

easy movie

Liberate your employee knowledge

Structured Video Storytelling: The Future of Communication for Successful Sales Teams

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Structured Video Storytelling:
The Future of Communication for Successful Sales Teams

Your Presenters.



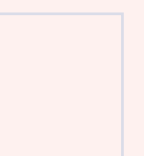
Theresa DellaBarca

Customer Success Manager, US



Cynthia Kamp

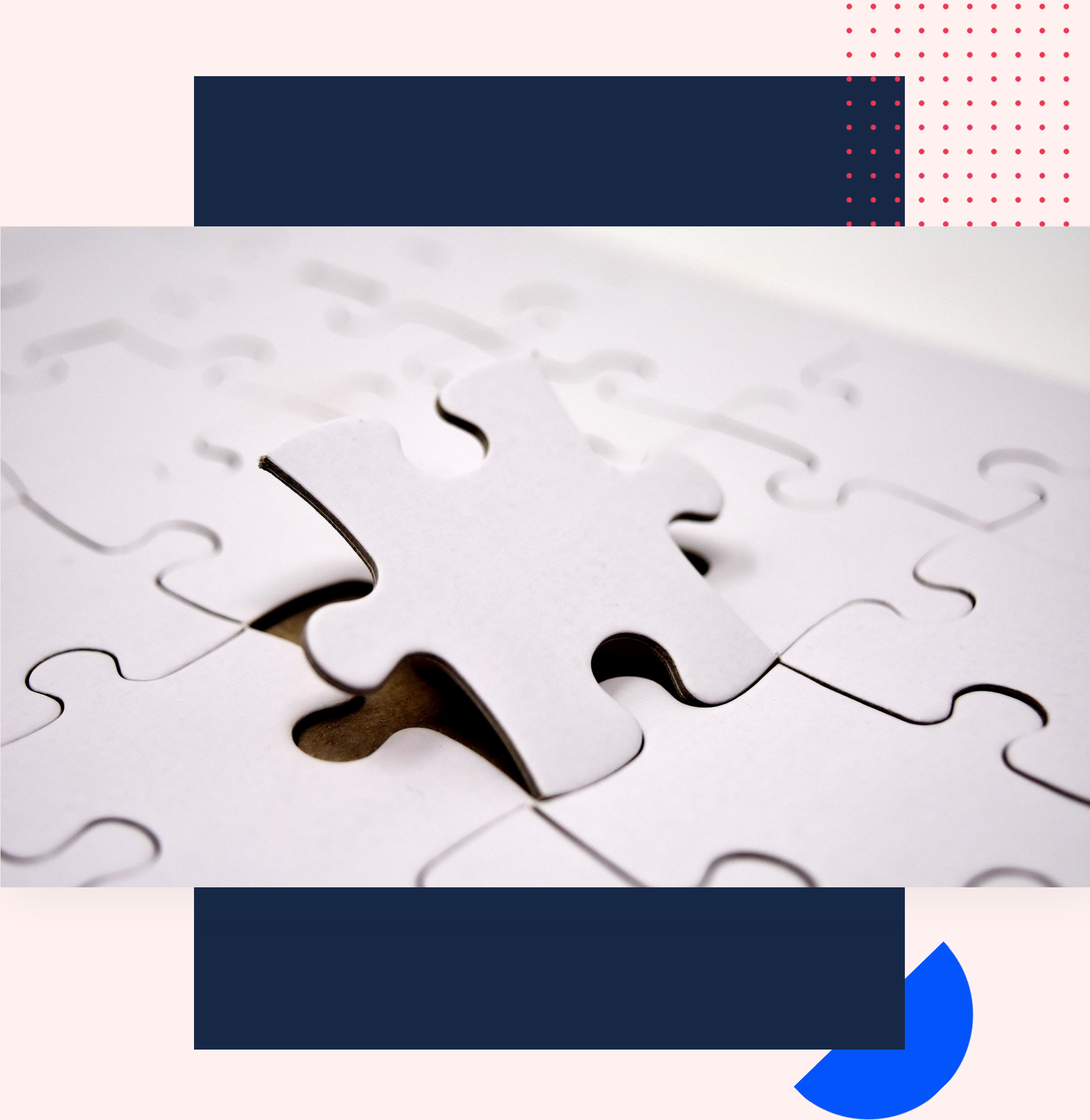
Customer Success Manager, US



Structured Video Storytelling:
The Future of Communication for Successful Sales Teams

Agenda.

