



CUTTING THROUGH DIGITAL FATIGUE AT SCALE

“Today, sales teams need to be just as comfortable selling virtually as they are in person.

But, virtually, sales reps realized cold outreach wasn’t always reaching buyers, many of whom were experiencing digital fatigue. But something was getting cut-through – personalized video.

Sales pros are also finding that video selling is a crucial way to maintain the momentum they’ve built in person. But this new, hybrid way of selling doesn’t mean sales reps need to become expert filmmakers – in fact, they shouldn’t. Video selling should be fast, easy and effective.

This guide will explain how to create high-quality videos in just minutes using only your smartphone or desktop (and winning personality, obviously!). We’ve also mapped out how video can fit into every stage of the customer journey.

We hope this resource helps you become a pro video storyteller and reach your prospects more effectively than ever before.”

**– Mansour Mbaye,
Chief Revenue Officer,
Shootsta**



CONTENTS

- 4** **UNDERSTANDING
THE NEW VIRTUAL
SELLING LANDSCAPE**
- 10** **HOW TO STAND OUT IN EACH
SELLING STAGE**
- 24** **ACCELERATING SALES CYCLES
WITH SHOOTSTA**
- 32** **TEMPLATES & TOOLS**



UNDERSTANDING THE NEW VIRTUAL SELLING LANDSCAPE



With more buyers and sales reps working in a hybrid situation than ever before, virtual selling practices are here for good.

And it would seem that B2B purchasers like it that way, with McKinsey finding that 70-80% of B2B decision-makers preferred remote human interactions over in-person ones.

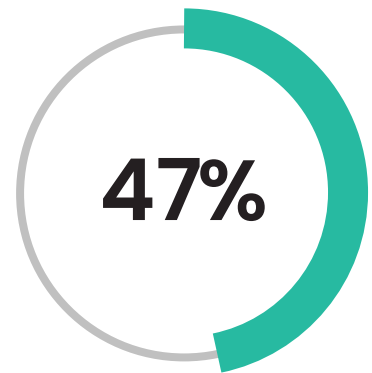
70% – 80%



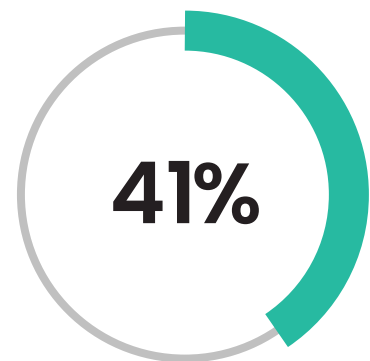
The digital fatigue effect

Burnout, lack of motivation, difficulty concentrating:

these were some of the more common effects of digital fatigue. During the pandemic, people were acutely aware of how their devices were impacting their mental wellbeing. A 2021 study by Ernest and Young found that:



Digital fatigue drove 47 percent of respondents to seek downtime from their internet-enabled devices.



41 percent of people were more concerned about the impact of the internet on well-being than before the pandemic.



Digital fatigue emerged as a significant issue for salespeople, in no small part due to the increased number of emails, instant messages, and video calls populating screens the world over.

The combination of digital weariness paired with an overly-saturated online environment was making it harder for sales reps to land sales, especially in comparison to their pre-pandemic numbers.

While the digital landscape may be crowded, it's not going anywhere – which means sales teams have to find ways to cut through the noise.

Enter: video selling.

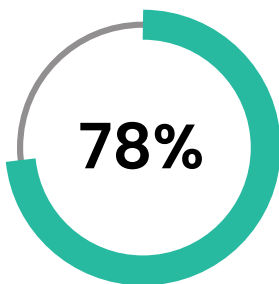
Prospects tend to see the same emails and messages over and over. But video means they're seeing and hearing another person, one who is addressing them by name and speaking directly to their interests and goals. Not only is this a faster way to capture attention compared to the usual text-only email, but it helps build personal rapport and a human connection.

By speaking to their prospects, sales reps can personalize their outreach and engage buyers through every stage of their purchasing journey.

