



7 Steps to a Video-first Sales Enablement Strategy

Train smarter. Sell faster. Close deals. Increase revenue.

Sales—Too many tools. Not enough time.

59%

According to Accenture, **59%** of sales reps report that they have to use too many tools (for tasks like identifying new leads, generating proposals, configuring quotes, approval of pricing, etc.)¹

88%

88% of missed opportunities resulted from sales not being able to find or leverage internal resources²

33%

33.3% of a sales professional's time is spent looking for, or creating, content to share with prospects.³

Video + Sales = A Winning Combo

- **4 out of 5** sales prospects watch a product video before making a purchase⁴
- Online video is second only to word-of-mouth communication in **influencing key decisions** from business buyers.⁵
- **"Video outranked other online activities** for the first time in 2015" (including outranking engagement with social media)⁶
- Including the word "video" in an email subject line increases click-through rates by **13-17%**⁷

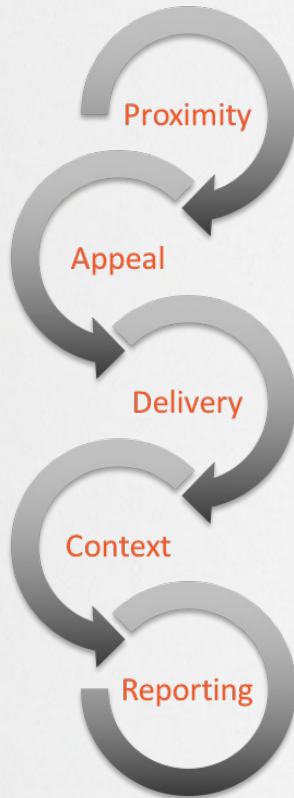


Presenting the new sales deck?
Here's your video.

Launching a new product?
Here's your video.

Updating services pricing?
Here's your video.

The Challenges of Stand-alone Sales Portals



Proximity

exist outside of an AE's daily routine

Appeal

text- and file-centric portals are about as exciting as a reference library

Delivery

portals weren't built with streaming in mind, thus playback across devices and regions is inconsistent