- 1 The value of peer to peer knowledge sharing vs top down
- 2 The power of structured video storytelling for peer to peer knowledge sharing
- 3 How to implement Structured Video Storytelling



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Agenda.



4

How to create impactful storyboards to empower Sales Team members to share their knowledge

5

Demonstration:
Improving your sales pitch with Structured Video Storytelling

6

5 Great Structured Video Storytelling templates for better sales communications

Structured Video Storytelling: The Future of Communication for Successful Sales Teams

The value of peer to peer knowledge sharing vs top down.

Change the mindset

Shift from top-down to bottom-up approach
Employees own most of the company's knowledge
Employee-driven learning culture

- Employees create and share their own content
- Increase Engagement and Emulation
- Reduce the loss of know-how



**Structured Video Storytelling:
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**The power of structured video storytelling
for peer to peer knowledge sharing.**

Consistent and Replicable

Captures hard-to-explain knowledge (implicit knowledge)
Narrative aligns to the company's strategy
Scalable content creation tool

- Higher retention
- Nonverbal information (implicit knowledge)
- Digestible and snackable



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How to implement Structured Video Storytelling.

Clear objectives are key

Define your knowledge sharing strategy
Prepare and build templates for specific business narratives
Provide a platform to share content

- A narrative with an objective
- Questions and prompts to drive responses
- Key points to emphasize the message



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How to create impactful storyboards to empower Sales Team members to share their knowledge.

Guidelines for a powerful template

Narrative aligns with the sales strategy

Guidance framed to drive answers

Intriguing content is unique and personalized naturally

- Aim for three to four questions
- Keep first question simplistic to gain comfort
- Avoid generic or rhetorical questions and responses
- Target and limit time length
- Call to action to conclude



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Demonstration: Improving your sales pitch with Structured Video Storytelling .

How an EasyMovie template works

- Example: *Pitch Me If You Can*
- How-To Role-Play exercise
- Prospect's question integrated in the template
- Goals for each answer

The screenshot displays the 'Plans' editor in EasyMovie. The main workspace is a grid of video segments. Each segment has a 'NOM DU PLAN' field, a video thumbnail, and a 'Vidéo verrouillée' status. Below the thumbnails are fields for 'OBJECTIF', 'CE QUE JE POURRAIS DIRE', and 'CONSEIL'. The interface also includes a sidebar with navigation options and a top header with the template title 'EDITER LE TEMPLATE #13219 Pitch me if you can (ENG)'. A blue arrow points to a dark blue video segment in the top row, and another dark blue segment is visible in the bottom row.

Details Frames

+ Add a frame

← [File] [Trash] →

FRAME NAME

LOGO INTRO

← [File] [Trash] →

FRAME NAME

SPEAKER INTRO

← [File] [Trash] →

FRAME NAME

PITCH 1/3

Files

[Play]

[Image: Man's face]

[Download] [Trash]

Default video ⓘ

Locked video ⓘ

Example video ⓘ

[Image: Man's face]

[Download] [Trash]

Default video ⓘ

Locked video ⓘ

Example video ⓘ

[Image: Woman with red overlays: "AVOID TOO MUCH SPACE ABOVE THE HEAD", "LOOK INTO THE CAMERA LENS", "CENTERED"]

[Download] [Trash]

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1. Sales - Pitch Practice

Prompts:

- Prospect Introduction
- Sales Representative Pitch
- Objection 1: We already use a competitive solution
- Sales Representative Response
- Objection 2: I need to talk with my team
- Sales Representative Response

