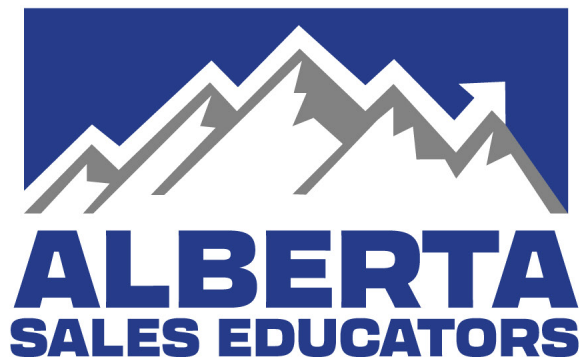


PRESENT TO PERSUADE:

Mastering Sales Presentations on Video



STUKENT®



Present to Persuade: Mastering Sales Presentations on Video

MODULE OBJECTIVES

By the end of this seminar, students will be able to:

- Understand the key components and best practices of a compelling video sales presentation
- Plan a structured, goal-oriented video email outreach using a proven framework
- Deliver an engaging, professional, and authentic pitch on camera
- Receive and provide feedback to improve video communication skills

MODULE OUTLINE

1. Introduction and Icebreaker (10 minutes)

Goal: Establish the purpose of the seminar and get students thinking about the effectiveness of video in sales.

Activities:

Quick Poll:

Ask students, "What makes a video presentation compelling?" Discuss a few of their answers.

Share Examples:

Show 1-2 humorous or effective short sales videos (1-2 minutes each) to spark interest.

Seminar Overview:

Present the seminar flow and goals, linking them to the challenges of modern email outreach.

2. Why Video? The Modern Sales Landscape (5 minutes)

Goal: Discuss the importance of using video to stand out in a crowded digital landscape.

Key Discussion Points:

Email Overload:

According to a recent article from Campaign Monitor, the average office worker sends and receives over 121 emails per day. Your message needs to stand out.

Key Use Cases:

Discuss the rise of remote selling and asynchronous communication. Provide examples of common use cases, such as LinkedIn outreach, product demos, and follow-ups.

Benefits:

Video emails are scalable, personal, and reusable.

Benefits of Video:

Explain how video can convey more information in a shorter time than a lengthy text email.

3. Planning Your Sales Video (20 minutes)

Goal: Teach students how to structure a video sales presentation using a strategic framework and best practices.

Framework: The 4P Model

Purpose:

What is the specific goal of this presentation (e.g., educate, persuade, schedule a meeting)?

Person:

Who is the target audience? What are their pain points? What problem are you solving?

Points:

Outline 2-3 core talking points. Follow a simple structure: Hook → Value → CTA.

Presentation Style:

Discuss setting, background, lighting, and audio.

Best Practices:

Short and Simple:

Videos should be 30-60 seconds in length.

Compelling Subject Line:

The subject line is critical. Cite the statistic that 33% of email recipients decide to open an email based on the subject line alone.

Prepare a Script:

Emphasize that a short, clear message requires preparation. Suggest writing out talking points, role-playing with a peer, and practicing multiple times.

Personalization:

- **Call the prospect by name:** Reinforce Dale Carnegie's advice and the importance of authenticity.
- **The 3x3 Method:** Teach students to spend three minutes on the prospect's LinkedIn profile to find three things to personalize their message (e.g., role, a recent post, shared connection). Give examples of how to incorporate these points naturally.

Be Yourself and Be Creative:

Encourage students to add their personality and get creative to stand out (e.g., use a whiteboard or a relevant prop like the Lego Porsche example).

4. Delivering with Confidence (15 minutes)

Goal: Coach students on the technical and delivery skills needed for an effective on-camera performance.

Coaching Points and Mini Drills:

Eye Contact:

Coach students to look directly into the camera lens.

Energy and Body Language:

Emphasize smiling, using inflection, and making natural gestures.

Clarity:

Use short sentences and focus on benefits, not just features.

Technical Tips:

Review the technical tips from the handout (camera at eye level, good lighting, clear audio, good framing).