Context

have zero awareness of AE's current deals

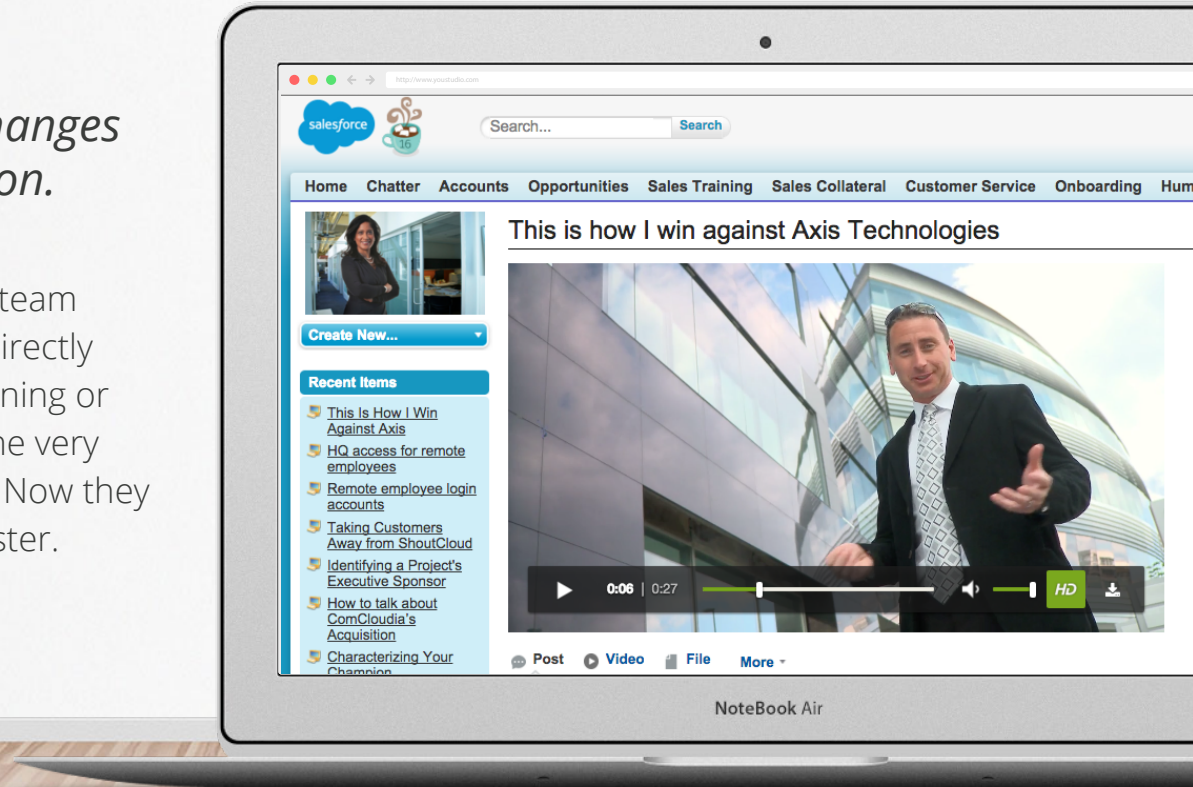
Reporting

cannot tie video usage to business results

Video *Inside* CRM—a game-changer for sales

Putting video in your CRM changes the sales enablement equation.

Video inside a CRM helps your sales team work smarter not harder. They can directly access videos – whether it be for training or for sharing with prospects – inside the very environment they live and breath in. Now they have the tools to sell smarter and faster.



CRM + Video = **The ROI Link**

When a video platform integrates directly with your CRM system, not only does your team have compelling videos at their fingertips but also the metrics to prove these videos' worth. Now you have valuable data on how videos influence the sales cycle right in the Lead or Contact record. These same metrics can also show your training and marketing partners which content is being utilized by sales, and how it's working.



Metrics:

- Which videos are viewed
- Dates and times a video is viewed
- Number of times a video is viewed
- Length of time spent watching a video
- The point at which a prospect stops watching a video
- What interactive features, i.e. downloads, surveys, etc. a prospect interacted with



7 Steps to a Video-first Sales Enablement Strategy

There are seven steps to a video-first sales enablement strategy. While not dependent, these steps are intertwined, so while you may be really good at a few of them, not addressing one or several can lead to a breakdown.

These steps also involve multiple parties and multiple ways to distribute, consume, interact with and report on video:

- Internal distribution and consumption
 - » Training and marketing partners push their videos directly into your CRM for either internal education or external distribution to prospects
- External distribution and enablement
 - » Sales accesses and distributes video collateral to prospects while in your CRM and sees real-time metrics on video response and the link to business results

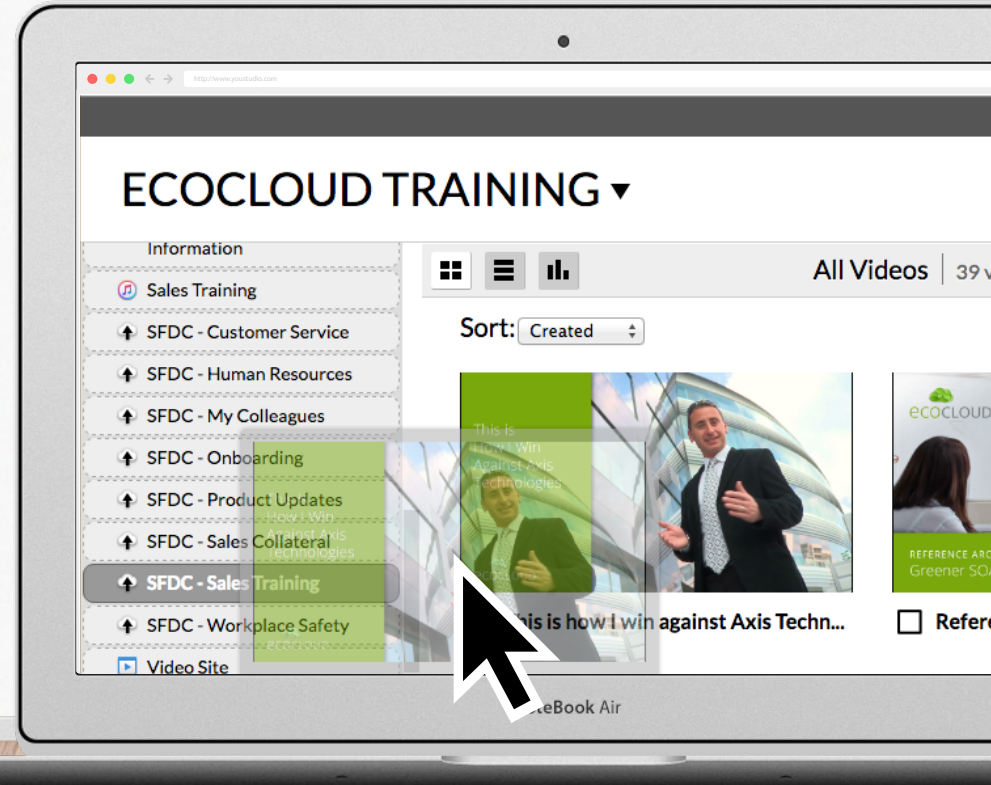
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Sales training team publishes secure video lessons



