

10 Ways Video Can Maximize Your Customer Communications – And Translate It Into Sales ...

... A Weak Sales Message Can Cost You Thousands of Dollars & Prevent You From Doubling or Tripling Your Response & Profits!

Before Learning The 10 Ways Video Can Maximize Your Customer Communications, Our Clients Spent Their Days Just Like You:

- ✔ Trying one advertising option after another,
- ✔ Trying to create something that would transfer their message effectively,
- ✔ Making the dreaded cold calls,
- ✔ Needlessly spending \$1,000s each month on ineffective advertising...

And they did it all with less-than-satisfying results!

Today, those very same professionals are:

- ✔ Getting their message heard and understood by their customers,
- ✔ Increasing their customer response ratio,
- ✔ Closing more sales, and getting more return on their advertising dollar than ever before.

“The Video Presentations Which Your Company Has Produced For AGFM Are Generating The Interest We Have Desired....”

“.....As a builder of complex machine tool systems, video has proven to be a valuable tool for our sales efforts. Our company intends to continue to use your services in an effort to update our other video presentations.”

**--Ed Mihalko
Director of Sales and
Marketing
American GFM**

How Badly Would You Like To Increase Your Sales This Year While Cutting The Time You Spend Marketing?

Dear Business Professional,

If you're like most of our clients who arrived on our door step exhausted, stressed-out and fed up, you're probably also experiencing one or more of these other symptoms:

1. You're frustrated with the inability to connect with your prospects.
2. **You HATE cold call prospecting**, think it's demeaning, inefficient and primitive.
3. **You can't seem to make the money you spend on advertising pay off**, and feel caught between a rock and a hard place.
4. You know you provide a better product or service but can't seem to get your prospects to see the difference.
5. You're sick of being treated like a used car salesman, and tired of wasting time with prospects that just want to milk you for free information.
6. You're **close to Burn-Out**.
7. You've heard about "Video Marketing" but don't really understand how it's different or better, or don't know how to apply it in your particular circumstances.
8. You're working so hard, putting in so many hours and using up so much energy that you're **sacrificing your Personal and Family Relationships**, possibly your physical health.

Tell me, does this sound just a little too familiar?

Don't worry. You're not alone.



I'd like to offer you a practical, tested and proven “piece-of-cake” solution to your frustrations in this business.

Now before your “too good to be true” sensor sounds, let me just say this is not a get-rich-quick solution. It won't replace meeting your clients, negotiating deals, building relationships with your colleagues or any of the other things you like about being a professional.

Heck, it won't even answer the phone for you, but it will do one little thing so well that:

- ✔ **You'll never have to make a ice cold call again** - instead dozens of highly-qualified prospects will want to talk to you.
- ✔ You'll be able to **make your ad dollars pay off** with targeted marketing instead of a scatter gun approach.
- ✔ You will be able to **work with clients who understand your products and services and really appreciate what they will do for them.**
- ✔ You can **network easily and more effectively thus cutting down on your time spent generating qualified leads.**
- ✔ You can **maximize your website effectiveness** to provide you with effective prospect marketing 24/7.
- ✔ **You will be able to get your company presentation in front of the true decision makers even if you deal with “purchasing agents”.**
- ✔ You will actually **HAVE FUN** crafting win-win deals with clients who are anxious for your services

Can you imagine what that would feel like? Wouldn't it be amazing if all of these dreams really could come true? Good news. They can and HAVE for dozens of our clients.

WHAT'S THE BIG SECRET? (drum roll please...)

**At Last, Technology Has Finally Created An
Effective Tool For Reaching And
Communicating Your Sales Message That
Actually Works!
(Note the word “Effective”)**

Don't believe me? Just ask Keith Roberts, Customer Relations Specialist for Sysco Food Services of Hampton Roads, how it's been working for him.

Sysco is using video to introduce clients to their product line through customer visits to their facility. Video has made a significant difference in prospect interest and sales!

"As we strive to find new and exciting ways to carry our message to our associates and our customers, your team of professionals has made it clear that video production opens a world of possibilities.

