

# 7 Ways To Use Videos To Increase Leads & Sales!

## The QUICK START GUIDE For Getting FAST RESULTS Using ONLINE VIDEOS

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# 7 Ways To Use Videos To Increase Leads & Sales!

## Why Use **Videos** To Generate Leads, Close Sales & Increase Referrals? Because They Work! Here's Why...

In this report I will explain the 7 most effective ways to use ONLINE VIDEOS to increase your Leads & SALES but the most important reason videos WORK is because video mimics television & movies in their unique ability to deliver an on-demand, combination visual & audio marketing message by grabbing the attention of the viewer to effectively communicate, educate, persuade and SELL!

**Why does video work so well?** Because most people were born or grew up in multi-TV screen households. Watching TV for news, entertainment or education **is part of their everyday routine.**

But before broadband high-speed Internet and 3G & 4G cellular service, delivering high quality video to someone meant using broadcast or cable TV as your electronic delivery method. Or you created a VHS tape or DVD for individual consumers to view.

Today with free services like YouTube and the spread of broadband you can deliver short and long videos to a small target audience or millions of people. All you need to do is to create your video as your marketing Tool and use it correctly as part of your overall Marketing SYSTEM.

**That's where we come in.** We can help you create the appropriate types of videos to use as part of your marketing system. Videos can be used in an **Advertising mode** to generate leads for yourself, your sales people, business, products & services.

If you already have leads or prospects, videos can be used in **Selling mode** to convert them into paying customers, clients or patients.

And finally videos can be used in a **Service mode** with your current customers, clients or patients to increase repeat purchases, upsell or cross-sell other products & services or to generate referrals.

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## Video Overviews

If you use your web site at all to display or showcase your products & services you should have at a minimum, one short video that explains & gives a short quick overview of what each product & services is and does.

People are bored with what is on most informational websites. If I checked I would find that most of pages on your website are static meaning the same text or content is there day in, day out. It never changes. And it is probably the same with your competitor's website.

If you to stand out compared to your competition AND help your potential and current customers better understand & remember what you do or sell, don't be PASSIVE and leave it up to them to READ your static website. You can use VIDEOS to ACTIVELY & AUTOMATICALLY FEED them the information on the page, except through a video.

Of the 3 types of learning (Auditory, Visual, and Kinesthetic) video employs two modalities simultaneously, the audio & visual. This gives you a higher likelihood that whoever is watching will understand, remember and take action on what you've told them when they decide to buy what you sell.

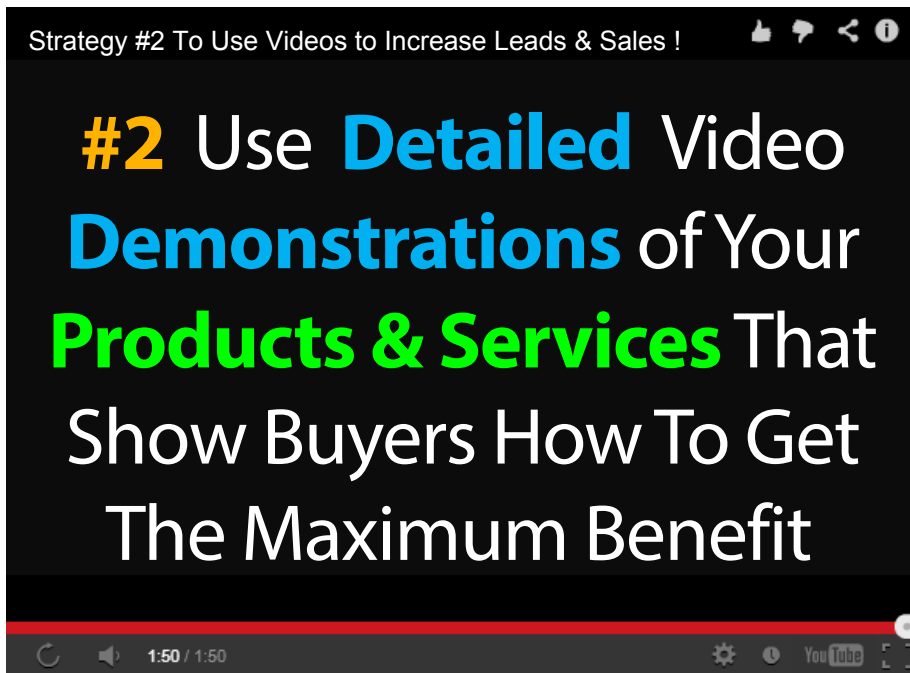
OVERVIEW type of videos tend to be between 30 seconds and 2 minutes or 120 seconds long. Brief introductions (5 to 10 seconds) and end slates (A.K.A. tail slate, outro, end screen of 5 to 15 seconds) add a level of professionalism if that is what is desired. And your logo, product or service pictures, corporate graphics can also be added for branding purposes.

[Click here](#) or on the video for our own video.





