

VIDEO PROPOSAL: OPTIMISE YOUR SALES PROCESS





Why use video to promote your business?

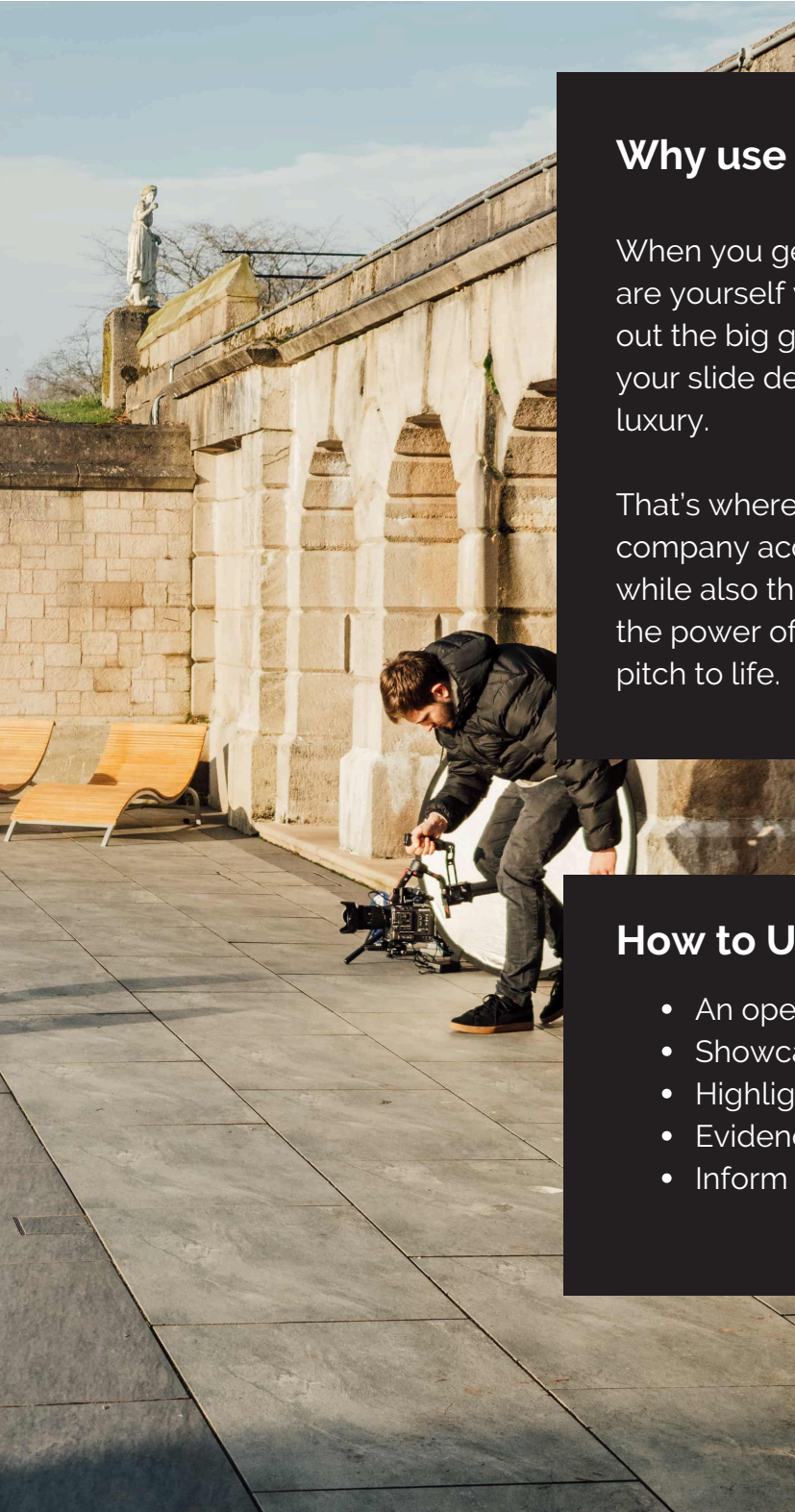
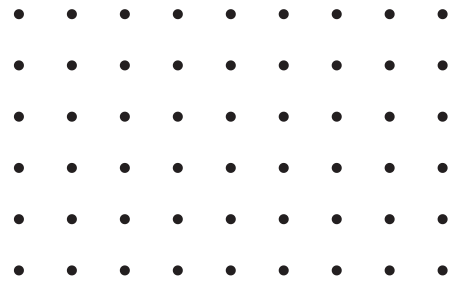
In today's fast-paced world, capturing attention and conveying your message effectively is more important than ever. Whether you're introducing your company, explaining a complex concept, or showcasing a new idea, you need the right tools to make a lasting impression.

