

NEVER COLD CALL AGAIN

How to get that
1st appointment
using video



“Video does all of the hard work for you. It presents your story; it’s powerful, and it shows the ‘authentic and trustworthy’ side of you or your business.”

Kim Goodhart,
Co-founder, Real-TV

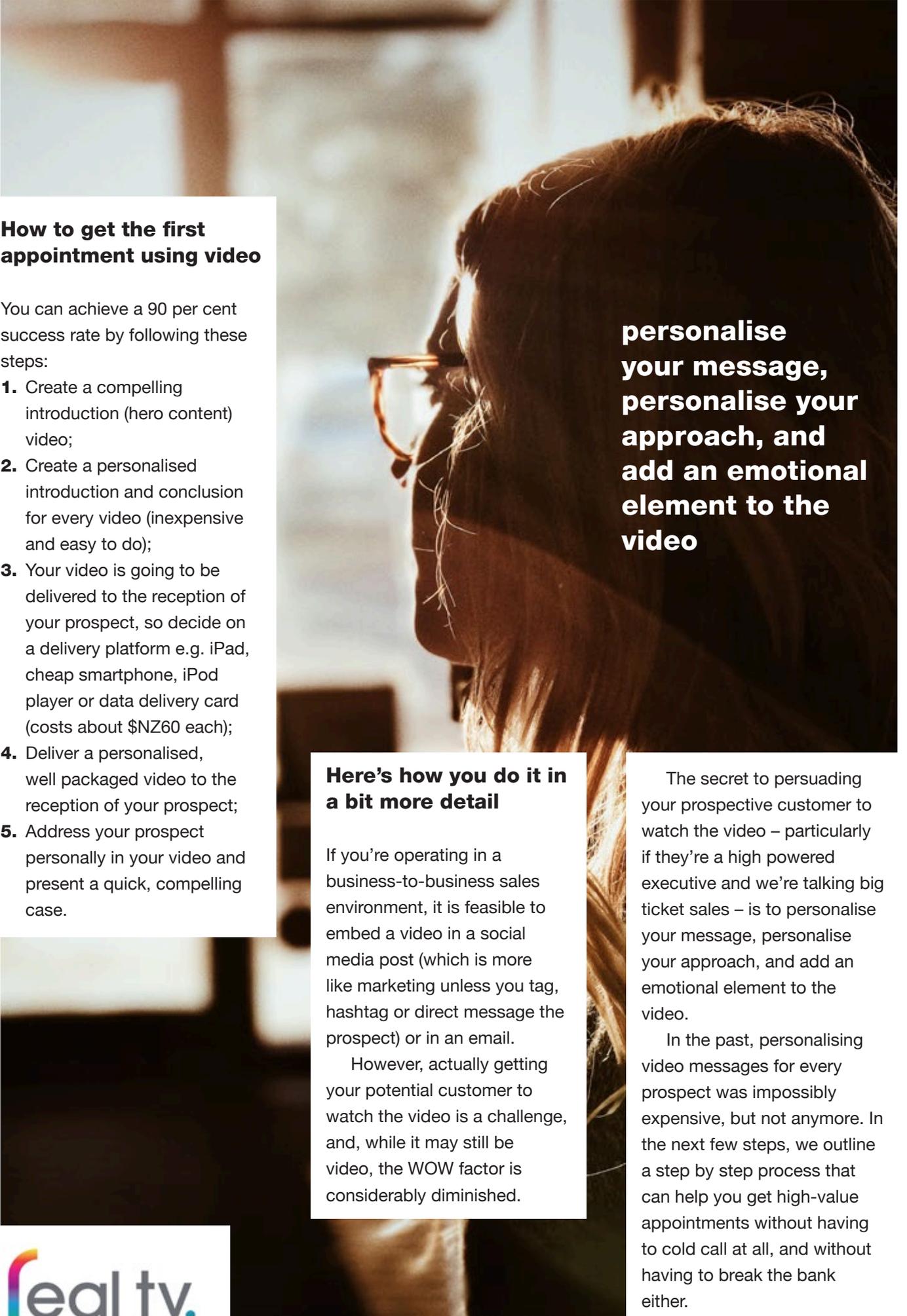
If you’re a sales manager or sales person, you know that tactics to *‘get the appointment’* are limited. Even when a call is warmed up by an email, social media contact or a referral, actually getting the appointment is difficult – it often takes something ‘special’ to stand out.