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## Demo Videos

After a person buys from you send them a video that explains exactly how to consume, use, handle, operate, display, store, prepare, or receive the maximum benefit from so they're happy, buy again and refer others to you to buy.

It doesn't matter what product or services you sell. Today everyone skimps on telling the buyer, once they've hung up, taken delivery or walked out of the door, how to best use, consume, enjoy, assemble or simply **BENEFIT FROM** to the highest degree possible what they just bought & paid for.

It doesn't matter if you sell printing, loans, financing, commercial equipment, cars or personal services like massages, spa treatments, plastic surgery or haircuts. **There is always something you know** that the new buyer doesn't, that he or she should do before, 1st thing, right afterwards or over time after the purchase to benefit from whatever they just bought, used, rented, ate, watched and so on.



**A simple short professional video** that explains this will help them feel better about what they bought, get more use out of it, tell their friends and family about it (and you or your company) and either come back for more and/or **refer people** they know to **BUY** from you. Use your imagination but here are some quick examples:

- Printer** - Video on "How to Use Your New Marketing Flyers to Increase Your Sales"
- Loan Broker** - Video on "How to Deduct Your New Loan Interest & Points On Taxes"
- Plastic Surgeon** - Video on "5 Ways to Minimize Scars & Recover Time After Surgery"
- Car Dealer** - Video on "3 Tips on Keeping Your Car Clean & Out of the Repair Shop"
- Day Spa** - Video on "Why to Stretch & Meditate in Between Deep Tissue Massages"
- Manufacturer** - Video on "Quick Start Guide to Driving Your New Front Loader"
- Accountant** - Video "[3 Strategies to Handling Bookkeeping For Your Small Business](#)"

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## Social Proof Videos

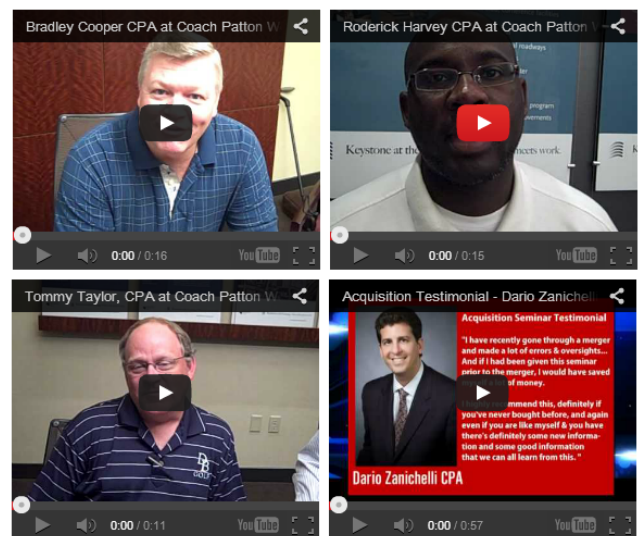
Your best sales people are your customers, clients and patients that can articulate how much they like you, your products & services and your staff. Record them on Videos and post them everywhere!

Social Proof is one of the most powerful psychological persuasion principles and tools in your marketing system. If you don't know what Social Proof is, it is when someone buys from you and gives some sort of testimonial, statement, review, report or endorsement about how they like what they bought and who they bought it from.

In today's business world Social Proof can be in many forms and formats. FORMATS you see often are **Written** testimonials. A better format is the **Audio** testimonial because you can HEAR the emotion in a person's voice about how they feel about their purchase. Audio testimonials are found mostly on websites and radio commercials. The best format is the VIDEO testimonial where you get to **SEE and HEAR** a person talk positively about you.

FORMS of testimonials can be a **straight video** just recording a person talking off the cuff. An **interview form** is where someone is asking the person questions and they answer them in some detail. **Success Stories** is a mixed form where you talk about clients or customers and then insert their comments as part of a narrated video.

Here is an example of video testimonials taken at a live workshop where we ask the attendees what they think about what they are learning. These videos are then posted on the website landing page that promotes future workshops so anyone watching will see that others like them really benefited from the workshop & be encouraged to attend too.



# 7 Ways To Use Videos To Increase Leads & Sales!



## Video Replays

Busy consumers and business people can not always make a set webinar or tele seminar date & time. Record these live events and send out the Video Replay to double or triple your viewership, leads and sales.

I teach many of my B2B and B2C clients to use “1-to-many” or “group selling” Tools and Strategies to leverage their time by using live TeleSeminars and Webinars where they can present their information to large groups of people. Instead of meeting with or talking on the phone with individuals 1-on-1 they increase their efficiency by 10X, 50X or 100+X times using these telephone or internet based technology platforms.

The downside to having a set date and time for a webinar or teleseminar is many people will not be able to make the call or presentation because of a conflict, previous commitment or emergency. You can fix this problem by RECORDING these events and providing a Video Replay to people that missed the call or were late, can watch the event in a video format.

My experience is that for every 100 people that will register for a teleseminar or webinar, between 20-40 will actually attend the live event. If you don't supply a replay then those numbers are the high end potential for Viewership or Response (if you have an Offer and a CTA or Call To Action). But offer a Video Replay and using the 20 number, you may have another 20-40 people watch the replay. That's double to triple the Live numbers. So it pays to always use a Video Replay to increase both metrics whenever you host one of these events.





