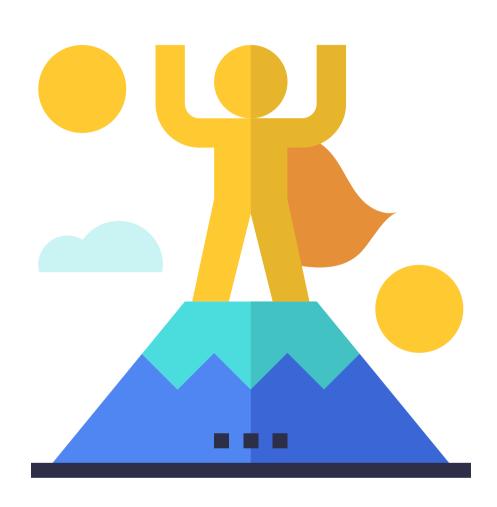
PERSONALISED VID MASTERCLASS

A Whisky Webinar with Vidyard AE: Chris van Praag



HOW WE WILL ROLL





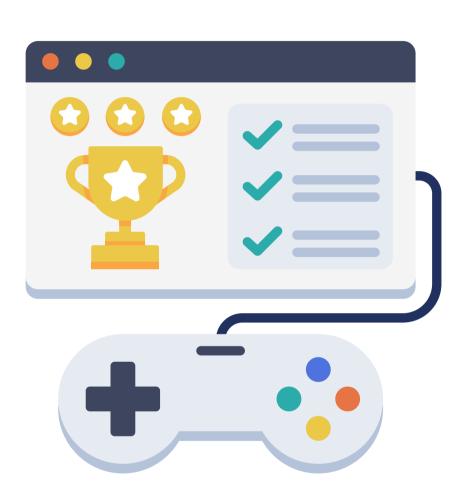


We're going deep on the winning strategies for Personalised Video success - with instant practical takeaways.



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...



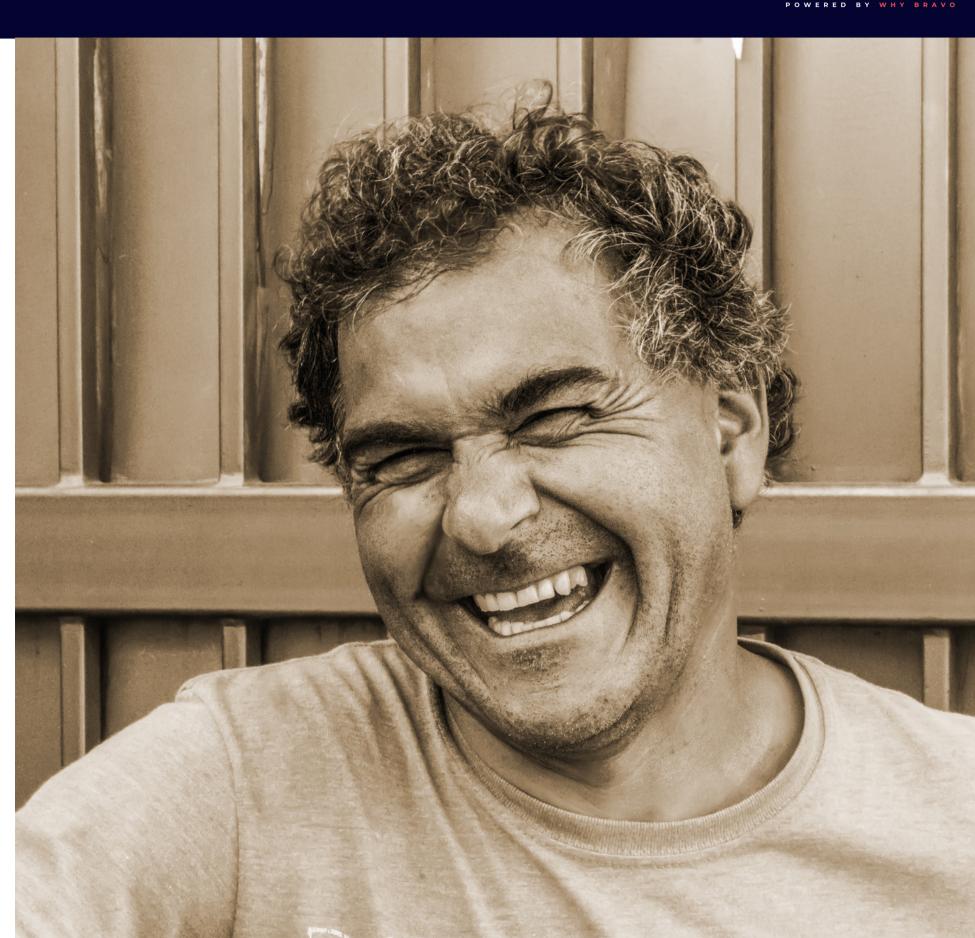
THE BIG PROBLEM



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!