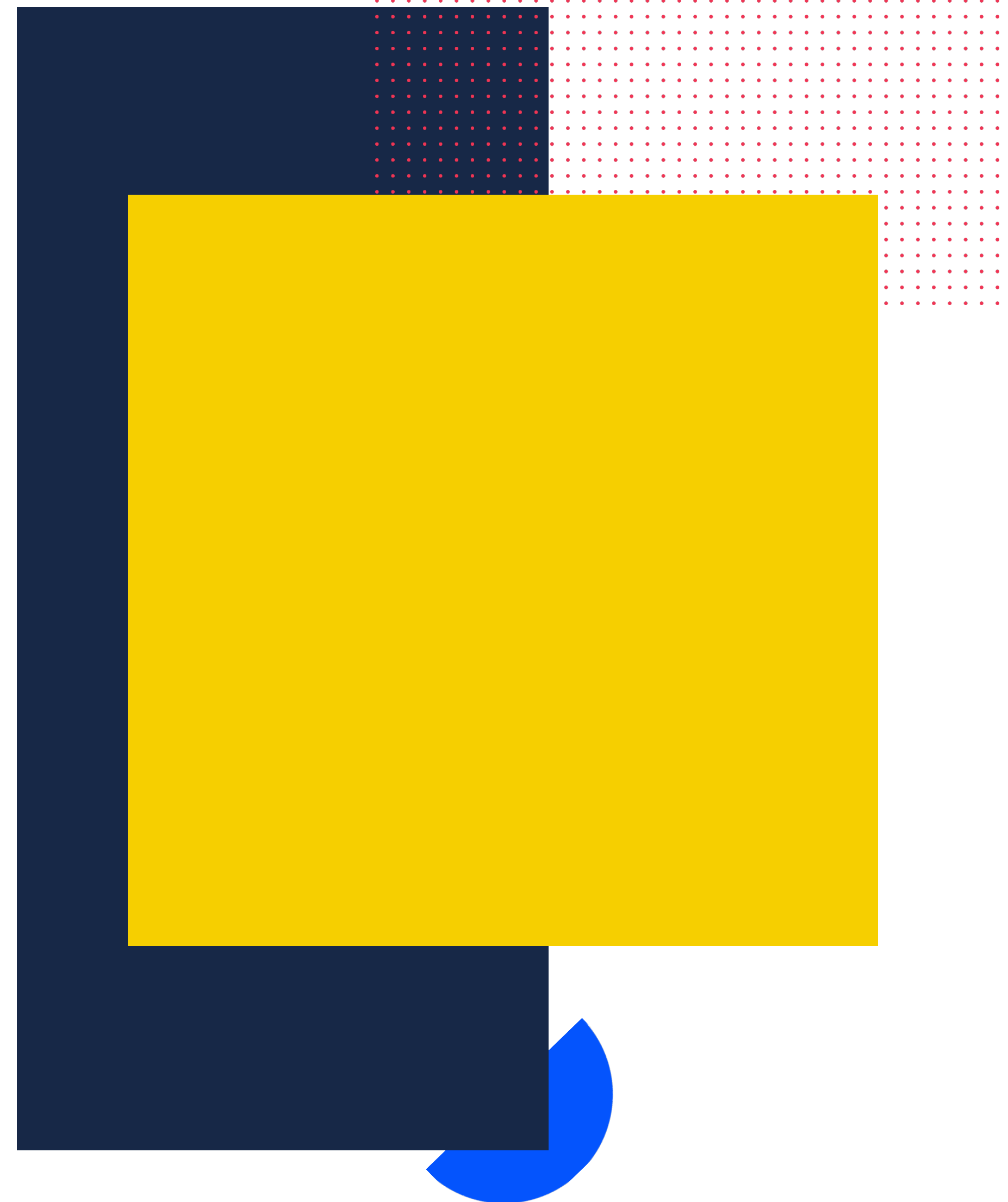
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2. A Deal Win Recap

Prompts:

- What is the client and their profile?
- What did they purchase and Why?
- What were their pain points and objections?
- When could you have lost the deal?



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3. Client Meeting Recap

Prompts:

- What were the meeting objectives?
- What topics were discussed
- Action Items/Next steps
- My contact information

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4. Objection Handling

Prompts:

- What are the top two objections you typically hear?
- What questions do you ask to better understand the objections?
- How have you been able to overcome these objections?
- What was your biggest success in resolving a prospect's concern about the solution?

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5. Handoff

Prompts:

- Who is the new client and what do they do?
- What have they purchased?
- What were their objectives and challenges?
- What are the next steps?

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A Special Offer.

Reach out to
consultation@easy.movie for a
follow up discussion and demo



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Q and A.



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**Thank you
for
attending!**