

—  
HOW TO CREATE A  
SUCCESSFUL

# SALES PRESENTATION

WITH

VIDEO

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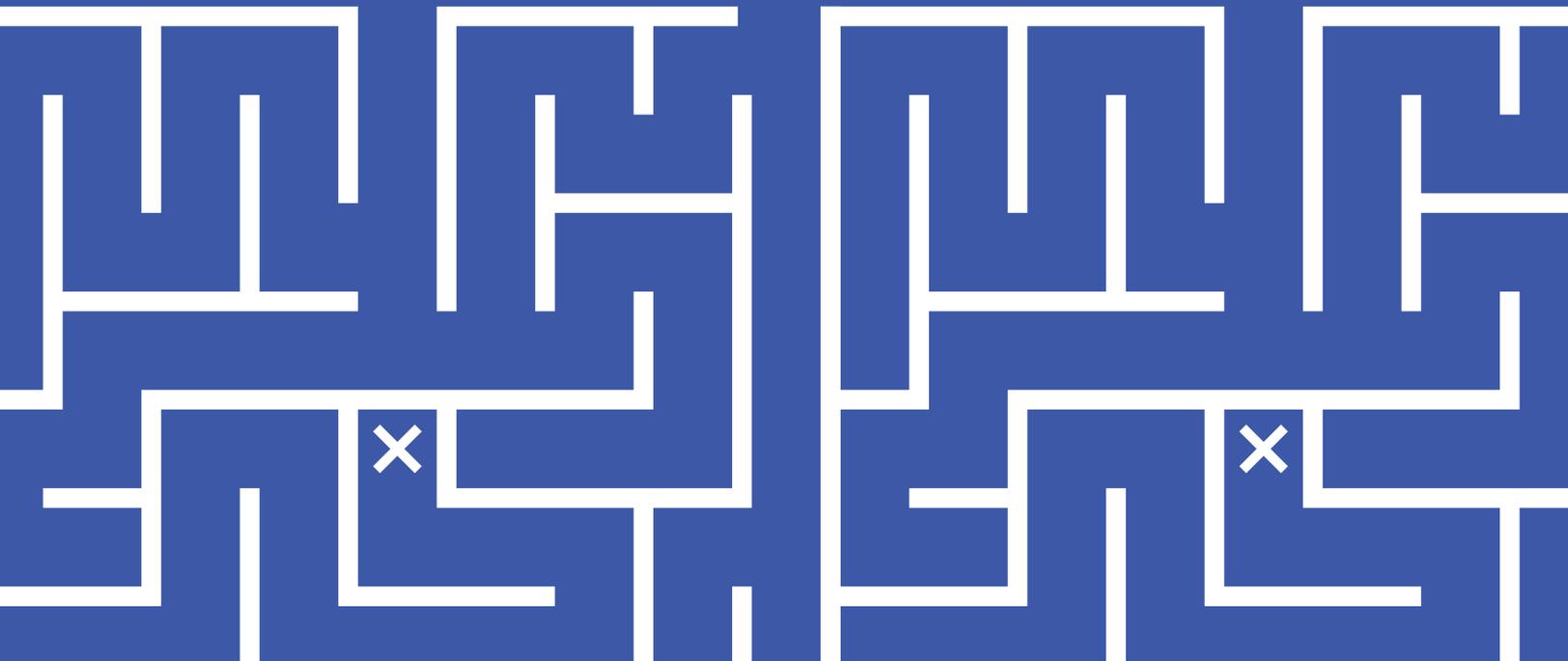
**P19**

THE ONLY 3 THINGS YOU NEED TO DO BEFORE YOU CREATE YOUR PRESENTATION



# START WITH THE END IN MIND

What do you want them to do  
after the presentation?





# FIGURE OUT YOUR KEY MESSAGE

What's the **one thing** that people will be able to walk away with after your presentation?

**PRO TIP!:**  
How to  
determine your  
key message

**T**urn on an audio recorder, like voice memo on your iPhone.

Have someone interview you and ask you simple questions about what you're trying to sell?

Get through the how it works and what it does.