Ending Strong:

Practice delivering a clear and concise Call to Action (CTA), such as, "Would you be open to a quick 10-15 minute call? The link is below."

5. Workshop: Plan and Record a 60-Second Video (25 minutes)

Goal: Provide hands-on experience for students to apply their learning.

Instructions:

1. Scripting (10 minutes):

Provide the Sales Video Script Template (from the handout). Students will use it to script a short, personalized sales pitch.

2. Recording (10 minutes):

Students will record a rough draft on their phone or laptop. Remind them to keep it short (under a minute) and to focus on being authentic, not perfect.

3. Peer Feedback (5 minutes):

Students will break into pairs or small groups to share their videos and provide constructive feedback.

6. Debrief and Q&A (10 minutes)

Goal: Reflect on the experience and offer final tips for improvement.

Discussion:

What was the hardest part of the process?
What felt the most natural?
What did you learn from your peer's feedback?

Final Tips: Reiterate the importance of practice, not delaying for perfection, and having fun with the process. Remind them they don't need expensive equipment.

Optional Homework: Assign a final polished sales video as homework, incorporating all the feedback and best practices discussed.

MATERIALS NEEDED

- Projector or screen (for demo videos)
- Tip Sheet PDF or handout (with script template and technical tips)
- Laptops or phones with cameras for recording
- Timer or stopwatch for practice sessions

TOOLS FOR VIDEO RECORDING

Loom: A popular and easy-to-use tool for recording your screen, camera, or both. It automatically generates a shareable link.

Vidyard: A video platform that offers tools for recording, hosting, and sharing videos, with a focus on sales and marketing.

Zoom Recording: Students can use Zoom's built-in recording feature to capture and save their video.

Smartphone/Computer Camera: The simplest tools available, requiring no additional software. Students can record directly on their phones or use the camera app on their laptops.

TIP SHEET: How to Create an Effective Sales Video Presentation

1. Define Your Purpose

What do you want the viewer to do after watching (e.g., book a call, try a product, reply to an email)?
Keep your goal focused and specific.

2. Know Your Audience

What are their pain points?
What industry are they in?
What language or tone do they respond to?

3. Use a Simple Structure

A. Hook (0-15 sec)

Grab attention with a question, bold statement, or relatable pain point.
Example: "Struggling to convert web traffic into paying customers?"

B. Value (15-45 sec)

Clearly explain how you can help.
Example: "Our platform boosts your checkout rate by 28% in under two weeks."

C. Call to Action (45-60 sec)

Tell them what to do next.

Example: "Let's schedule a quick 15-minute call — link below."

4. Technical Tips

- **Camera:** Eye level, stable
- **Lighting:** Face a light source, avoid shadows
- **Audio:** Quiet space, use earbuds or external mic if possible
- **Framing:** Center yourself, include head and shoulders

5. Delivery Best Practices

- Smile and use natural gestures
- Speak clearly and with energy
- Pause briefly between key points
- Be concise — 30-60 seconds is ideal

Final Checklist Before You Hit “Send”

- Clear goal and CTA
- Authentic, enthusiastic delivery
- Clean background and good lighting
- Concise message (1-minute max for intros)
- Your contact method is easy to follow (link, reply, etc.)

Sales Video Script Template

Use this fill-in-the-blank guide to create your script.

Opener (Hook):

“Hi [First Name], I’m [Your Name] from [Company]. I noticed [relevant insight/problem].”

Example: “Hi Sarah, I’m James from ProspectPro. I saw your team is hiring SDRs and figured you might be scaling outreach.”

Value Statement:

“We help [target audience] [solve X problem] by [brief solution statement].”

Example: “We help SaaS teams double reply rates by using AI to personalize their first-touch emails at scale.”

Proof (Optional):

“Our clients include [Client A, Client B], and they’ve seen [result].”

Example: “Companies like Drift and G2 have increased demos by 30% within the first month.”

CTA (Call to Action):

“I’d love to show you how it works — want to set up a quick 10-minute call? Link is below.”

Sign-Off:

“Looking forward to connecting! Thanks.”