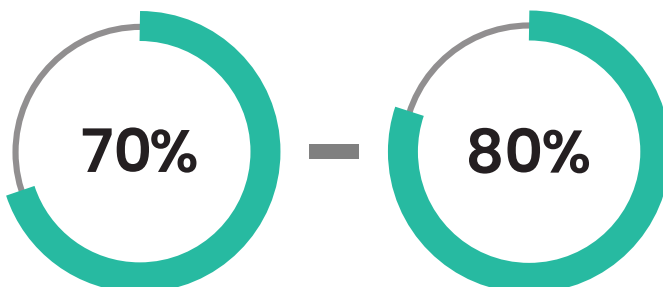
The new sales landscape



9 out of 10 B2B buyers say virtual sales interactions are effective



78 percent of social sellers outsell peers who don't use social media



70–80% of B2B decision-makers prefer remote human interactions or digital self-service

The **end** of face-to-face meetings?



Not quite. Virtual selling won't replace in-person connections, but they can digitally replicate some of the best parts of face-to-face meetings, or serve as a helpful follow-up to in-person interactions. And as teams become increasingly distributed, being able to balance virtual and in-person interactions is more important than ever.

Video selling will open the door for a first conversion faster, and your speed to lead impacts your chances of closing a deal: the quicker you can connect with your lead, the more likely you are to win the deal over your competitors.

The good news?

Delivering top-quality videos is no longer an arduous or expensive task.

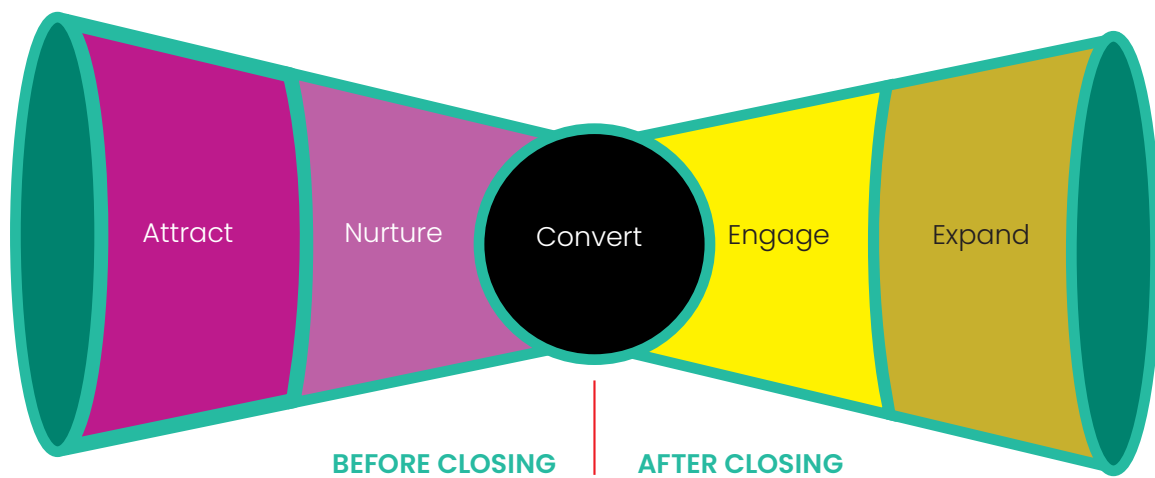
Thanks to AI, sales reps can simply select a ready-to-go script, tailored to scenarios like outreach or inbound lead follow-up, and then create a high-quality video in minutes.



HOW TO **STAND OUT** IN EACH SELLING STAGE



How does video selling **cut through the noise** at each selling stage?

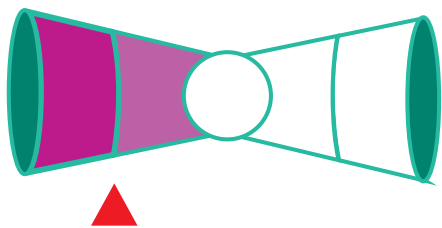


ATTRACT	NURTURE	CONVERT	ENGAGE	EXPAND
OUTREACH	HOW-TO's	CLOSING	ONBOARDING	CROSS-SELLING & ADVOCACY
Social content ads	Explainers	Success stories	Customer support videos	Product updates
Thought leadership posts	Product demos	Testimonials	Product overviews	Quarterly business reviews
Personalized introductions	Personalized follow-ups after a demo	Proposal reviews	Tips & tricks	New product releases
		Meet the team		



As you can see, sales professionals have a number of ways to use video across the customer lifecycle.

So let's dive into distinct phases and look at exactly how you can stand out in each of them.