While your CRM is primarily used for prospecting, it is also the perfect destination for training your sales team. Your sales enablement team can push video lessons directly into your CRM, helping your sales team stay on top of new and critical company, product or personal development information.

- Publish video into your CRM system with **drag and drop ease**
- Limit access to this library of **confidential training videos** using pre-existing CRM permissions
- Enhance videos with **downloadable reference docs** like diagrams, datasheets, presentations, and more



2

Your sales team watches video lessons




Pack your video toolkits with information and lessons that reinforce your messages and sales needs. By making the videos interactive, your instructions are actionable – and measurable.

- Sales can access and consume videos from **any location or device**
- **Quiz your team** about the sales deck
- Download the latest **competitive battle card**
- Link to additional videos that build and **scale on existing content**
- Offer **polls and chat, ratings, comments, and more**



Download Files

 Battlecard vs. Axis

3

Marketing provides prospect-facing video collateral



Your marketing team invests hundreds of hours making prospect-facing videos. By publishing them directly in the selling environment, sales has valuable video collateral at their fingertips that can be searched and accessed in a single click, right in the selling moment.

Use your CRM solution to publish and track video collateral, giving your sales reps new ways to reach out to prospects.

- Provide a **filtered library of videos** approved for sharing with prospects
- **Automatically pass video metadata** in for narrowing down by product, region, etc.
- **Limit library access** using pre-existing CRM permissions



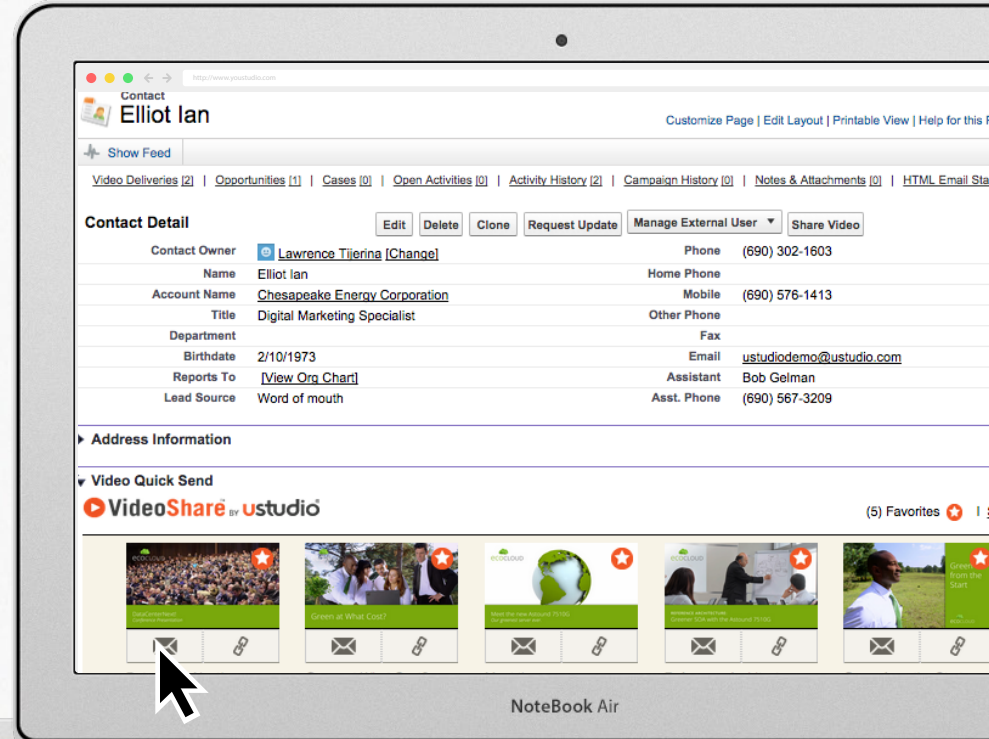
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Sales team shares video collateral with prospects



