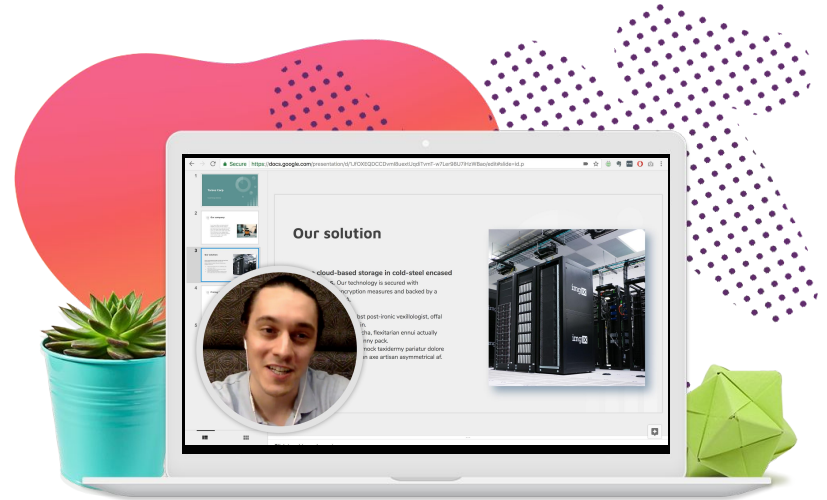


# What you'll learn during this discussion:

1. **Why** the ability to record and send custom videos is *critical* in modern Sales
2. **What** types of videos help book more meetings and shorten deal cycles
3. **How** sales teams are actually doing this in a way that is simple yet powerful
4. **Where** to go next to implement these new ideas *immediately* with free tools







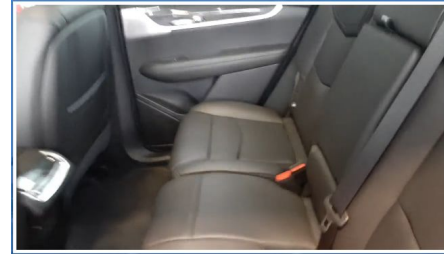
to me ▾



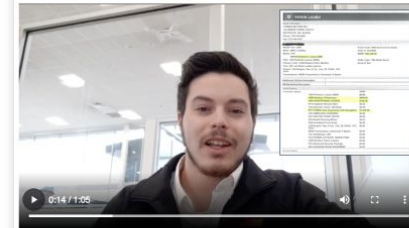
Click the image or view your video from Will Hurren [here](#)

Hi Tyler,

My apologies on the delayed response, however here is your virtual tour of the XT6! As mentioned before, I would love to be of assistance through these difficult times, I am always available on my Cell, so feel free to reach out even if its after normal business hours. In my personal opinion having experience with



to me ▾



Click the image or view your video from Will Hurren [here](#)

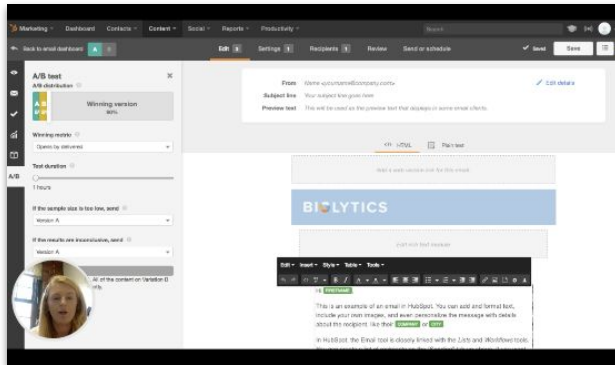
Personal, transparent, friction-free buying process  
(that also got Will in front of the entire buying committee!)