1. Attracting and nurturing



Personalization

Personalized video messages and landing pages grab attention in ways that text often can't. Videos also add a human touch and attach a face to a name, helping recreate some of the best elements of in-person interaction even before your prospect has agreed to a meeting.



High-quality video

Today, anyone can film on their own devices. But not many of us are accustomed to hearing our names, business challenges, or interests mentioned in a high-quality video that speaks directly to us.

To really stand out, you need the polish of high-quality production, such as music, branding, animation, cutaways and lower-thirds. Effective videos don't need to look like a Hollywood blockbuster. However, they *do* need to grab attention in a way that helps you stand out from competitors who are already using video selling but are only using basic recorded videos that don't fully showcase a brand or solutions.

Attracting and nurturing: examples of **video use**



Create thought leadership videos to share on LinkedIn.



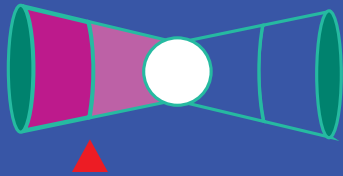
Make cold outreach less cold – include personalized videos in emails or LinkedIn InMail.



Spice up an inbound lead inquiry with a personalized video to book a meeting.



Create explainers or demos to further educate a lead on your product.



Best-practice tips:

1.

Before you send a single sales outreach email, make sure you've figured out your key value proposition. Research their offerings and then ask yourself – why should this person care? How can my product help them reach their goals?

2.

Make use of brand-approved scripts so you're not wasting hours writing your own talking points every time. Pre-loaded, brand-approved scripts can save you tons of time and ensure that all sales reps are nailing the message every time.

3.

Struggling with a subject line? To stop them from reaching for the 'delete' button, be sure to include the word "video" in your subject line, which can increase open rates. For example, you could try something like: "Personalized video just for you, [first name]", "I made you a video today, [first name]", or "[Sender name] just sent you a personalized video."

4.

The more videos you can send to prospects, the more callbacks you could receive. Make use of video creation tools that allow you to batch-create personalized videos and make video messages less manual.

The approach we use when creating pre-filled script templates:



Explain who you are, and why you're calling.

This is a great opportunity to tie in your initial point of contact — it helps remind them that they agreed to the meeting and are invested, without explicitly saying so yourself.

Outline some of the details about your product. Be careful to keep it focused on them, and the benefits it will have both to their business and the person as an individual. Don't talk about how great you are — this is a huge turn-off.

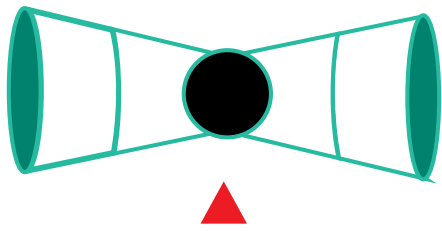
Give some real-world examples of how your solution can address a gap in their toolset or strategy that you've noticed. Be careful not to criticize the status quo — the person you're speaking to might not have created it! Staying solutions-focused is the best possible approach.



Allow time for Q&A. It's best to hold it to the end if possible, but this will be easier with some clients than others.

Ask for a future guarantee. This doesn't necessarily mean asking for the sale there and then — though it might! But really, this is about maintaining client interest and keeping you at top of mind. Rome wasn't built in a day, and not all sales decisions can be made on the spot.





2. Converting

The conversion stage is the knot of the bow tie: it's what ties the whole process together. This is the part of the process where sales reps need to keep their prospects engaged as they get closer to purchase.



How **video can help** you convert leads



Keep conversations going

Video follow-ups keep prospects engaged and capture your presentations' energy and details – especially if they get forwarded to a manager.



Personalize at scale

Accelerate this step with time-saving tools like those with AI and automation features, helping you batch-create attention-grabbing follow-up videos.

Make next steps crystal-clear

Your goal is to close the deal, right? All messages and content should help ensure that your product's value is clear and effectively outline steps so that there's no hesitation in choosing you.

Converting: Examples of video use



After a great face-to-face meeting, your prospect asks you to send a PDF outlining your offerings that they can pass to their manager or coworker. Instead, send them a personalized video that puts a face to a name and captures the energy of your pitch.



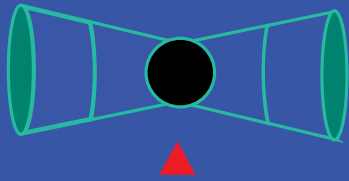
Follow up a demo meeting with a video recap that encourages your prospect to share with colleagues.