*Then boil it down to the "so what" --*

*What's it going to do for them?*

*Even better: can you get to the real "why" of the matter? Why do they need this?*



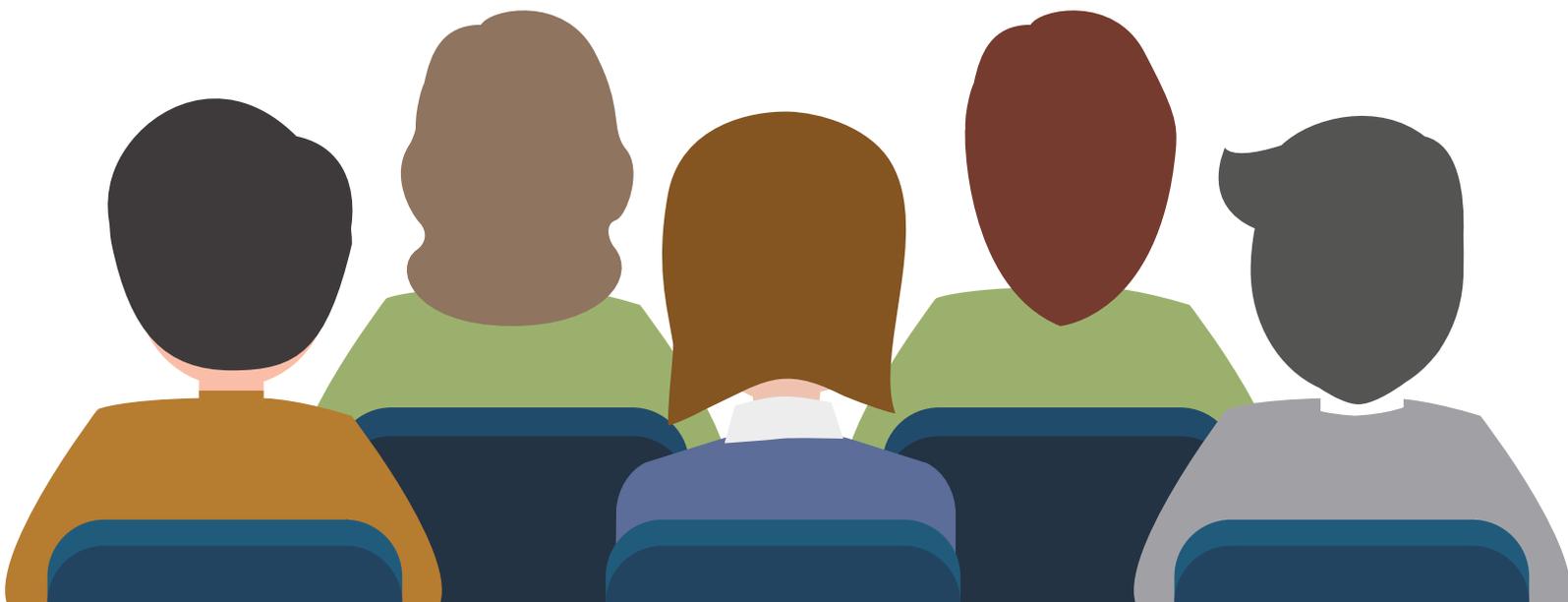
# FIGURE OUT WHAT THE FORMAT OF PRESENTATION STYLE YOU WILL BE USING

**W**ill you be able to send information beforehand for the audience to see? Will you be sitting down in a conversational style? Will you be standing up presenting?

Do you need a printed visual aid? Will you be able to use a screen?

In the end, people buy from people. Your product/service will have to deliver value, but again, so will someone else's.

**It's best if you establish a rapport and if someone likes you.**





# THE 8 WAYS

TO USE A VIDEO IN A SALES  
PRESENTATION



1

## THE PRE-READ VIDEO LINK

**S**poiler: we're huge fan of pre-reads for meetings or presentations sent AT LEAST 48 hours in advance. Some argue that it ruins the surprise. Not true.

It shows that you are intentional, prepared and it pre-prepares the audience for what you are about to present.

It gives them time to digest the information, so you can have less time explaining, more time answering questions (overcoming objections) and more time to build a rapport and trust with your audience.