While working a deal, your sales team now has direct access to valuable video content. No more wild goose chases or switching systems to find the content. In seconds they can deploy video collateral from inside lead and contact records within your CRM system.

- Get sales people to **think “video” for prospect engagement**
- Preview and send the **right video to the right person at the right moment**
- Ensures **perfect video playback** for prospects, regardless of device or region
- Sales reps can **see what videos have already been shared** with each lead or prospect



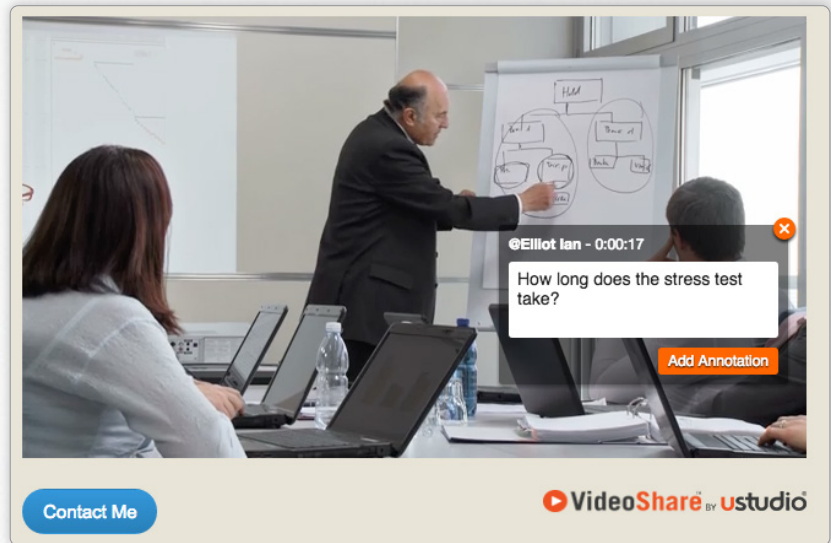
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Prospects play and engage with video



Prospects receive video and are able to engage on-demand, 24/7/365. Offering interactivity within the videos elicits higher response rates – all of which are recorded in your CRM system.

- **Flawless video playback**, everywhere and every time
- **Brand-consistent playback** environment with no distracting or competitive content (which you certainly can't say for YouTube)
- Interactive video **players as unique as your products** and services
- All **engagement and interaction data tracked** to the individual video recipient