Video has traditionally worked on the marketing side of the business, but it is rarely utilised by the sales team, particularly in the first approach. However, developments in technology now give you a platform for video in the approach stage, but there are still some obstacles.

Video has enormous potential to communicate emotionally and deliver the WOW factor, but getting your prospect to watch the video represents a significant hump – but it’s not insurmountable, and when you get the actual delivery of the video right, it can also have WOW factor, ensuring doors open as quick as knocking over dominoes.

In this brief guide, we will:

- Show you how to get the appointment using video; and
- Offer advice on how to create a compelling approach video



How to get the first appointment using video

You can achieve a 90 per cent success rate by following these steps:

1. Create a compelling introduction (hero content) video;
2. Create a personalised introduction and conclusion for every video (inexpensive and easy to do);
3. Your video is going to be delivered to the reception of your prospect, so decide on a delivery platform e.g. iPad, cheap smartphone, iPod player or data delivery card (costs about \$NZ60 each);
4. Deliver a personalised, well packaged video to the reception of your prospect;
5. Address your prospect personally in your video and present a quick, compelling case.

Here's how you do it in a bit more detail

If you're operating in a business-to-business sales environment, it is feasible to embed a video in a social media post (which is more like marketing unless you tag, hashtag or direct message the prospect) or in an email.

However, actually getting your potential customer to watch the video is a challenge, and, while it may still be video, the WOW factor is considerably diminished.

personalise your message, personalise your approach, and add an emotional element to the video

The secret to persuading your prospective customer to watch the video – particularly if they're a high powered executive and we're talking big ticket sales – is to personalise your message, personalise your approach, and add an emotional element to the video.

In the past, personalising video messages for every prospect was impossibly expensive, but not anymore. In the next few steps, we outline a step by step process that can help you get high-value appointments without having to cold call at all, and without having to break the bank either.

CREATE A HERO VIDEO

The hero video is the main piece of content – and remains the same, but is designed to accommodate personalised messages from you to your potential customer at the beginning and also, potentially, at the end (more on how to do that later).

Your hero video shouldn't be longer than two minutes and should succinctly outline your case for getting the appointment (don't try to sell your business here) by revealing work you've done for similar clients or industries.

Instead of cold calling, deliver the introduction video to reception.

Avoid cold calling, cold emailing or chasing prospects over the telephone. Instead, deliver your sales introduction video to your potential customer's reception – for their attention.

NOTE: Call reception ahead of time to make sure that your prospective client will be there on the day that you deliver your video introduction to reception.

Decide on the delivery platform for your video

Your delivery platform will need to be physical and portable. One company we know has an iPad nicely packaged and delivered to the prospective customer's reception with a personalised video. Their prospects are well researched, and they have a funny and tactful way of asking for their iPad back at the end of the video (a cheaper smartphone or tablet may be more disposable).

You don't have to 'risk' an 'iPad' or pay the social cost of asking for your iPad back. You could use a cheap phone or, even better, a data card pre-loaded into a cardboard video booklet. When your prospect opens the cover of the booklet, which is like a greeting card, there's a low-cost video data card that automatically plays the video on a screen – Definite WOW factor.

If you're delivering your video via a video booklet (more on this later), make sure you package it to achieve WOW factor – for example in a basket of fruit, or an elegant box, perhaps nestled within tissue paper.



The Sistema example

Recently REAL TV produced a suite of sales videos for Sistema, which the company handed out at a trade fair using the cardboard video delivery booklet. In the Sistema example the customers would open the booklet and be greeted by an auto-launched video. Physical buttons at the base of the screen allowed them to press pause and select other videos. This hybrid mix of digital video with a hands-on tangible experience often leads to people passing it around to others.