Prospecting [Stand Out & Humanize]



Connecting & Explaining [Create Clarity]



Demonstrating [Show & Tell]

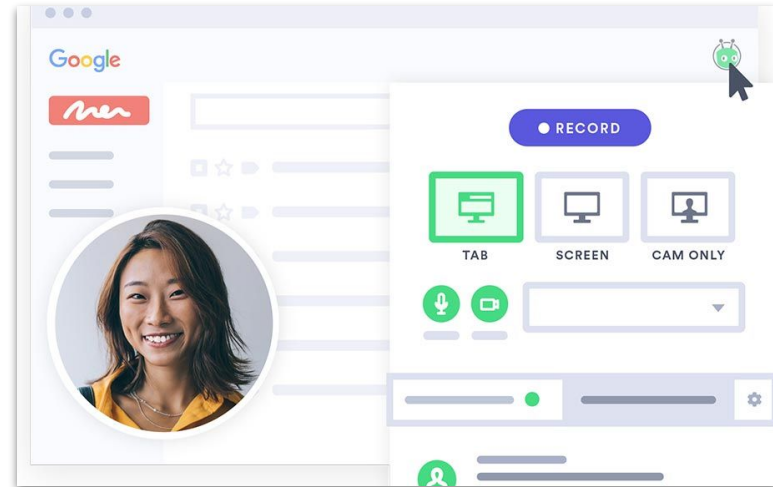


Walkthroughs [Own the Message]



# This stuff works!

And it's a LOT easier to do than you might think...





Nathan Manning  
Manager, Business Development  
Adobe

# How Adobe's Commercial BDR team uses video for outbound prospecting

# Adobe Commercial DX North America SMB BDRs



## Success Metrics

- SQOs
- # of quals/discos in a period
- Relationships/communication w/ AEs
- Sourced closed won deals
- Improving sales IQ
- Leadership

## Obstacles

- Getting “ghosted”
- How do we set ourselves apart from all the other BDRS?
- Building trust without meeting in person
- Creative outreach to compliment email/phones
- Competitors offering everything



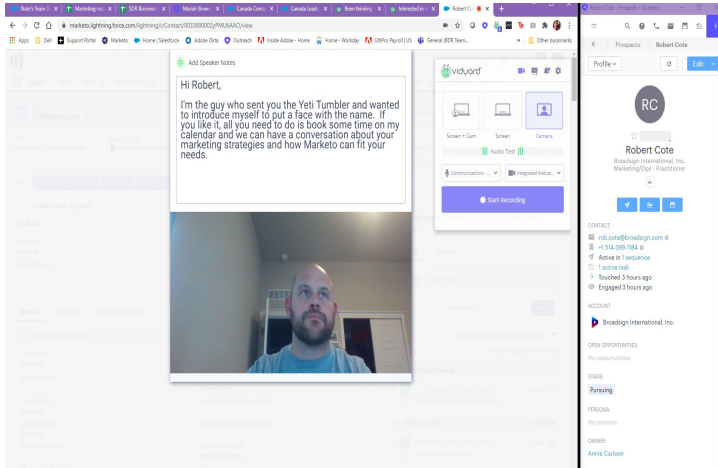
## Why Vidyard?

- Puts a face with a name
- Creative
- Great compliment to other outreach tools
- Compliments strategy with AEs

