

The Visual Sale

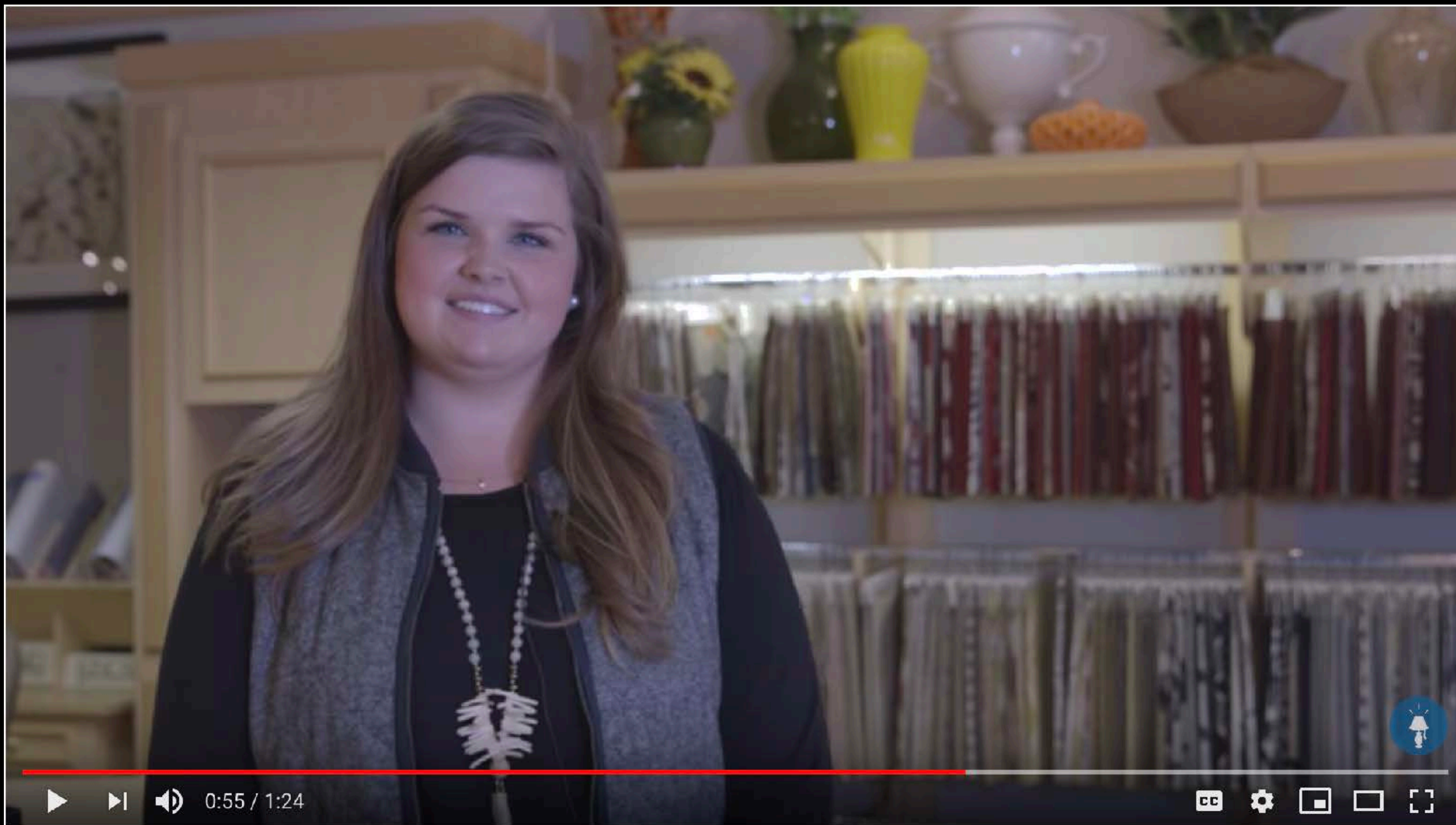
How to Embrace the Visual Revolution
& Create a Culture of Video in Your Organization





PACT





Meet Ellie Abbott! Your La-Z-Boy Interior Designer in Pineville, NC

“Good Morning all! Recently, I was talking to Cici in our Pineville store and she happened to mention that Ellie was on a house call. She told me that this customer came into the store and demanded to work with Ellie because she watched a video on YouTube and liked her personality.

Cici sent me a copy of her sales ticket, which is located below.”

\$10,000

See Us Before We See Them
Hear Us Before We Hear Them
Know Us Before We Know Them

Trust.

The Selling Seven

Videos That Actually Move The Needle



#1

80% Videos

Why do we keep answering the SAME questions?