Share videos explaining success stories that address a challenge, goal or industry-specific need that you've discussed with the prospect.



Prospect gone quiet? Canceled a meeting? Stay top of mind with a video detailing how you can help.



Best-practice tips

1.

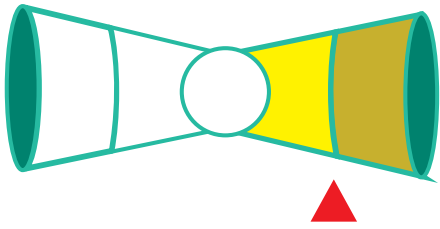
Try following up with a video straight after a meeting. This will keep the momentum going.

3.

Jazz up your landing page or sales materials with your prospect's branding and logo, or send through helpful content like product demos, testimonials or case studies.

2.

If you've met IRL, use your video follow up as an opportunity to follow up on any specific conversations you had. Remember, it's easy for your prospect to delete an email from someone they don't remember. It's harder to ignore a video message from a familiar face.



3. Engaging and expanding



Congratulations! You closed the deal. But as any good salesperson knows, the sales pipeline doesn't end at conversion. It's what you do from there that will ensure their loyalty and advocacy for years to come. The engaging and expanding stage is all about developing that relationship with your customer and maximizing their lifetime value.



Improve onboarding and adoption

Video tutorials and personalized, step-by-step screen-recorded instructions help ensure that customers are supported and your products actually get used.



Turn customers into advocates

Personalized video messages help existing customers get more out of your products – making it more likely they'll become ambassadors for your brand, inside and outside of their organization.

Engaging and expanding: examples of **video use**



Greet new users and help them get started with a personalized welcome video.



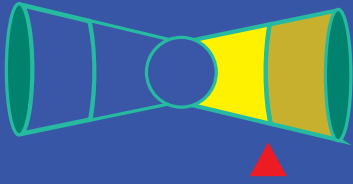
Send a personal check-in about their experience using your product.



Use video to connect with low-engagement customers and ask if they need help using your solution.



Share updates on software enhancements and highlight how they will benefit your customer's business.



Best-practice tips

1.

Don't make your prospect feel abandoned straight after purchase. Keep recognizing them – for example, by regularly keeping them informed about relevant product releases or updates.

2.

Make it clear that you're invested in their success. Send through quarterly performance reviews or insights into how their team is using your product.

3.

Make it easy to engage with you when they need help. Reach out with your own team updates, instructions for reaching you, or changes to business hours during holidays.



ACCELERATING SALES CYCLES WITH SHOOTSTA



Shootsta Elevate

While you're still reeling in that new customer, Elevate will help you find a pre-approved video template and script, and allow you to record the video on your smartphone using the in-app autocue.

Then, AI will automatically edit, updating the video with branding, lower thirds, cutaways, and music. The video will then be uploaded to a branded landing page.

And voila! The video is ready to send. No technical video skills required!



Taking sales acceleration to the **next level** with Elevate's Hyperbatch

30m



50x



If you think video creation sounds too manual or time-consuming, think again.

Our Hyperbatch feature enables you to personalize a single template for many recipients. That means you can simply record your personalized intros, which Elevate blends with the rest of the recorded script, giving you an entire batch of videos that individually address each prospect.

The result?

You can create and send 50 personalized outreach videos in less than 30 minutes, avoiding hours of manual work and freeing you to focus on the rest of your pipeline.

Shootsta Pro

**Need something a little fancier,
or simply want support from
specialists? We've got you.**

Shoot your own footage, on your own device, and our post-production specialists will take care of the rest. The perfect blend between in-house and outsourced video production, you can get polished, professional videos, typically within 24-48 hours.

This is a great option if you need customer case studies, hype reels, social content, podcasts or pre-produced webinars.



Shootsta Cast

So, you know why you need to keep engaging and expanding your offerings to converted clients.

Now let's get to the how. Shootsta Cast is our screen recording platform that helps you produce and share product demos, tutorials, explainers, presentations and training sessions. You can capture what's on your screen, your webcam, or both in high-quality video. And if you need to emphasize your point, you can even draw on the screen.