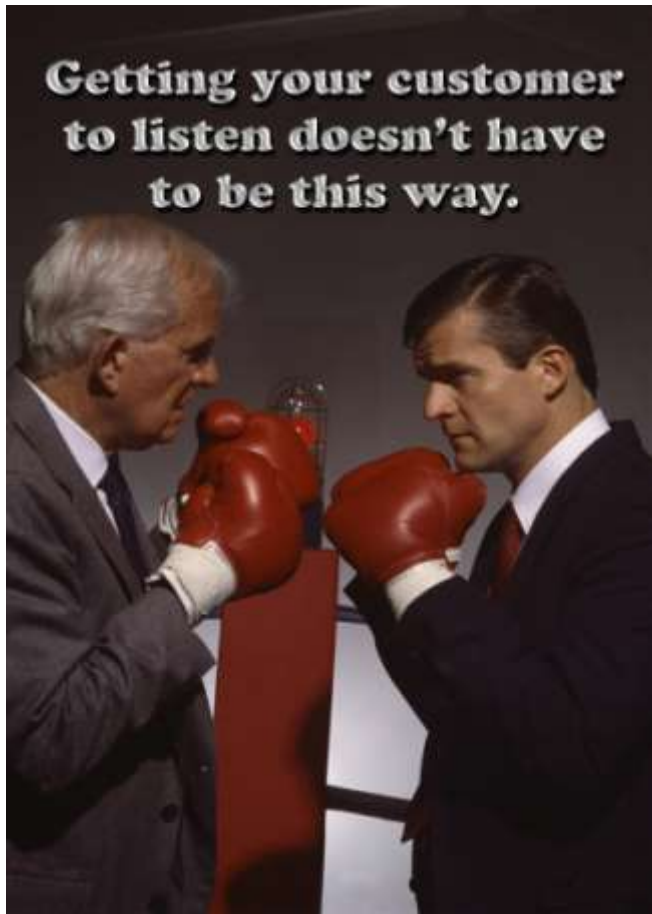
Your expertise and assistance in production design, scripting and editing has provided us with the tools we need to stay on the cutting edge in our industry, especially in today's competitive market.

From elevating our training programs to the next level, to creating dynamic presentations used at our Corporate Office in Houston, there is no question that every video to date has had a positive impact on our overall performance.

You have certainly shown that our companies share a common goal..., provide a quality product and exceptional customer service to back it up.

Thank you again to everyone at Allied Video Services, and we look forward to working with you again in the near future.

--Keith Roberts



getting the same type of results as Keith, using this effective sales tool.

The key is the word "effective"!!

That's where this special report comes in. As you read through the next several pages, I'll walk you through the 10 reasons that video can maximize your communication. Keep in mind that not all videos are created equal. At Allied Video Services we are proud of our 25 years of service offering the following to our clients:

- Working closely with them to deliver **a message that their prospects can identify with.**
- Creating deliver systems that take **take full advantage of every selling opportunity.**
- **Creating attention getting presentations** that cut through the advertising clutter and gets the message heard.
- Creating a presentation that **leads the customer to a buying decision.**
- Showing our clients how they can **put much of their marketing efforts on "auto-pilot"** so they are working for them 24 hours a day, 7 days a week with no extra effort on their part.
- Showing them how to turn casual suspects into interested prospects without even talking to them and much, much more!

I know, it almost sounds too good to be true. And if he were going about his business the old fashioned way, it would be.

But that's the beauty of using an effective communication tool such as video. It completely eliminates the struggle to tell your story and connect with your clients and prospects!

If you want to catapult your results like Keith, then you need an Effective Communication Tool to get your message through!!

But Keith isn't the only professional enjoying this kind of success. In fact, many others throughout Hampton Roads and across the country are

With all that said I urge you to take the time and carefully read every word in this report. Even if you have no interest whatsoever in our services, you'll get some of the **best marketing advice anywhere!**

Advice that could mean the difference between business as usual and taking it to the next level...at least that's what our clients keep telling us!

Let's get started...

Reason #1: Video gives your company a Perfect Presentation Every Time!

When you first became a professional, whether working for yourself or someone else, you probably thought "technical" knowledge about your industry was all you really needed to be successful.

That expertise and "professionalism" would be the keys to your success.

That customers would seek you out when they heard how "good" you were.

You may have had ideas in mind about "personal promotion," or other image-building techniques.