2

## THE TELL-IT-ALL VIDEO

[VIEW EXAMPLE](#)

**U**seful as a marketing video or it could be used to educate an audience that is completely unfamiliar with the product or industry. These are also sometimes used in a data room.

[Example case study:](#) This customer wanted to use a video that would be reused for multiple sales presentations. They saw an opportunity in the automotive niche and they were having trouble explaining just how all of their systems work for the benefit of their customer. They used this video to send directly to customers to entice them, as a pre read and as a presentation aid in appointments.

Aside: Many of the "tell-it-alls" are confidential videos. This is probably the majority of what we do. (There are so many very cool videos that are under our non-promote NDA.) They have gotten the job done. Some have helped close deals over \$100 million.



3

### THE BACKGROUND VIDEO - LIKE A TRADE SHOW

[VIEW EXAMPLE](#)

**C**elling Biosciences needed a series of videos that showcased their different products. Their audience, doctors, would be familiar with the concepts but not necessarily familiar with the products, the technologies or the benefits.



4

### THE PRESENTATION INTRO VIDEO

[VIEW EXAMPLE](#)

**E**very good presentation needs a **hook** at the beginning.

Sometimes you can use a video as a [cold open](#). (This is useful if, frankly, the presenter is not terribly charismatic.

Just sayin, be real about it.)



5

### THE PRESENTATION MIDDLE STUFF VIDEO - THE WHAT AND HOW VIDEO

[VIEW EXAMPLE](#)

**T**he “Middle Stuff” videos tend to be technical explainer videos.

They are used when a presenter needs to show what she or he needs to say to the audience. The video won't dominate the presentation, but it will get some “aha-s” and it will reinforce the presentation.





6

## REUSING A WEBSITE EXPLAINER VIDEO IN A PRESENTATION

[WPP](#) - Natural Gas Generators Over \$40k

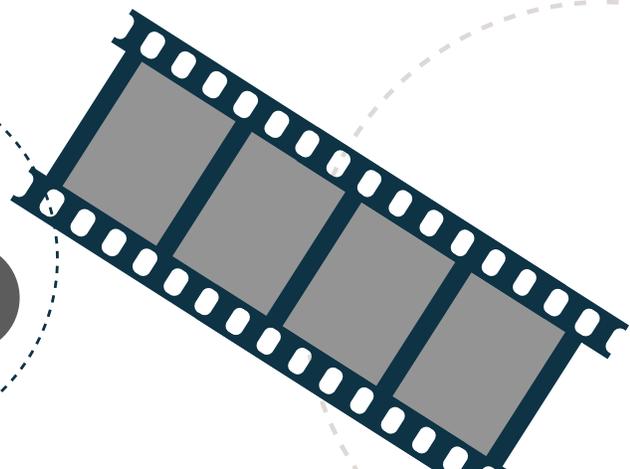
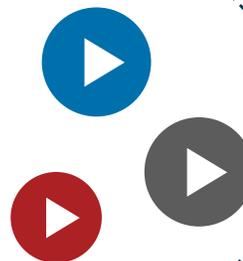
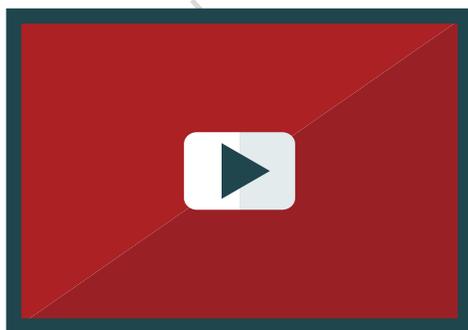
[VIEW EXAMPLE](#)

[MP2](#) - *Commercial Net Metering* - This type of video is good to use in a larger crowd where you need to educate the lowest common denominator. You can set it up like "a lot of you will already know this but we prepared this video to explain how [your service] works for \_\_\_\_\_. This will be pretty 101 for most of you."