Another Cast bonus is its chat function. Say goodbye to never-ending email chains – your stakeholders and clients can comment directly on the recording, so you have all the information in one place.



Tying it all together: the Shootsta platform

Underpinning each of these solutions is our platform, a central cloud-based location where all of your video projects, assets and templates can live.

This means no more silos when it comes to video production – teams across your entire business can leverage footage, templates and branding, reducing costly double-up and ensuring a more consistent brand voice across all video content.

It's also where you can manage admin for each solution, and engage with one of our friendly support professionals if you ever get stuck.



The generic way

Manually creating a single outreach video for a single prospect.

Videos (of varying levels of quality) that are stored on different platforms, no central repository of files.

Onerous process of creating a video, uploading it to your computer and emailing it off.

The only way to achieve the video quality you want is to hire film crews and expensive equipment.

A talking-head video with no graphics or cutaways to spice it up.

No data-driven insights to help you hone your approach.



The Shootsta way



Batch-creating multiple outreach videos with prospects' names and details incorporated into each one.



Central platform and professional support, along with consistent quality for your entire customer journey.



Boom! You just created your professional and personalized video and emailed it off in a matter of minutes.



Anyone can shoot great footage on their phone. Shootsta then turns this into a high-quality video.



AI edits your video in three minutes adding cutaway footage, lower-thirds, music and branding to support your message.



An analytics tool that tracks open rates and time spent watching, plus an in-built leaderboard so you can monitor your sales' teams successes.

The generic way

Videos flying around the company that are off-brand or low quality.

Looking down at your notes all the time.

Different team members using different video platforms.

Too many video platforms and personal cloud accounts so your IP has not been secured through vendor onboarding, meaning little data security and control over your distributed video content.

High potential you could lose ALL that hard work.



The Shootsta way



Pre-uploaded tailored templates for whatever you're hoping to achieve. Just click in and get filming!



Shootsta's in-app teleprompter lets you read your script while looking directly at the camera.



Shootsta is easily scalable across organizations big and small.



Whether you're uploading, downloading or storing video files, everything is encrypted. Shootsta is onboarded as a vendor to make sure we comply with your enterprise-level security needs.



Cloud storage means anyone in your team can access your work, no matter their location. Perfect for distributed teams.



TEMPLATES & TOOLS



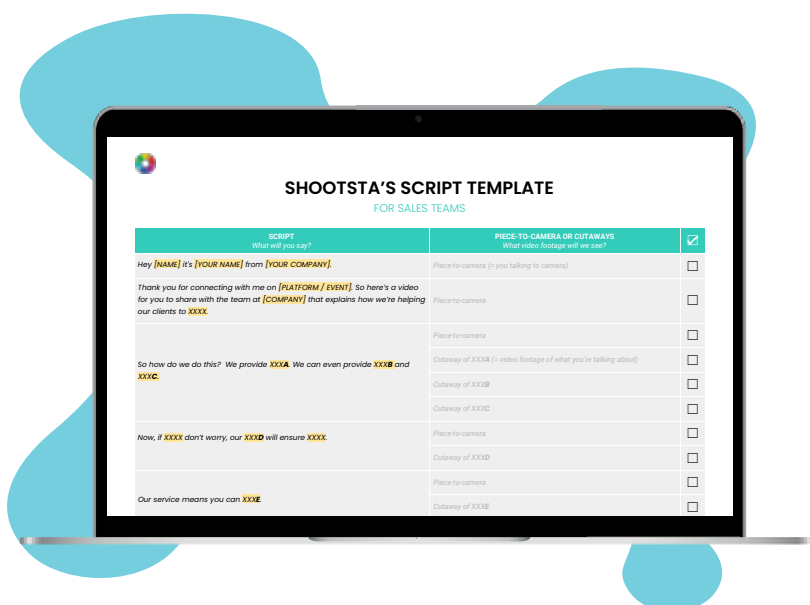
Here's everything you need to create compelling and memorable videos that will get you noticed.

Download the sales script.

Not sure where to begin? This starter script will help you prove your key value proposition to potential customers and explain how you can help them reach their goals.

Download the video plan template.

Never planned a video before? Not to worry, we've got your back. Here's all the info you'll need to chart before you create that knock-out sales video.



NEXT STEPS

If you're ready to accelerate your sales cycle and transform how you communicate, book a demo now with a friendly Shootsta rep.

[Learn more](#)