Most certainly, you had all kinds of information about how to be "the best" in your field. And that, with a few ads, some phone calls and publicity, the world would pay attention and, indeed, beat a path to your door!

But something happened that you didn't expect.

Even though you have a great business, and are one of the best in your field...people haven't beaten a path to your door! In fact, the hardest thing about being in business IS getting people to buy from you!

So what gives? Well, the fact is – and it's a very important fact that every business person must grasp – **you're not in the business that you think you're in.** You're not in the real estate business, car repair, rug cleaning, legal, restaurant, retail or professional services as much as you're in the business of...

MARKETING PRODUCTS AND SERVICES!

On Target

Message !

“Technically it had to be perfect, and from the response we have received it must have been right on target.”

**William
Willitis
Lab One**

It's true. No matter what Business you're in, no matter what you sell, you're not really in that Business! You're in the Marketing of that Business!

So, what does this mean?

Well, it means you must tweak your thinking. You must realize that you are a Marketer first and a Retailer, Restauranter, Banker, Doctor, Real Estate Agent, Broker or whatever second. Acceptance of your role as a marketer is paramount.

Let's face it, in any business...and yours is no different...the best marketer wins!

Period.

It's always been true and always will be true.

Of course no matter how terrific your Marketing is, it can't and won't make up for substandard services.

That means you must not only work to be the Best Marketer; you must also work to be the best Realtor, Broker, or Lawyer as well. Luckily the second, and hardest, part of that equation comes naturally to you!

The problem that many entrepreneurs have is getting their story out to their prospects and that is just what Reason #1 is designed to do.

Deliver the perfect presentation

- 1. First impressions are important and a custom designed presentation allows you to put your best foot forward every single time.**
- 2. Emphasizes your Unique Selling Proposition! This is the one thing that separates you from your competition. You know what it is and through video, so will your customer.**

This Is Huge!

A custom video allows you to explain your uniqueness to the prospect and what it means to them.

Hermes Abrasives used video to update all of their Authorized Service Partners on new ordering procedures and the uniqueness of their product lines with excellent results!

"Thank you and your team for the wonderful experience in creation our new Authorized Service Partner video. Our results are more impressive with each new video project.

It was remarkable how you were able to take our script and transfer the concept to video. After viewing the first draft, it was as if we wrote the script together and shared the same vision.

The video was shown at our National Sales Meeting and the feedback was very positive.

Thanks again to you and your team for transferring our vision to video within a short timeframe and on budget!"

**Steve Durr
Marketing Department**

Hermes Abrasives, Ltd.

Think about that!

I bet that most of the time you feel that if the prospect just knew and understood what you do about your product or service, they would surely buy. Well video lets you get that message across with a carefully designed production to present you well and highlight your U.S.P.

At Allied Video Services we help our customers transfer that U.S.P to their prospects. It doesn't matter whether they are selling heating systems or liposuction the need is the same

...communicate the perfect message

Reason #2: Video allows your Prospect to See and Hear Success Stories!

The sounds of success are everywhere within your company. Video allows you to bring these stories to the forefront and share them as no other medium can. Testimonials help your prospects trust your services by reliving another person's experience. They identify with that person's situation and solution.

It's often been said that "All things being equal, people like to do business with people they like and trust."

The truth is even if all things are not equal; people still want to deal with people they like and trust. A testimonial allows them to develop this trust factor through a third party. Along with that they also develop an additional connection with you.

Through the testimonial they get to know you better. They get independent validation that you are what you appear to be and trust develops.

While testimonials are good in any medium, video allows the testimonial to inspire, excite and move the prospect. The prospect can judge and identify with the testimonial easily.

At Allied Video Services we can help you make the best use of testimonials in a presentation or on your website.

You have earned the praises of your clients isn't it time for your prospects to hear them too?

THE HIGHEST COMMENDATION

"The professional video you produced and the care and concern you showed in meeting our needs deserve the highest commendation."

- Steve Newton .. Norfolk Dredging Company"

Do you have satisfied customers?

How are you using this valuable asset?

With video you can take your best customer on your next sales call.

Reason #3:

Video takes your prospect anywhere

That is a very powerful tool for any business but for some it's critical.