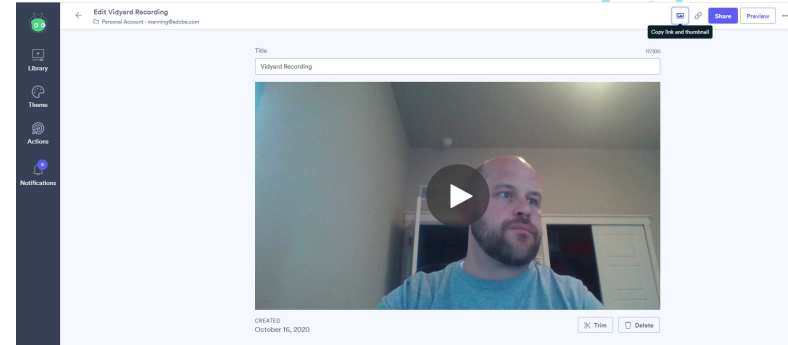


# Prospecting

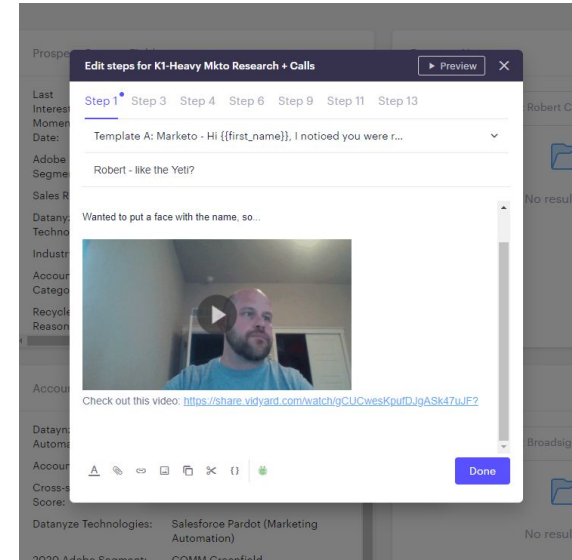
1.



2.



3.



1. Identify prospect, write sales script, open Vidyard extension
2. Record video directly through extension
3. Copy thumbnail and link directly into Outreach and start sequence



# Account Executive Alignment



Sequences / K1-K5-Generico Co-Prospecting

Overview Insights Settings Prospects

|          |         |               |            |               |
|----------|---------|---------------|------------|---------------|
| 14 Steps | 29 Days | 43% Automated | 536 Active | See all stats |
|----------|---------|---------------|------------|---------------|

1. Manual Email - Day 1 Normal 2 Active 2 Paused 11 Failed 69 Bounced

New Thread      \*\*Replace me!\*\* - {{! co your AE on this email }} {{! Insert Template from AE or create your own}}Template option - K1-Co-Prospecting 1

2. Phone Call - Day 1 Normal 15 Active 2 Paused

Answered calls are marked as finished. Unanswered calls advance to the next step.

3. Auto Email - Day 3 Normal 29 Active 2 Paused 11 Failed 3 Bounced

Reply      Hi {{first\_name}}, Hope you are doing well. I'm reaching out to see if you'd be interested in connecting for a quick phone call. I'd love to learn more about your curre...

4. Phone Call - Day 5 Normal 40 Active 3 Paused

Answered calls are marked as finished. Unanswered calls advance to the next step.

5. Auto Email - Day 7 Normal 25 Active 7 Failed 1 Bounced

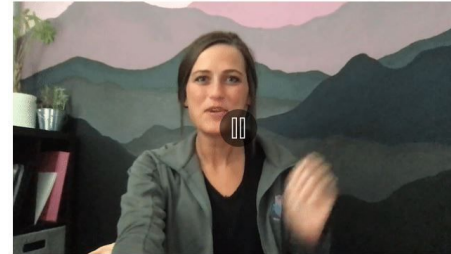
Reply      Any thoughts?

**From:** Nikayla Ratz <nratz@adobe.com>  
**Date:** Tuesday, October 13, 2020 at 2:03 PM  
**To:** Jamie Freking <freking@adobe.com>, Rachel LeBlanc <rachel.leblanc@richardsongmp.com>  
**Subject:** Re: Adobe/Marketo - Introduction

Rachel, hello!

Hope all is well and you're enjoying the Fall weather!

Thought the video below might be helpful in tying a face to the name.



Check out this video: <https://share.vidyard.com/watch/GJ1SpA3pGGC2UeoJfHdSRB?>

You heard it right – 30 minutes of your time next week and the gift is all yours!

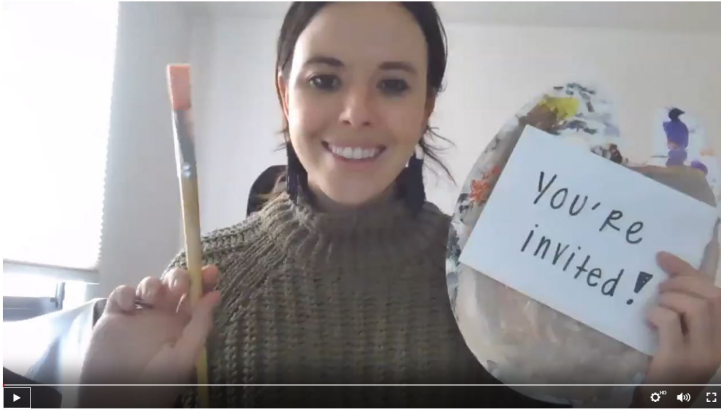
Looking forward to learning more about Richardson GMP and your marketing needs.