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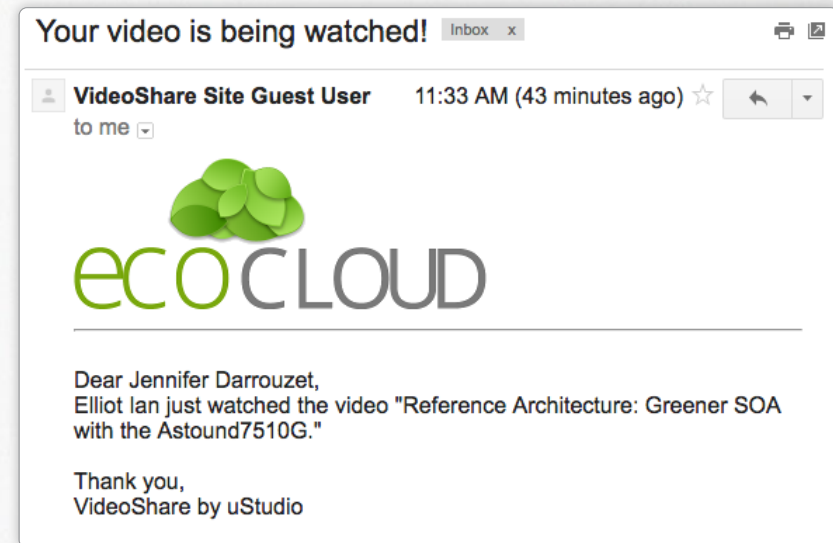
Your sales team is able to follow-up in real-time on a prospect's watch/response to video collateral



With real-time watch notifications, your sales team is able to respond quickly, shortening your deal cycle. They know what the prospect is doing, and when, and can tailor their follow-up accordingly.

Sales gets **real-time data** on how a prospect interacts with a video

- Which videos are viewed
- Dates and times a video is viewed
- Number of times a video is viewed
- Length of time spent watching a video
- The point at which a prospect stops watching a video
- What interactive features, i.e. questions submitted, downloads, surveys, etc. a prospect interacted with

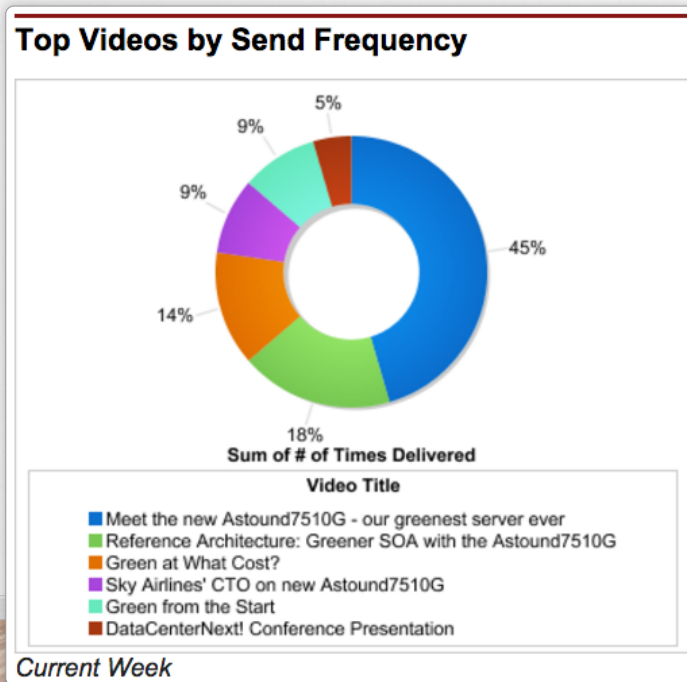


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Your enablement team closes the ROI loop



Which videos are watched and which aren't? Which videos move deals forward and contribute to closed/won revenue? These questions and more are answered as your enablement team uses the standard reports inside your CRM to close the video ROI loop.



Close ROI loop by reporting on:

- Sales training adoption
- Sales usage with prospects and customers
- All prospect and customer engagement and interactions
- Increased adoption of products and services enabled with video
- Pipeline acceleration and overall revenue contribution