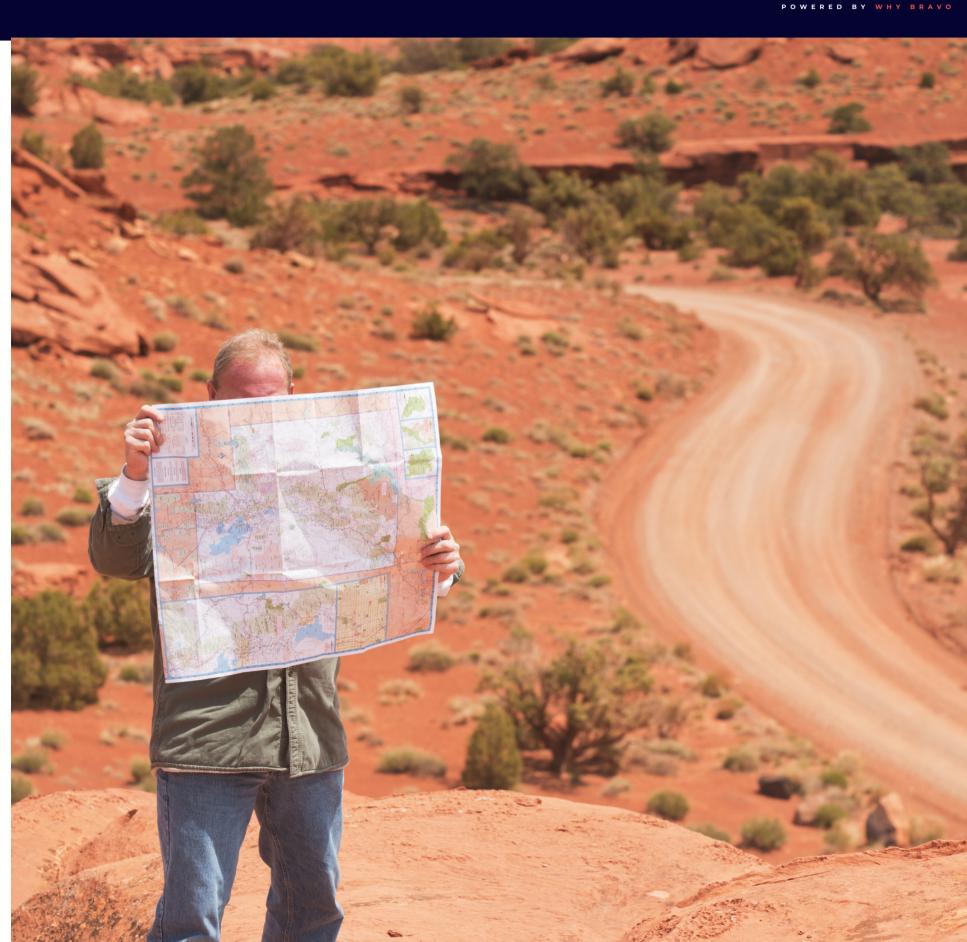
THE BIG PROBLEM



The Big Problem Number 3:

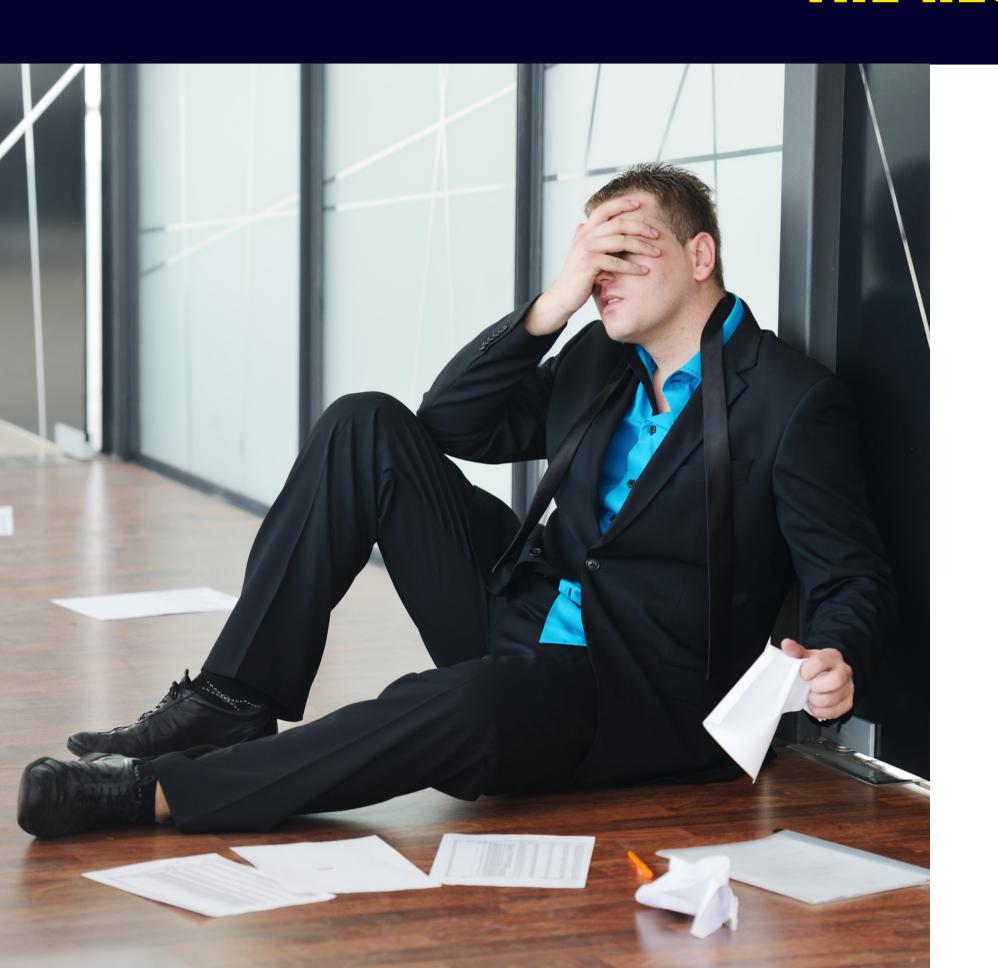
And when you do step out of the box and try something new, we've no idea how to track its success!