This reason works well using a custom video in three ways

- 1. Video allows you to condense time.**
- 2. Allows you to set up strong and elaborate demonstrations**
- 3. Keeps the viewer engaged.**

I work with many companies that need to showcase their product or service in a condensed way. Maybe it's showing a detailed process that takes hours or one that is just not practical to show in a real world scenario.

For example you would not want to take your client to a job site to watch a floor installation that takes all day to install, but you would like them to appreciate your attention to detail, craftsmanship and cleanliness. With video each of those features can be condensed into a short clip that is educational and interesting.

Some of our other clients have big ticket items like Ultrasonic Cutting machines. This is not something that they have sitting around the office ready to demonstrate at any given time.

The reasons are simple:

- 1. It's a multi million dollar investment.**
- 2. It's complicated and requires experienced operators on hand.**
- 3. Each cutting run uses expensive material.**
- 4. The machine can not be moved from its location.**
- 5. They have multiple models and features to show.**

With video we have been able to create powerful

Presentation Power!

"I can walk into a client's office and have my entire line of ultrasonic cutting machines in my briefcase.

That's powerful."

Ed Mihalko American GFM

demonstrations that take the machines through their paces and give the viewer quite an experience.

The attention span of your prospect is fleeting. They filter your message with other distractions. They want things instantly and they want to be entertained. If you can get the prospects attention, then you have won half the battle video lets you win the other half by keeping their attention in a variety of ways.

A well produced video:

1. Creates interest by taking the prospect to multiple places
2. Holds attention with graphics, narration, music and eye catching visuals
3. Allows you to show off your company with a condensed tour
4. Set up strong product demonstrations.
5. Tell an interesting story in a believable way.
6. Use virtual sets for a professional custom look.
7. Engages both sight and hearing for better retention



Reason #4: Video creates emotion and backs it up with logic!

I know you have heard that people buy on emotion

The truth is...

Emotions Close More Sales Than Logic Ever Will!

The biggest mistake you can make in your marketing is to use a straightforward, "professional" approach that attempts to appeal to people's sensibilities. When it comes to generating leads and closing sales, **Emotions are what Motivate People. Logic just gives them the excuse they need.**

A presentation even when using video, must engage the viewer. If they do not buy into the message emotionally it is hard to communicate the message.

Here's an interesting fact...

A video can not only stir emotions, it can create them.

Music can set a mood from the relaxed to the exciting.

Graphics visually engage the viewer leading them through the presentation by emphasizing points and attracting the eye.

Interesting narration can tell a compelling story and set an interesting pace.

Eye catching footage takes the viewer on a journey geared to transfer your message by holding attention, clarifying details and giving examples.

Once emotionally invested, a video can support the sales decision with logic including facts, thought provoking questions and what if scenarios.

Imagine your prospect emotionally engaged and logically driven.



You're starting to see why most advertising fails to get responses, aren't you?

It's hard for other mediums to match video for its ability to engage the prospect which leads us to...

Felicia Blow Says " The Southeastern Public Service Authority is grateful you are in this market!"

"Your team of highly qualified professionals is a pleasure to work with, and is very accommodating to the needs of the client. We know that Allied Video will be on our list for our next project – no questions asked!"

I have heard it said: You can get it fast; you can get it good; or you can get it cheap. But you can't get all three at any one time. Allied Video breaks the mold in that regard and on every project I have gotten ALL THREE and I thank you again for that.

In closing, SPSA is grateful you are in this market as your firm continually offers fine, quality work."

Felicia W. Blow, APR

Director of Public Relations and Marketing SPSA

Reason #5: Video is 5 times more effective than the printed brochure!

Most companies are not looking for brand recognition they are looking for sales.

The primary purpose of advertising is to get people to respond.

To make your phone ring. To get qualified clients and customers to come in or call you to do Business.

There is a HUGE difference between spending money on "getting your name out there" and investing in marketing that gets people to CALL YOU!

Let's face it most of us are not McDonalds with millions to spend on brand recognition. We work with limited budgets and need to make every dollar count.

Printed brochures are over rated in their effectiveness and customer acceptance. Once again its not that they don't look nice, it's that the prospect doesn't give them any attention. Many times they end up in the old circular file without so much as a second glance.

