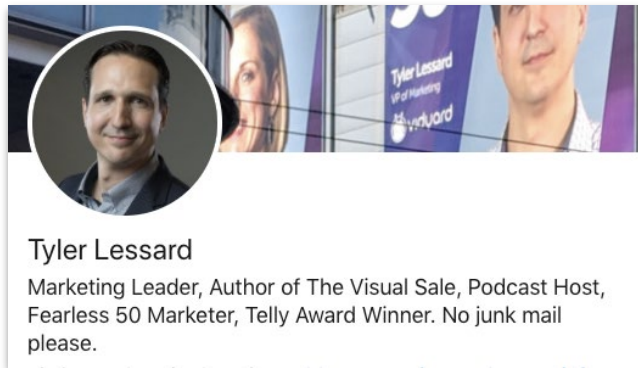
1. **Plan:** Be explicit in building a plan for how to use various forms of video effectively
2. **Tools:** Learn the tools for recording and sharing custom video messages (free!)
3. **Just Do It:** Start sending short videos in more of your emails, short and simple!
4. **Production:** Work across Sales+SE+Mktg to produce key videos to support your sales process (i.e. 80% video, demos, stories, etc)

Tools: [vidyard.com](https://vidyard.com)

Inspiration: [vidyard.com/blog](https://vidyard.com/blog)



Connect:



- Slides
- Tips
- Feedback
- Counselling :)



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