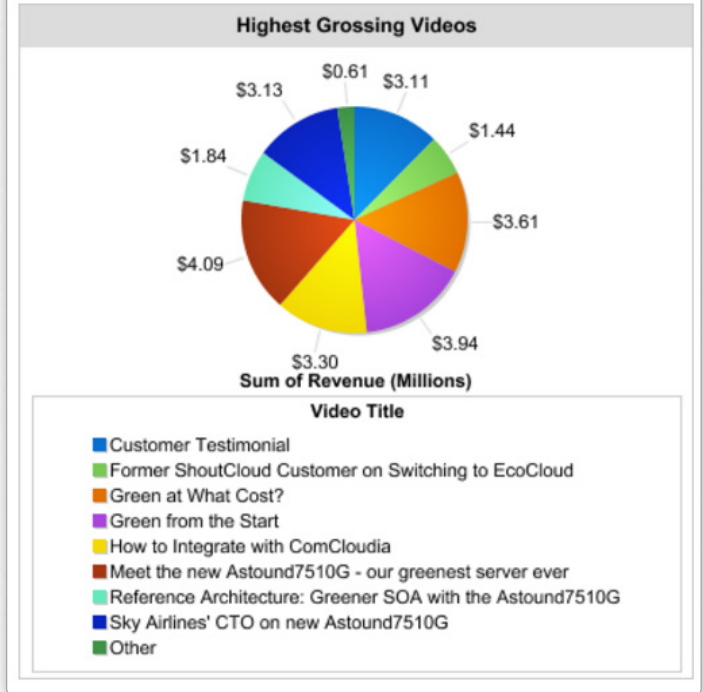


In Summary

Video has moved beyond hitting the PLAY button and just counting views.

Now you can create interactive videos for both internal and external use, track analytics, and keep your content relevant and your audience engaged. And with uStudio allowing you to seamlessly integrate these tools within your CRM system, you are able to **monitor the entire lifecycle of your sales process, tweaking along the way, to ensure maximum ROI.**

Video Performance



uStudio - The Interactive Video Platform & Player for Business

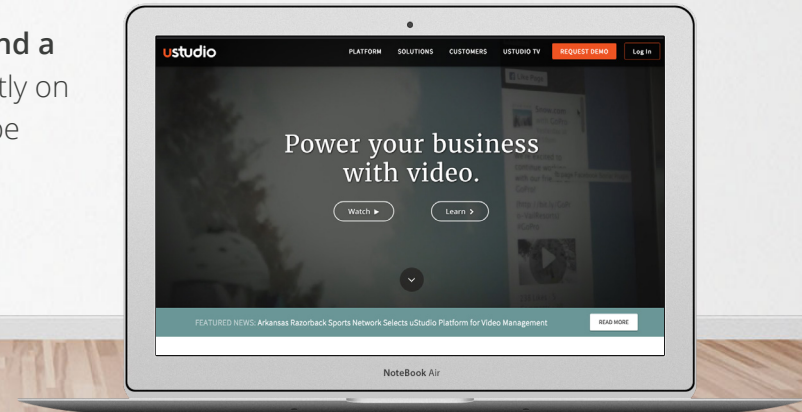
What we do

uStudio is a business video platform. We help organizations tap into the business value of video (live and on-demand) across sales, marketing, learning, training, service, and support initiatives.

How we do it

uStudio's software automates the entire video lifecycle – upload, organize, process, distribute, measure, analyze – eliminating configuration and management complexity, so teams can focus on what they do best.

uStudio's interactive player transforms the video experience beyond a simple monologue into a rich interactive dialogue. Embedded directly on the player can be any number of actions – download a pdf; request to be contacted; purchase products directly from a shopping cart – driving engagement and deep immersive experiences.



ustudio

What makes us different

uStudio is not just another video player. It's a highly configurable platform designed to deliver any video to any device or destination, regardless of viewing environment, network configuration, or storage system.

Unlike other solutions, uStudio has mastered the art of video processing and transcoding, so sales/marketing/training (etc.) organizations don't have to. Just drag and drop any video and uStudio's intelligent infrastructure auto-magically does the rest. uStudio also uniquely integrates with existing lines of business/systems of record (CRM, LMS, CMS, etc.) increasing productivity across teams, departments, and organizations.

To learn more, visit www.ustudio.com

Sources

¹<https://newsroom.accenture.com/news/accenture-survey-finds-evolving-role-of-digital-is-reshaping-sales-organizations-in-the-quest-for-the-ultimate-customer-experience.htm>

²Qvidian 2014 Sales Execution Survey

³Salesforce blog 2016

⁴Kiss Metrics

⁵Marketing Sherpa

⁶Forrester's Vendor Landscape for Application Development and Delivery Professionals: Online Video Platforms for Sales and Marketing

⁷Digital Marketer Benchmark and Trend Report, 2012