The booklet also featured branding and some key information in an infographic. The cardboard booklet costs about \$60 per unit, but the cut through is so much more powerful than a cold call. If you're dealing with big ticket business-to-business sales, that's pretty cheap.



Some WOW factor ideas

Packaging: Another option for WOW factor is to deliver the video in a nicely packaged iPad.

Consider sending a small basket of fruit with the video card included as a 'greeting card'.

The potential message could be: "Hi <name>, please enjoy some of this delicious fruit while you watch our quick 90-second video."

Message: When your video opens, you want to address your prospect by name and reveal one or two facts to let them know that you've done your homework and you're interested in their needs.



“The key is never to say how good you are. Let your customers do that. Your role is to be the expert who listened to and guided the customer; providing the ‘how’ leading to their results.”

Reuben Pillsbury
Co-founder, Real-TV

STRUCTURE

Structure of the video:

1. Personalised, short introduction – 15 sec;
2. Short hero sales video production – 1 min 30sec;
3. Personalised, short conclusion and gentle call to action – 15 sec.

Elements of your personalised video component:

- A personalised, short introduction: Begin by greeting your prospective customer by name and thank him or her for taking the time to view this brief video (use humour where appropriate).
- A personalised, short conclusion and a gentle call to action: Conclude by thanking your prospective customer for their time, and provide a gentle call to action. One company we know of, shows a video of their sales team staring at a silent smartphone until one asks, “Do you think <customer’s name> is going to call?” Or “God I hope she calls. That’s my sons iPad.” Or “I hope she calls, that iPad is our entire marketing budget.”

There are several options for creating short, inexpensive personalised introductions and conclusions:

The DIY method for the intro and call to action:

For the top and tail of the video, where each one needs to be personalised your sales person can film themselves using:

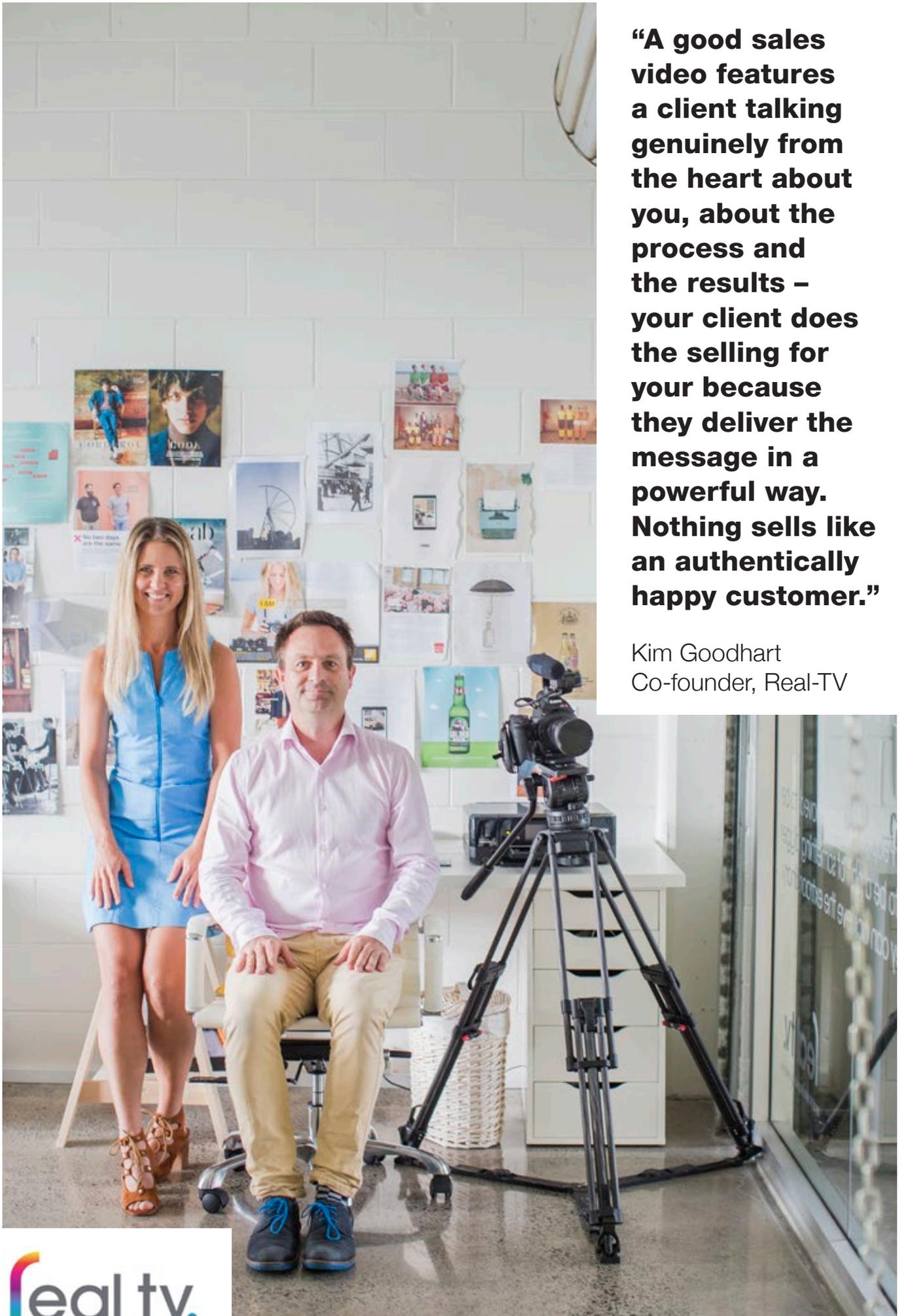
- A smartphone (ask your video production company to create a template for you to plug in the personalised introduction and conclusion for every client);
- A cloud platform like <http://screencast-o-matic.com/home>;
- Your computer’s proprietary software like Moviemaker, purchase software or download free open source software like CamStudio;
- Agree on a deal with your video production company to add your personalised video intros and conclusions to the hero piece (as part of the service) so that it’s guaranteed to look professional.