SSR ROOF
PANEL MACHINE

CLARK NEFT

President

#2

Bio Videos

Have they **seen** and **heard** you?

#3

Landing Page Videos

Will increase conversions by 80-250%

#4

Product/Service Pages

What makes a great product/service page video?

#5

Cost Videos

Because we know this is going to come up...

metal roofing



#6

Claims We Make

What are the major claims that we make?



**Freedom +
Responsibility**

#7

Customer/Hero's Journey

This ISN'T a review.



1:1 Video Mastery

How to Become World Class with
Visual Sales and Personalized Video



Reality

18%

the average sales email open rate in 2022

3 **Main Problems** Sales Experiences with Email

“Prospects Aren’t **Opening** My Emails”
“Prospects Aren’t **Responding** To My Emails”
“Prospects Aren’t **Booking** Follow Up Calls”

sample@prospect.com

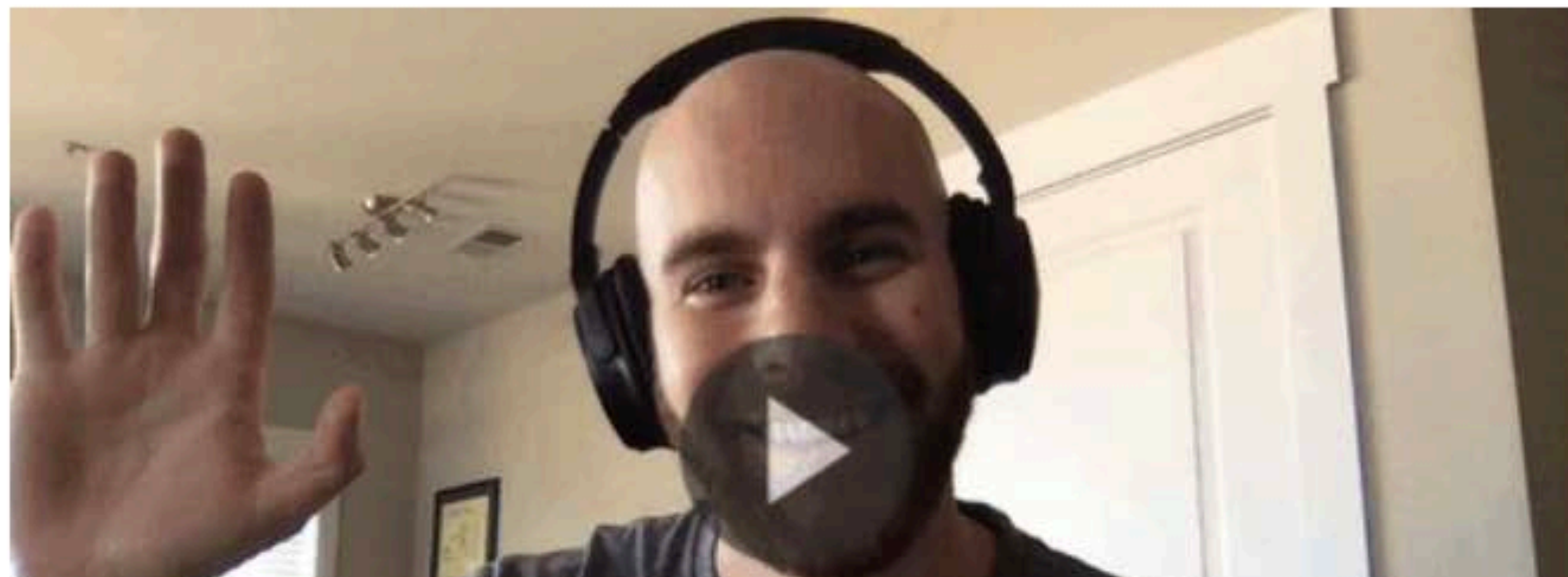
Hey Prospect! I made this quick video for you...

 Templates  Sequences  Documents  Meetings More ▾ | ☐ Log ☒ Track

Hey Prospect,

Thanks for reaching out about our Inbound Marketing services here at IMPACT! I've made this quick video for you below, followed by an important video about how our Inbound Marketing Services work here at IMPACT.

I'm going to include my meeting link below, but **please watch the 5-minute overview video before booking your meeting**. I want to make sure we're speaking the same language when we meet. :-)



1/2 Playlist



Hey Burrells team!



Digital Marketing Services from
IMPACT



Click to unmute

Video has been shown to **triple response rates** and increase the **number of meetings** booked by 500%.

Basic 1:1 Video Best Practices

The Key to Breaking Through the Inbox



Lighting



Lighting



Composition



Composition



Background



Background



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