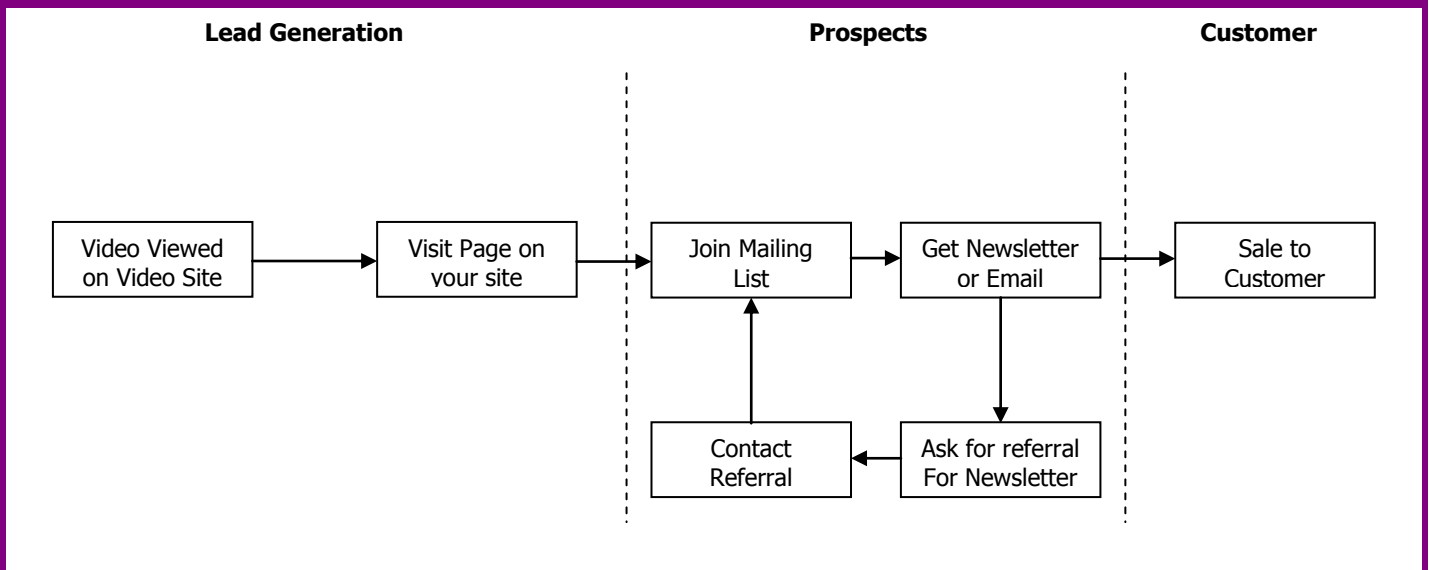
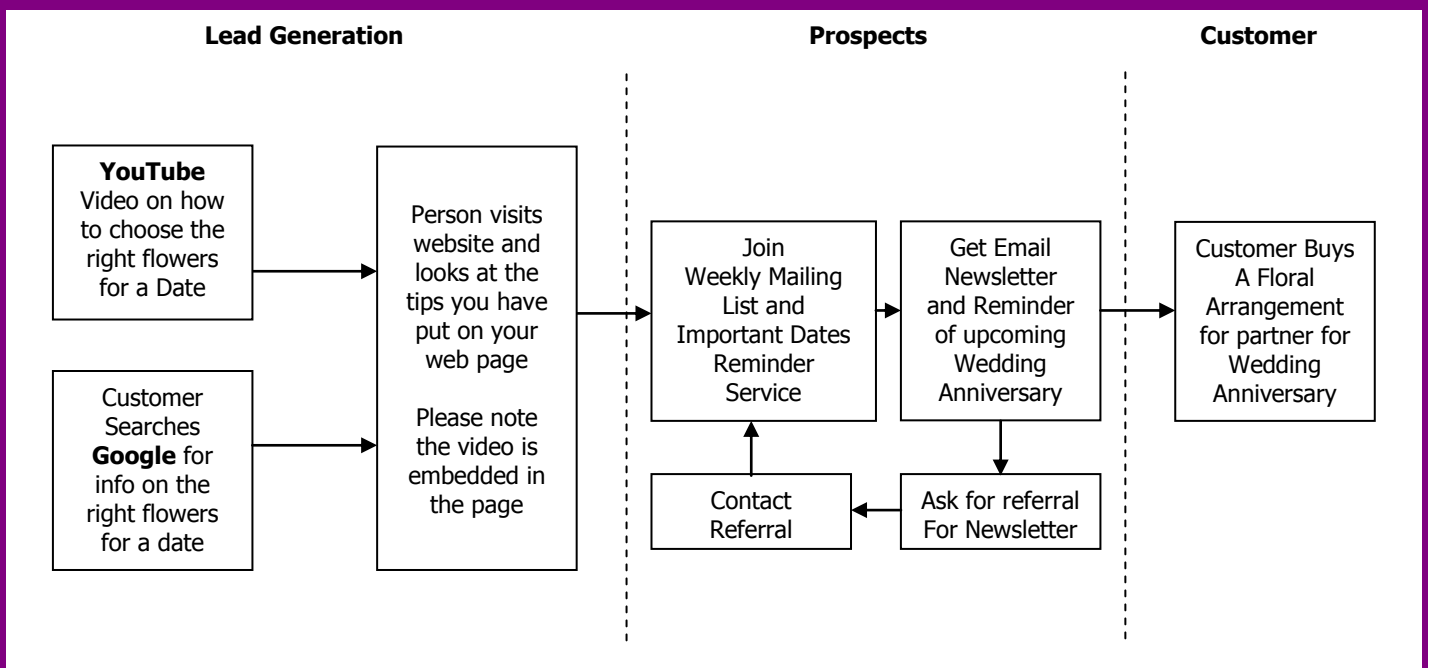