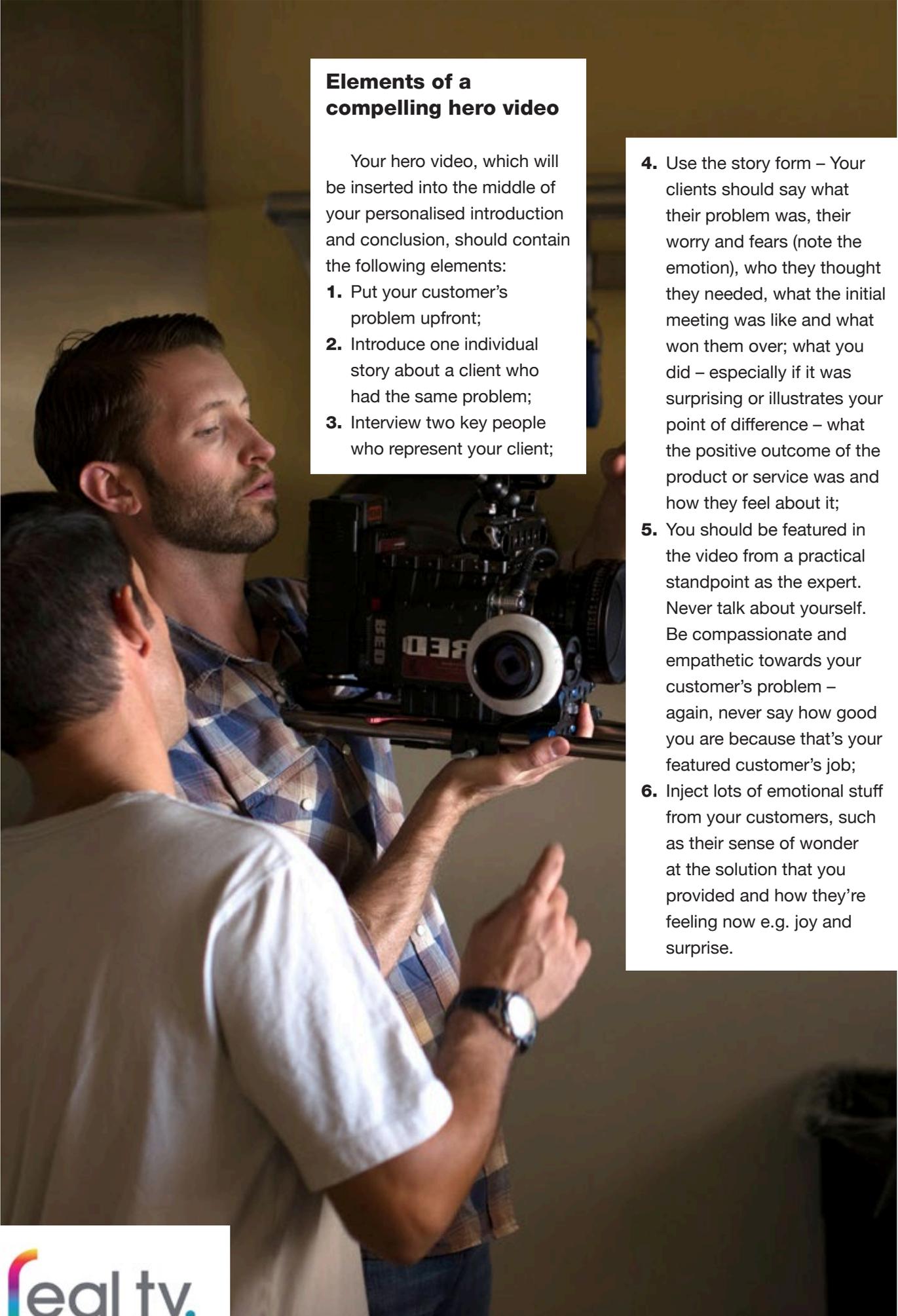
Professional approach:

- Ask your video company to quote on the cost of producing 20 or 30 brief intro/closes to accompany the hero content video they created for you;
- Ask your video company to agree on an intro/closing package offer as part of the hero promotional video they’re shooting for you;
- Ask your video production company to loan you a camera and green screen, shoot a whole bunch of intro/closes (will take some planning) and then give them the video segments to slice and dice to the hero video.

“A good sales video features a client talking genuinely from the heart about you, about the process and the results – your client does the selling for you because they deliver the message in a powerful way. Nothing sells like an authentically happy customer.”

Kim Goodhart
Co-founder, Real-TV





Elements of a compelling hero video

Your hero video, which will be inserted into the middle of your personalised introduction and conclusion, should contain the following elements:

- 1.** Put your customer's problem upfront;
- 2.** Introduce one individual story about a client who had the same problem;
- 3.** Interview two key people who represent your client;
- 4.** Use the story form – Your clients should say what their problem was, their worry and fears (note the emotion), who they thought they needed, what the initial meeting was like and what won them over; what you did – especially if it was surprising or illustrates your point of difference – what the positive outcome of the product or service was and how they feel about it;
- 5.** You should be featured in the video from a practical standpoint as the expert. Never talk about yourself. Be compassionate and empathetic towards your customer's problem – again, never say how good you are because that's your featured customer's job;
- 6.** Inject lots of emotional stuff from your customers, such as their sense of wonder at the solution that you provided and how they're feeling now e.g. joy and surprise.

Conclusion

And there you have it. A unique, engaging method for 'getting that appointment' with high-value business-to-business prospects without having to cold call or play telephone tag. With a bit of effort, you can develop a standout, memorable, fool proof system for getting your prospect's attention – one that will exponentially increase your appointment rates.

“Create one individual story about one client. Interview two key people, and your company spokesperson. Then tell the story back and forth – but the video should be less than 30 percent talking heads; the rest graphics, visuals and scenes indicative of what is being talked about.”

Reuben Pillsbury
Co-founder, Real-TV