The reason is simple, brochures assume that the prospect will set aside time to read it and unless he does, its totally useless. There is only the visual headline or photo to grab his attention and peak his interest.

A good example of their ineffectiveness is illustrated by a client of ours that worked for a company selling Ricoh Copiers. Each Monday morning all of the salesman at the firm would make cold calls to a list of potential prospects. When they got the person of interest on the phone they would say:

"Hello this is Stuart Dizak with Ricoh copiers I recently sent out a brochure on our latest copier the (insert latest model) which is one of the hottest models on the market today. Do you recall seeing that."

Stuart said that at over 50% of the people said they saw it. No matter what they said he went on to try and get an appointment.

Here's the strange thing...



No brochures were ever sent!

Still over 50% of the people remembered receiving it.

If you're going to invest money into something to communicate with your client, why not do so with a medium that is memorable and is proven to be 5 times more effective.

So why does the prospect set aside time to watch the video?

Well the answer to that is

Reason #6:

Video has a perceived value of at least \$10.00 and a curiosity value as well!

When a video arrives at its destination, usually one of two things happen

1. It is watched immediately or
2. It is set aside to watch later.

What does not happen is an automatic chuck into the trashcan. Why?

First the perceived value that the disc has is very real. Unless it is an AOL disc or something similar most discs are given this perceived value and weight.



Let's face it; most people are not going to throw away \$10.00.

The other thing it has going for it is that they do not know what the disc contains. People are curious by nature and that curiosity will get them to pop in the disc and take a look.

What more could you ask?

So they watch it or keep it to watch later. Either way you are ahead of the game because your message will get seen.

Think about that for a moment...it's powerful

Super Job!

“Thanks again for the super job you did on the training video. Everyone at all five plants has seen it and the response has been great. The purpose

Of the video was two-fold: To educate and to encourage discussion, and it has done both.

Charles Jett Jr.

Pre Mix Industries

Reason #7

Video answers your prospects objections

Every salesperson has experience the occasional objection.

You know the little bump in the road that can send your sales call careening out of control.

Every industry is different, but they all have them. Many times it's the price or a false perception that can derail a sale. A custom video allows you to address this issue head on and answer the objection leaving the prospect in the right frame of mind and headed in the right direction.

Video can do this by:

1. Presenting compelling facts
2. Telling the real story
3. Testimonials to give 3rd party credibility
4. Using demonstrations to showcase issue
5. Presenting the facts openly and candidly



If you already know what the objections are, then it only makes sense to make them a non issue in your presentation.

The reviews are in and they are all raves!

The employee recruitment video that you made for us is excellent and just what we need to help us attract the special people we need to work for the American Red Cross.

I especially want to thank you and your staff for the patience, professionalism; technical expertise and creativity that made this project such a pleasure for us.

I was particularly impressed with your quick grasp of our operations and mission. It is readily apparent in the video that you respect the work we do, and that is just the message we wanted delivered. I am very pleased to be able to offer this video to other regions and chapters throughout the country.

Thank you again for your fine work.

Ann Fallon

Director Human Resources and Organizational Development

American Red Cross, Mid Atlantic Region

Reason #8

Video gets your message in front of the decision maker.

In today's market many companies find themselves competing in less than ideal conditions.

I'm sure you have experienced some of these:

- ✔ You are involved in a multi step sales process,
- ✔ Your best salesperson is not always on call,
- ✔ You deal with buyers who make a presentation to a decision maker for you,
- ✔ You deal with committees,
- ✔ You can not get to the decision maker.

ACTION WORKS!

“When a company from the west coast travels all the way to the east coast to have it’s second video made, it speaks for itself.”

**Sheldon Fidler
North American**

Video allows you to add your perfect presentation into the mix at any point in the process. Many of our clients believe this to be one of the strongest points.

With video they can:

- ✔ Send a copy directly to the decision maker.
- ✔ Submit it as part of the proposal so the committee will see it.
- ✔ Give it to your sales team so they all have an advantage.
- ✔ Give it to a buyer to aid in his presentation to the decision maker.

**Allied Video Services
and you.**

**Together we can do
great things
for your business.**



Reason #9: Video can be delivered in multiple formats for maximum effectiveness!