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## Training Videos

Printed operations manuals, policies & procedures are okay but replacing them with Videos for initial training and ongoing development can increase skills, retention, behavior compliance and performance.

Growing small businesses and companies of any size soon realize that with growth comes turnover (natural or forced) that requires newly hired people to be trained. With or without a training department, in the past many companies would hand the new hire a printed Training or Operations Manual or 3 ring binder and let them loose.

Today with video technology you can improve on the printed manual as a training and development tool. Videos of your best people or top performers in their positions can be much more effective in Skills or Systems development, Operations or Policy & Procedure compliance.



Take your best sales person and videotape him or her giving their best presentations or **responding to questions & objections**



and you have a much more effective training tool than a print on paper manual. You get to see the person's face, hear their voice, watch their reactions to their environment, which you can't get from ink on paper.

Screen captures and recordings can help with (computer) Systems training and can even be used as an interviewing and testing tool to screen out unqualified applicants.

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## Pre-Sale Videos

If you go to physical appointments or make sales phone calls, before you go or call send a Pre-Sales Video that positions you and what you sell in the best way and builds a case for deciding to buy from or hire you.

There's a sales maxim marketer's use that goes like this: People like to do business with people they **Know, Like & Trust**. Many people read those and discount it's simplicity or obviousness. When they do, especially sales people or organizations, they under perform their competition who takes the principle to heart and applies it.

The proper usage of a Video that you can send to a person prior to a sales meeting or call can help tilt the odds in your favor of not only making a good impression but closing a deal or sale if that's your objective. A *well structured and produced video* can be used as a proxy for a public speech or presentation, both of which **create instant credibility, authority and believability** in the mind of the viewer.

Although repetition over time trumps all approaches, a Pre-Meeting Video that briefly introduces you, your background, with highlights of your products or services, peppered with glowing customer, client or patient testimonials, help create the "I feel like I already know you" feeling in the prospects mind. **This helps jump start the Know-Like-Trust** advantage you want over your competition and the **Pre-Meeting or Pre-Call video** helps clear a path and lay the foundation BEFORE you show up.



In this example a client of mine uses a very long video to train & educate customers & affiliates, on their business valuation service. The video makes it easier for a sales person to call, follow up with the accountant in this case, to see if they have any questions, answer them and remind him or her to call and use their BV services the next time they have a client that needs one done.

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## Follow-Up Video

After your physical appointments or sales phone calls, send a Follow-Up Video summarizing your best selling points, respond to typical objections and either suggest the next buying step or reinforce the sale!

You've made it through the big face-to-face appointment or 1-on-1 phone call. If the lead didn't say NO then you either have a potential YES or you made the sale and closed the deal! *Congratulations but don't do an end-zone victory dance quite yet.*

If the meeting ended in a Maybe then have a **Follow-Up Video** sitting there that you can send that will summarize your best selling points, feature & benefits; respond to typical objections; and suggest the next buying step to take.

Remember just because you were excited and the person's undivided attention during the meeting or call, immediately afterwards he or she is probably on to the next project, meeting, fire to put out, problem to solve or worse, a similar meeting or call with your best competitor.

You want and need to *keep yourself, your products & services in the forefront of their mind* even when you're not physically there and a professional **Follow-Up Video** can be your proxy and demonstrate professionalism on your behalf.

If you did make the sale, have a different Follow-Up Video you can send to them that **reinforces** they made the right decision (*reduces buyers remorse, recessions, returns or changed-my-mind's*) and what the **next steps** are in your or their process to execute the sale, take delivery, get started using what they just bought or now own.

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If it makes sense for the product or service, this is often a good time to ask for a Testimonial while the person is still UP on what they bought and your performance as a salesperson. In this [video example](#) I'm showing you one that I use personally in one of my market niches, accountants & CPAs. After I have a phone consultation or they attend a webinar, I send them to this page with an 18 minute video that overviews my Marketing System Creation & Management program. It **resells them again** on my and my company and they can refer back to it when I'm not around.

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**Free Analysis & 25-Minute Call - Will Videos Help You?**



## Take The Next Step

If you tell me your situation and business goal I can give you a good idea if a video or series of videos can help you in your advertising, selling or service aspects of your business so email or give me a call.

I hope this report gives you one or **several ideas, tools & strategies** on how to *start using videos* to generate more leads, to sell more products, services or yourself, or how to better service your customers, clients & patients.

If not or you have a question about how to use videos in your business, **call me at (317) 643-5333** and I am happy to spend 25 minutes listening to you explain your business situation and what you are trying to accomplish. I will be able to tell you whether or not using one or more videos can help you achieve your goal of:

- more leads,
- increased sales,
- better follow up,
- less customer service calls or complaints,
- better trained staff,
- more customer-client-patient referrals,
- higher conversion rates!

Jeff Bell - (317) 643-5333

