

LIGHTS, CAMERA, ACTION - PROSPECTING WITH VIDEO



TYLER LESSARD

VP of Marketing
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➤➤ About this course

- You'll become familiar with the different types of videos you can use in your prospecting sequences and know WHEN is right to use them.
- You'll find out how to optimize your subject line, intro copy, and thumbnail image to maximize conversions.
- Get access to repeatable video templates that can be personalized for success.
- Learn how to be authentic, engaging, and confident on camera with a few simple hacks.
- Leave knowing how to use custom videos throughout the sales process to shorten deal cycles and increase close rates.

+ Course information

2 weeks | Mon, Weds
8am PT | 11am ET | 4pm UK | 3 x 1-hour live classes

What impact this course will have

Whether you're a SDR focusing on outbound prospecting, or an AE trying to crack into key accounts, this course will show you how to integrate different styles of videos into your outbound sequences for maximum impact. Any sales professional engaged in outbound prospecting or lead generation will add a whole new string to their bow with this course.

We'll walk you through the fundamentals of recording custom sales videos, how and where to send them and how to track engagement. You'll learn video best practices, body language and visual techniques and how to craft compelling messaging around your videos to maximize their response rates. We'll challenge you to rethink your existing approach to outbound prospecting.



Class 1 How to Create and Share Prospecting Videos that Convert

- How to record and share different types of videos proven to convert in modern prospecting
- How to maximize engagement and conversion rates on prospecting videos sent via email
- When to add videos into your outbound sequences to increase

Class 2 Enhancing Your Outbound Sequences with Videos

- Video templates to use at different stages of your outbound sequence
- How to script your video messages to create a connection, deliver value, and stimulate a response
- How to use pre-recorded and custom-recorded videos to maximize both efficiency and effectiveness

Class 3 Using Videos to be Human, Helpful and Trustworthy

- How to use videos beyond your sequences to promote timely campaigns and upcoming events
- Creative ways to use hyper personalized videos to build rapport
- When to use videos once you've earned their attention and gotten a response

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TYLER LESSARD

VP of Marketing
Vidyard



REVA PELLERIN

Commercial Account Executive
Vidyard

TYLER LESSARD

As an executive at Vidyard, Tyler has spent 6+ years immersed in the world of online video for sales, prospecting and B2B marketing. He's the co-author of *The Visual Sale*, host of the *Creating Connections* show, and frequent speaker on topics ranging from video marketing to customer experience. Tyler has been recognized by Demand Gen Report as the top Buyer-Focused B2B Marketer, and by Marketo as one of the top 50 Fearless Marketers.

REVA PELLERIN

Reva has 10+ years of sales experience. After building both SME and Enterprise skill sets as an Account Executive at Vidyard, Reva shifted her focus to coaching the next generation of modern sellers to deliver a frictionless experience to prospects and drive over performance in the commercial space. Most recently, Reva has returned to a Commercial Account Executive role at Vidyard, helping prospects and customers incorporate video into their strategy. Outside of work, you can find Reva chasing after her daughter, knitting or learning about how she can reduce her waste!