No matter what your advertising medium is you are usually locked into a certain demographic of the vehicle. This is not the case with video.

Video can be delivered to your prospects in multiple ways thus increasing its effectiveness and return on investment.

Delivery Method One – The Internet

Your video can be streamed from your website to your prospect 24/7.

Today the Internet is a major deliver system to be aware of.

I bet your prospects shop like you do. Nowadays that means jumping on the computer and a checking out several locations before deciding on a few to call.

The reason for this is simple, it is a non threatening way to get information. They do not run the risk of talking to a high pressure salesperson and can check things out from the privacy of their home or office.



Imagine if they checked out your site and watched a professionally produced presentation video.

A Presentation Video That

- ***Presented your company at its best.***
- ***Presented Value***
- ***Answered Objections***
- ***Built Trust***
- ***Showcased the desired products and services***
- ***Used testimonials and***

- *Made them comfortable*

Do you think they would call you?

Delivery Method Two – DVD

A DVD can put that same presentation in your briefcase and on your customers TV. It is great for high quality, full screen playback situations such as a sales call in the customers home or for a group setting.

DVD's are now at very reasonable prices for duplication and can be mailed anywhere.

They also fit easily into your proposal jacket.



Answering Needs!

" Your generosity has provided the clinic with a video that will be used for many different occasions and events, and it will help us convey our needs and our mission to the community for years to come."

**Susan Hellstrom
Virginia Beach Free
Clinic.**

Delivery Method Three - CD

In this age of computers CDs are available everywhere. The low cost of duplication matched with the accessibility makes this media a hit with many customers.

The CD can be created to feature a menu and contain various video clips or features.

Delivery Method Four - Video Email.

Using Email has certainly become part of our life today. Video email can give the regular message a real boost.

Think of it as your Email on Steroids.

Video e-mail is an email message with a video file either inserted in the body of the message or accessible through a hypertext link. These methods of access circumvent the problems of sending messages with video attachments: video files are usually too large for most people to send or receive.

With the on going increase in broadband use this is only going to continue to rise in popularity.

Delivery System Five – Broadcast







Commercials and infomercials are a great way to get mass exposure with a quick well designed message.

All of these delivery systems are effective in getting your message to your prospects. The way you use it though will make all the difference, which brings us to...

Reason #10

Video can fit easily into your sales plan and deliver a buying decision from your prospect 82% of the time!

Here is what our clients tell us.

-  **Video works for them because it is custom designed for their situation**
-  **Video is great as a pre sales call lead generator**
-  **Video is a wonderful tool to leave with the client who is thinking it over. It provides a second look at your presentation.**
-  **Video is a great way to get the presentation in front of the missing decision maker.**
-  **Video can be used directly or indirectly or both.**
-  **Video gives the prospect all of the information to make a informed decision.**

The point in sharing these uses with you is that a custom video really does work, but you have to use it effectively.

Instead of handing out cards you've paid good money for that people are going to throw away as soon as they get home (or in a few weeks when they're tired of looking at it) give them something they can use.

Something that will tell your story

Allied Video Services stands ready to help you take the next step.

It's really very simple

1. Call our office at 757-424-9757 to set up a simple conference call appointment.
2. In this three minute phone appointment you will determine if there is a need for us to talk further
3. If you think there is, at your invitation we will come to your facility for a more detailed appointment (Usually 30 min)
4. If you agree that we have something beneficial to offer you company, we will make another appointment to bring back a detailed estimate and make a presentation.

It's as simple as that

You are in complete control and call all of the shots!

These 10 reasons are why you need a custom video

- **Video gives your company a Perfect Presentation Every Time!**
- **Video allows your Prospect to See and Hear Success Stories!**
- **Video takes your prospect anywhere**
- **Video creates emotion and backs it up with logic!**
- **Video is 5 times more effective than the printed brochure!**
- **Video has a perceived value of at least \$10.00 and a curiosity value as well!**
- **Video answers your prospects objections**
- **Video gets your message in front of the decision maker.**
- **Video can be delivered in multiple formats for maximum effectiveness!**
- **Video can fit easily into your sales plan and deliver a buying decision from your prospect 82% of the time!**

Call us at 424-9757 or Email: info@avsvideo.com

Or online at www.avsvideo.com