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

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.

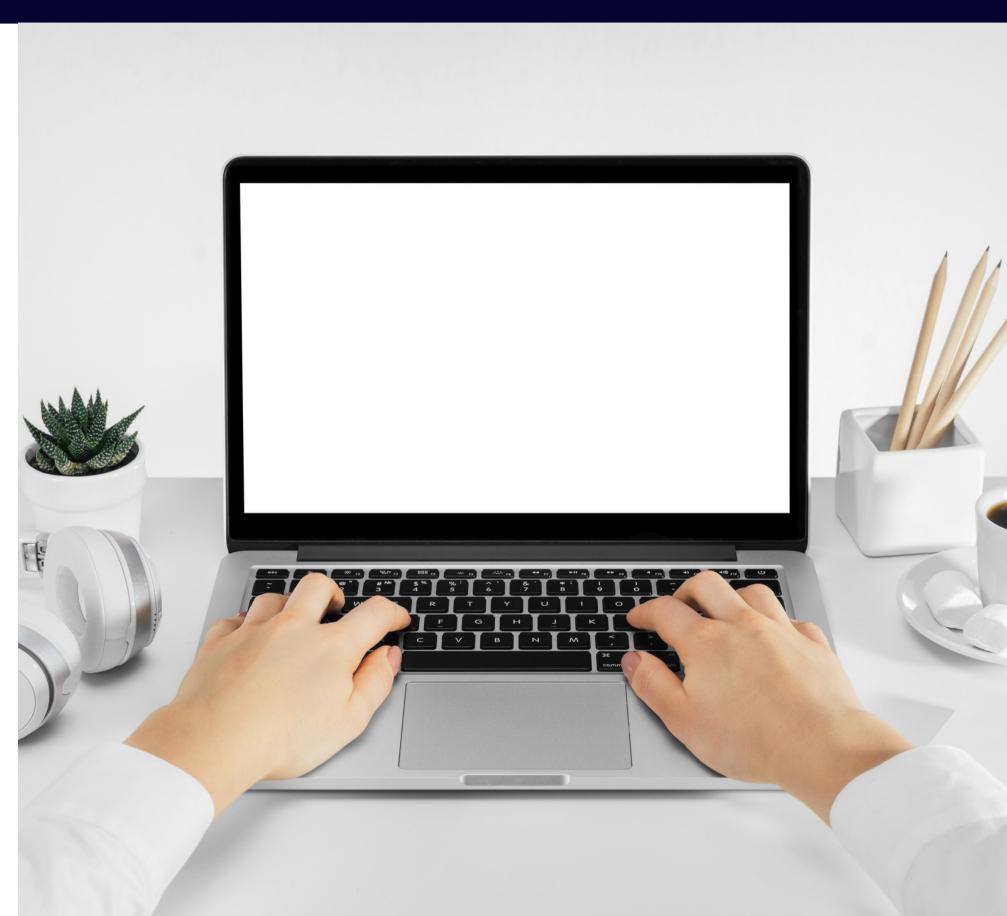


STRATEGY 3: SCREEN SHARE RECORDING



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

Seth Godin



QUESTIONS?





WHAT'S NEXT?







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!



Join The Next Whisky Webinar

Plus search 'The Pursuit of Love' for podcasts and recordings with industry-leading guests.