# Events

Products Capabilities Solutions Why Marketo Resources Company

## Painting A Picture For You!

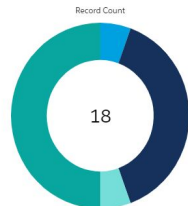


## Best Practices for Events

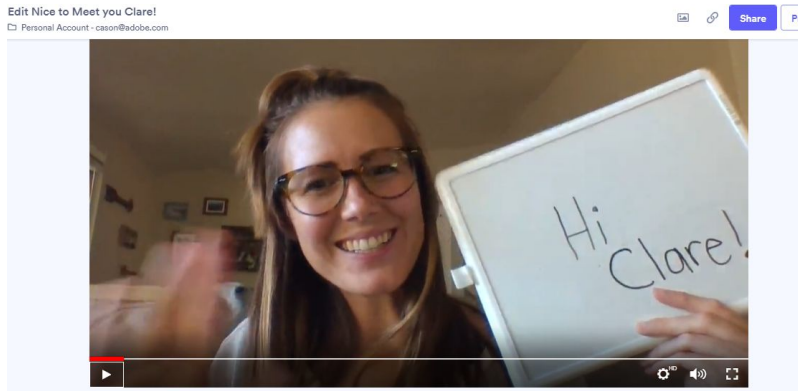
- Synch with AE early and often
- Determine target list of prospects to register
- Send reg link and follow up with Vidyard
- One registered, stay in touch up to day of event
- Have clear follow up plan post event

Report: Campaigns with Campaign Members  
EIAB - South Paint and Wine Class  
ALL Registrants for the South Paint and Wine ClassEvent - 10.22

Total Records  
18



# Vidyard/Alyce Trial



## Best Practices from Annie + Sasha

- Keep videos short and sweet!
- Focus on the gift, not a value prop/marketing goal, etc.
- Be less formal and be yourself on video!
- Think about your demographic (gender, age, geo, etc.)
- Try copying video links to LinkedIn messages for a cross-channel approach
- Have Fun!

Adobe

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## A thank you from David King (PageCloud)

*This is a cool initiative, from one marketer to another. I was more just curious to see what would happen but if I end up with a free pair of earplugs all the better.*

*Thank you.*

By the way... I chose the [Happy Plugs Wireless Air 1 Go Headphones](#) !

Sep 29



**Annie Carlson** 9:15 AM

Hey Taryn, thanks for connecting! I wanted to make sure you got the gift I sent you, it's a Yeti water bottle (thought this would be fun for weekend adventures!) I'm part of a new campaign here at Marketo called Vidyard where we are able to send personalized videos. I made you one here! Hey Taryn!  
video: <https://share.vidyard.com/watch/mQKCo9noXSL5Ljt62uvKe3?>

Looking forward to chatting soon!



**Taryn Irulegui** 10:44 AM

Hi Annie, Thanks for the lovely video. I did not receive a water bottle. Where did you send it to? Right now, I'm not currently, but I expect to have a contract soon with a client who uses Marketo. So maybe next month would be a better time to connect.



# Moving forward

Alyce/Vidyard trial - 6 weeks in: 20 quals scheduled - 12 discos - 7 SQOs

## Key takeaways

- Prospects love video!
- Works best when paired with LinkedIn, Alyce, or strategically placed in a sequence
- Works for all personas
- Just like email: make it personalized. Takes longer, but higher ROI.
- Great for prospecting, but should be used throughout the entire sales process.
- Faster time from first touch to first meeting.

### **A thank you from Scott Gingrich (Piggybank Technology)**

*Hi Sasha,*

*So, this is a first! Great way to book appointments. Looking forward to chatting.*

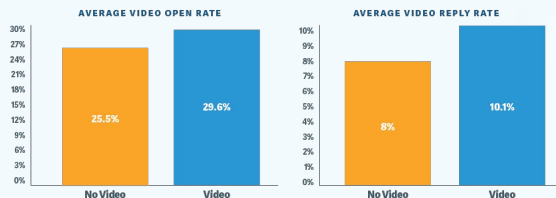
**By the way... I chose the [Coffee of the Month Club \(2 Month Subscription\)](#) !**





## Video in Sales Emails Increases Reply Rate 26%

Figure 2: The average open and reply rate when using video



**Roger Figueiredo TOR** 12:23 PM

Yea, it's been quite remarkable, to be honest. I'm shocked more people aren't doing this. I have plenty of wonderful anecdotes of customers saying they loved the video we sent, but in terms of data, some powerful stuff, too. 2.5x increase in meetings booked, 2.5x in opportunities generated, 5x response rate increase.