The Video Sales Process



Sample Video Sales Process for a Florist



5 Key Reasons To Create an Online Video

1. Provides Credibility
2. Provides Information
3. Helps the Prospect get to know YOU!
4. Will bring you in new traffic to your website
5. It gives you the ability to clearly explain your products and services

10 Sites Where You Can Upload Your Video

1. YouTube.com
2. Metacafe.com
3. Blip.TV
4. DailyMotion.com
5. Guba.com
6. Tinypic.com
7. video.yahoo.com
8. viddy.com
9. vsocial.com
10. Facebook.com

7 Key Things To Remember

1. Keep the video Focused
2. Don't Waffle in the Video
3. Focus on One Key Point
4. Don't use acronyms
5. Make sure you offer additional tools with the video
6. Always be positive in the video
7. Make sure all tools are logo marked

7 Ideas On What to Make the Video About

1. Develop the video to introduce new products and services to your customers
2. Create a video on how to use a product.
For example if you sell photocopiers then develop a video on how to use key functions of the photocopier
3. Create a video on how to look after your product or service
4. Develop a video to get the best deals. Explain to a customer what they need to do to cut there expenditure each month.
For example if you sold stationary, teach the customer how to track their stationary to work out how buying in bulk is better than buying in small lots
5. Educate your prospects and customers on something.
For example if you were a furniture sales store create a video on how to do exercises in their chair.
6. Give the customers ideas on how they can improve their business using your products and services.
For example if you were a computer store you could create a video to teach your clients how using the new MYOB CRM would help you manage their clients more effectively.
7. Sell your products using video; let them know of special deals. Use the video to up-sell and cross-sell items.

Tools For Creating a Video

1. A Windows Vista or XP Computer
2. A Digital Video Camera that can connect to your computer via USB or Firewire
3. AVS4You Video Editor
4. AVS YouTube Uploader
5. Adobe Photoshop Elements

How To Embed A YouTube Video into Your Webpage



Simply copy the information from the **Embed** section of *Youtube* and paste it into the code section of your webpage.

The video will then be visible on your webpage.

12 Ideas on How To Use the Video in your Sales Process

1. Use the videos in your newsletters both electronically and through hardcopy
2. Market the videos in your traditional advertising
3. Let Others embed your videos.
4. Put the videos onto your website for people to access
5. When you meet with prospects encourage them to view the videos.
6. Create a business card on a business card CD and include the video on the CD.
7. In the thank you process encourage your friends and customers to view the latest videos you have on offer.
8. Use the videos you have created to create a DVD or CD that you give away with your products.
9. Use your videos in your PowerPoint Sales Presentations
10. Use the videos to cross-sell and up-sell on your ecommerce website.
11. Play the videos in your shop or in the window to attract customer's attention.
12. Use the video to attract leads to your newsletter

Generating Traffic For Your Online Video

This section contains some of the ways that you can generate traffic for a video posted on YouTube.

