

# PERSONALISED VID MASTERCLASS

A Whisky Webinar with Vidyard AE: Chris van Praag

# HOW WE WILL ROLL



## Personalised Video Mastery

We're going deep on the winning strategies for Personalised Video success - with instant practical takeaways.



## Fire Away!

Hit us up with all your questions, we will answer as many as we possibly can! (Set chat to 'Everyone')



## Cheers to Our Guest

Chris spends all day, every day helping sales pros up their Personalised Video game. Let's hear it for the great man!

# THE BIG PROBLEM

The Big Problem Number 1:

**Phone and email  
just aren't enough  
to cut through the  
noise of the modern  
marketplace.**

But they're the two main strategies we've  
relied on for so long now...



# THE BIG PROBLEM

The Big Problem Number 2:

**We're a real human being, but our prospects have no way of knowing that (yet).**

And it gets in the way of a proper connection when it matters most!



# THE BIG PROBLEM

The Big Problem Number 3:

**And when you do  
step out of the box  
and try something  
new, we've no **idea**  
how to track its  
success!**

All those nerves of steel for nothing!



# THE RESULT



**We know we've got the best offer for our prospects, yet we continually end up forgotten.**

**And slam dunk deals go slipping through the cracks because of it.**

“

**A PICTURE PAINTS A THOUSAND WORDS  
BUT A VIDEO PAINTS A THOUSAND  
PICTURES**

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A Ripping Quote

”

# STRATEGY 1: PERSONALISED 'SELFIE' VIDEO

**Show your face and introduce yourself as a real human being.**

**No need to get it perfect - in fact, natural mistakes build strong rapport.**





# STRATEGY 2: NARRATION VIDEO

**Turn the camera around and do your best David Attenborough impression.**

Narrate what you see in the outside world and send it straight to your prospect.



# STRATEGY 3: SCREEN SHARE RECORDING

**Share your screen and run your prospect through your ponderings.**

**Works especially well when showcasing websites and proposals...**



# STRATEGY 4: TRACK YOUR SUCCESS!

**Personalised Video software like Vidyard gives you real-time data on the success of your videos.**

Meaning you can now time your outreach and follow up with precision.



“

**MARKETING IS NO LONGER ABOUT THE  
STUFF YOU MAKE...  
BUT THE STORIES YOU TELL**

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Seth Godin

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# QUESTIONS?



# WHAT'S NEXT?



## Check out Vidyard

Try out Vidyard - designed to bring this Whisky Webinar to life in your sales team.



## A Huge Thanks to Chris!

Shout him out in the comments... and shout him a whisky if you're ever in the UK!



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