**80%+**

Hit rate with key accounts

**lumavate**

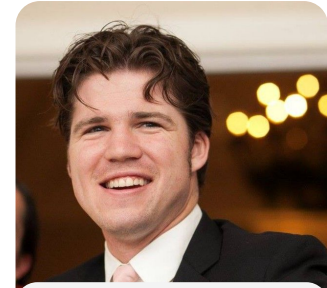
*Leverage for Key Accounts*



Fastest response & close times  
using video + direct mail

upland **Rant & Rave**

*Use as part of integrated campaigns*



Went viral in key  
account :)

**Dynamic Signal**

*Get creative, have fun*



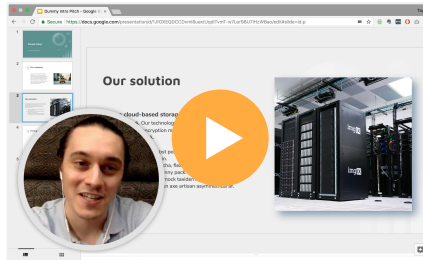
# Video Throughout the Sales Cycle

## Example Scenarios

- Personal introductions
- Hand-offs to new reps
- Pre-meeting / post-meeting
- **Personalized demos**
- **Event invitations**
- **Resource sharing**
- **Sales proposal walkthroughs**
- **Custom videos for each member of buying committee**



Prospecting Selfie-Intro with Whiteboard

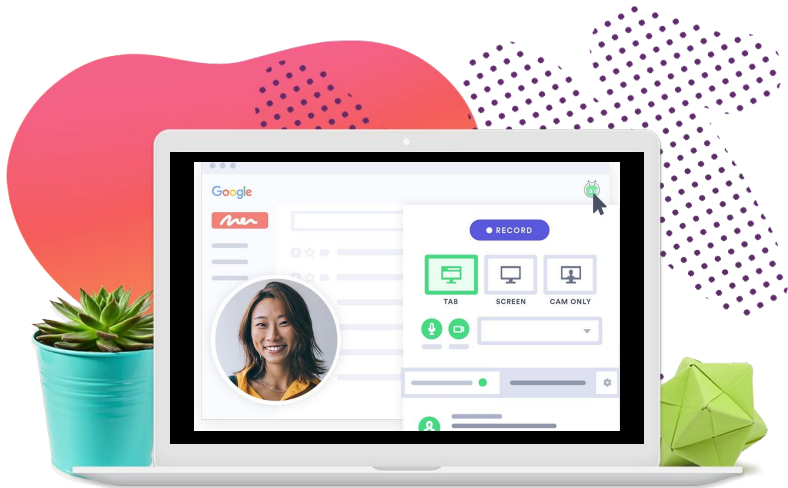


Proposal Walk-Through




modus

# How can sales reps adapt quickly and start to embrace video to create better outcomes?



1. Use the **right tools** to make it easy to record and share a video from their browser, email, or CRM tools
2. Leverage **online resources** to learn best practices, templates, etc.
3. Work **collaboratively** as a sales team to brainstorm ideas, share wins, etc.

# Where to go next to start implementing these ideas:

- Tools - Record, send and track videos:  
[www.vidyard.com/free](https://www.vidyard.com/free) [Demo coming up!]
- Tips - Best practices, ideas and templates:  
[www.vidyard.com/video-for-sales](https://www.vidyard.com/video-for-sales)  
[www.vidyard.com/video-prospecting](https://www.vidyard.com/video-prospecting)
- Feedback, advice, moral support :)  
 [www.linkedin.com/in/tylerlessard/](https://www.linkedin.com/in/tylerlessard/)  
[www.linkedin.com/in/nathancmanning/](https://www.linkedin.com/in/nathancmanning/)