[VIEW EXAMPLE](#)

[MP2 - Town](#) - This video was used in a presentation and seminar on demand response. It was relatively early in the space, and the audience needed a primer on what demand response was and how they could use it to sell more products and services. One member in the audience said that the video was unbelievable. The service changed his business model because he understood it exactly the first time he saw it. (We didn't pay him to say that, I swear.) He actually then requested to view the video again during the seminar just to confirm that what he heard was correct. He later became a customer of ours.

[VIEW EXAMPLE](#)





7

## THE SUPPORTING POINT VIDEO SERIES

[VIEW EXAMPLE](#)

**Case study: [Central business district](#)** - A commercial real estate firm wanted to show a multi-floor office tenant the importance of the park and ride system in Downtown Houston. The utilized 3D video to show the current downtown buildings and routes. Based on where the routes carried people, each of the buildings received a grade. At the end of the video they removed all of the buildings except for the buildings in the consideration set. Afterward the audience said that the presentation using video really helped drive that point home.



8

## THE DIDYA KNOW

[VIEW EXAMPLE](#)

**S**howing prospects your suite of products video.

**Case study: [CETCO Water](#)** - Someone only knows one thing that you do and you want to demonstrate the entire suite of products. For CETCO, they used this video as a cross-sell platform. Many of their customers already knew what CETCO did for them specifically, like coiled tubing or nitrogen, but they did not know the breadth and scope of all of their services.



# WHY USE VIDEO IN SALES PRESENTATIONS OR ONLINE?

Using video in your sales presentation will lead to higher conversions due to the following reasons:

**1**

## VIDEO BOOSTS CONVERSIONS

Using a video on a landing page increases conversions by 80% and 74% of users who watched an explainer video then bought the product.

**3**

## GREAT FOR SEO

Google has been starting to favor websites that have videos on the homepage. Video marketing will make you 53 times more likely to show up first on Google.

**2**

## VIDEO MARKETING RESULTS IN HIGH ROI

One of the biggest barriers to creating a video is usually the cost, however 76% of businesses say that videos end up resulting in a high ROI.

**4**

## MOBILE USERS LOVE VIDEOS

Mobile video views continue to increase every year and from 2012-2014 it increased by a whopping 400%. Google has also found that smartphone users are 2x more likely than TV viewers and 1.4x more likely than desktop users to feel a personal connection to companies that have mobile videos.

## 5

### **SELL WHILE YOU SLEEP**

Videos are perfect for explaining your products or services when you aren't around to do it yourself. 98% of users saying they watch explainer videos to learn more about a product/service.

## 8

### **STRONGER EMOTIONAL CONNECTIONS**

Videos are much more effective at evoking an emotional connection with your consumers than text. It is easier to understand how the product/service connects to them on a personal level, as videos are more effective at storytelling and humanizing your brand.

[Sources listed here](#)

## 6

### **VIDEO MARKETING IS GREAT FOR SOCIAL SHARES**

If your video is entertaining, 76% of users say they would still share a branded video with their friends and family on social media. And we all know word of mouth is the best form of advertising.

## 9

### **GREATER OPTIMIZATION OPPORTUNITIES**

Videos allow for more optimization than text because of the analytics that are available with video views. You can see how many times the videos were watched, CTR, if the video was rewatched by the same people, etc.

## 7

### **HIGHER RETENTION RATES**

It's hard to get consumers to actually read through a block of text on your website. A video, however? 65% of viewers watch more than  $\frac{3}{4}$  of a video.

## 10

### **BETTER EMAIL CLICK THROUGH RATES**

Studies have shown that email campaigns with videos have double or even triple the number of clicks than those without. Videos have also shown to decrease the number of unsubscribes, and also increased the number of subscriber to lead conversions by 51%.



# WHY IS 3D ANIMATION BETTER?

**3**D video remains the single most effective way to communicate complex information, bar none. The 3D production process frees video from all real-world constraints: things can be demonstrated at any scale, in any environment, with any camera, unfettered by gravity, lighting, or time. Imagination is the only limit.

## TOP 5 BENEFITS OF CORPORATE 3D ANIMATION

### 1

#### MAKE YOUR ELEVATOR SPEECH

3D animated videos have what is called an elevator speech effect.

What is the elevator speech effect?

You know how you sometimes change your story a little each time you say it?

The elevator speech effect is something that helps counter that kind of unreliability

principle. A 3D animated video can help you have an elevator speech prepared so that everyone can hear it exactly the same way each time it is presented.

Why?

If your audience doesn't hear it correctly the first time, chances are that they won't be saying it correctly later on.

## 2

### EXPLAINING THINGS YOU CAN'T SEE

3D animated videos can help explain a product that might not otherwise be easily seen.

If you were to, say, attempt to explain subterranean geological formations or the intricacies of a black hole without a visual aid, then your point will more than likely not get across as well as it would have with a 3D animated video.

Say that a company wants to show how a tool would operate underground to potential buyers but the tool hasn't been fully developed yet or needs investment to exist in the first place. A 3D video is going to show those potential buyers what they're buying in a way that other tools simply cannot replicate. Which leads to the next point.

## 3

### PROMOTING THINGS THAT DON'T EXIST YET

These kinds of videos can show businesses products that might not even fully exist yet.

Say that your company is developing a way to package different water treatment technologies that haven't been used in this particular manner before.

Explaining this is going to be a bit more

difficult than a normal presentation because one, the setup of the product is unique and hasn't been seen before and two, because you will have to invest more time in explaining it – unless you put the effort into a five minute animated video that could do it for you.

Time saved, all around.

## 4

### SHOWCASING A PROCESS OR A CONCEPT

On a similar note, 3D videos are also able to show a workflow process that may have never been seen before.

Say an energy company has a new way of developing a field that really “breaks the mold” on the standard methods used in the field.

How are you going to explain it to potential partners, investors and interested parties?

Again, you could sink a lot of time into trying to do it without a visual aid OR let a 3D animated video do the work for you.

Potential buyers aren't going to jump into a purchase without being able to solidly understand and see what you are selling, correct?

This is a big reason why a 3D video can make such a huge difference.

## 5

### SEEING THINGS ON A MOLECULAR LEVEL

3D videos are also good at breaking things down on a molecular level.

We've talked about showing a tool operating underground or a mold-breaking energy technique being produced already, but let's talk about something much smaller and much harder to visualize.

In this case, the medical field. Now, most

medical animation films or videos are not built to persuade people to invest in what they present. They are typically for pure educational purposes.

However, if you are a company or individual who wants a difficult process explained succinctly while also being factually accurate in the same field, a 3D animated video is your best bet.

**SALES PRESENTATION**

# **TOP 10 TIPS TO WIN THE DAY**



## START WITH A CLEAR GOAL

A clear goal will keep you all of your presentation materials and presenters focused on the end result you are looking for.

1



## KNOW YOUR AUDIENCE

What are they looking for? What will interest them? Answer these questions before creating a sales presentation.

2



## SHOW THE SEVERITY OF THEIR PROBLEM

Help your audience understand how important it is to solve the problem. What are they losing if they don't do anything about it?

3



## PROVIDE A SOLUTION

How can you help? Make sure to explain how you would be able to solve this problem.

4



## USE STORYTELLING

The best way to create an emotional connection with your audience is to use storytelling. Make the character of story your prospects.

5



## EXPLAIN WHAT WILL HAPPEN IF THEY DON'T BUY FROM YOU

Restate what they will lose without taking action. Why is your solution the best option compared to competitors?

6



7

## KEEP IT SHORT

People will lose their attention fast in sales presentations, so keep it short and to the point.

## INCLUDE A CALL-TO-ACTION

Don't forget your call-to-action! What is the next step for your prospects to take?

8



9

## NAIL THE KEY MESSAGE

This is The One Thing you are going to tell them at least 3 times.

## BE A HUMAN

People buy from people. Be yourself. Establish a connection. Your presentation should support you, not the other way around.

10





SO NOW THAT YOU KNOW HOW TO CREATE

# THE BEST POSSIBLE SALES PRESENTATION

## CONTACT

You may be wondering how to get started. At HandBuiltBrands, we offer a mini-blueprint call where we can discuss the story that you think will help you **sell more, bigger deals..**

[CONTACT US](#) today to get started.