That's where video comes in. Video allows you to communicate with clarity and precision, reducing the risk of errors and ensuring your message is delivered exactly as intended. It can transform even the most complex information into engaging, easily digestible content that resonates with your audience.

A well-crafted video can instantly grab attention, presenting your ideas in a dynamic and visually appealing way. It can showcase the essence of your brand, illustrate processes, or tell a story that sticks with viewers long after they've watched. By using video, you can convey your message more effectively than with text or static images alone, creating a memorable experience that elevates your communication.

Video offers versatility. Whether for internal training, customer engagement, or brand promotion. It gives you a powerful platform to share your message impactfully, ensuring that your audience not only understands but also remembers what you have to say.

SALES OPENER



Why use video for a Sales Opener?

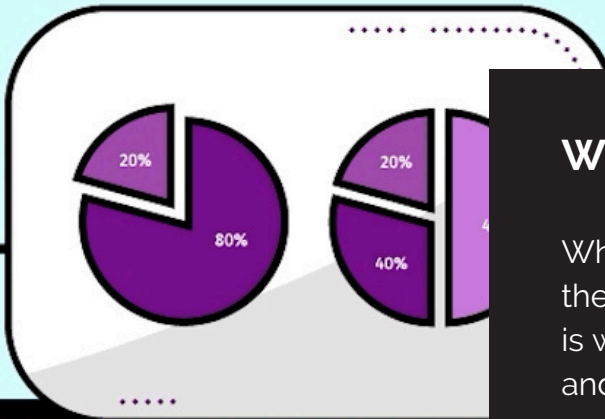
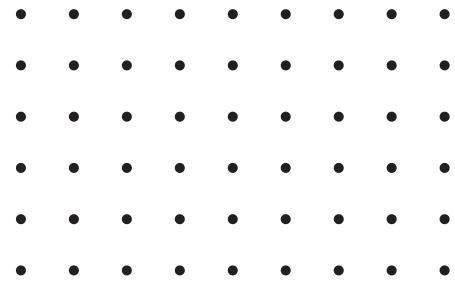
When you get in front of a new prospect, it's important to be yourself with the right tools to secure the sale. Pull out the big guns, so to speak. But finding time to perfect your slide deck before each client meeting can often be a luxury.

That's where video comes in. It allows you to present your company accurately, avoiding those last-minute errors, while also thoroughly explaining your offering through the power of video. Video has the ability to bring your pitch to life.

How to Use Video for a Sales Opener

- An opening presentation
- Showcase your office and warehouse
- Highlight Employee day-to-day activities
- Evidence your specialist machinery and plant
- Inform of the companies history and operations

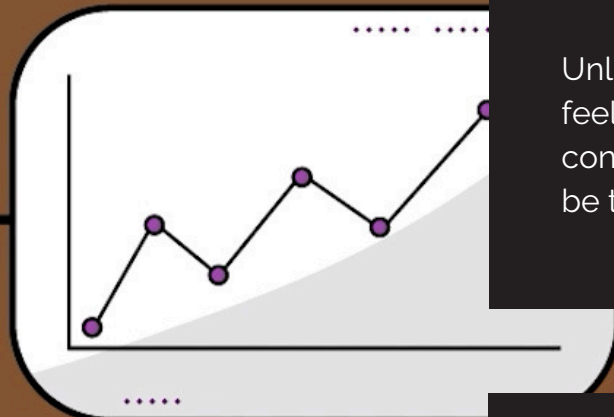
ANIMATION



Why use Animation?

When you're preparing to engage a new prospect, having the right resources is key to capturing their attention. This is where animation videos shine. They offer a dynamic and creative way to showcase your brand, delivering your message with precision and flair.

Unlike traditional presentations, which can sometimes feel static or dry, animation breathes life into your content. It captures attention with vibrant visuals and can be tailored to match your brand's tone and style.

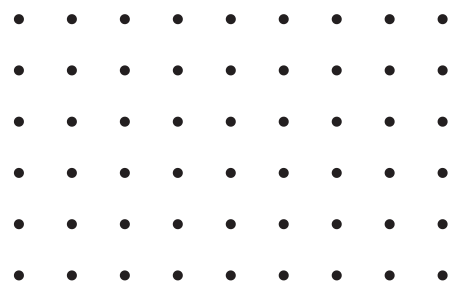


Benefits of Animation

- Sometimes products/ services don't lend itself to live action film, this may be because:
 - The process is too complex
 - The site doesn't allow for filmingAnimation allows you to overcome these hurdles
- It allows you to streamline and simplify your message
- It adds fun and personality to otherwise dry subjects to keep your audience engaged



TESTIMONIALS



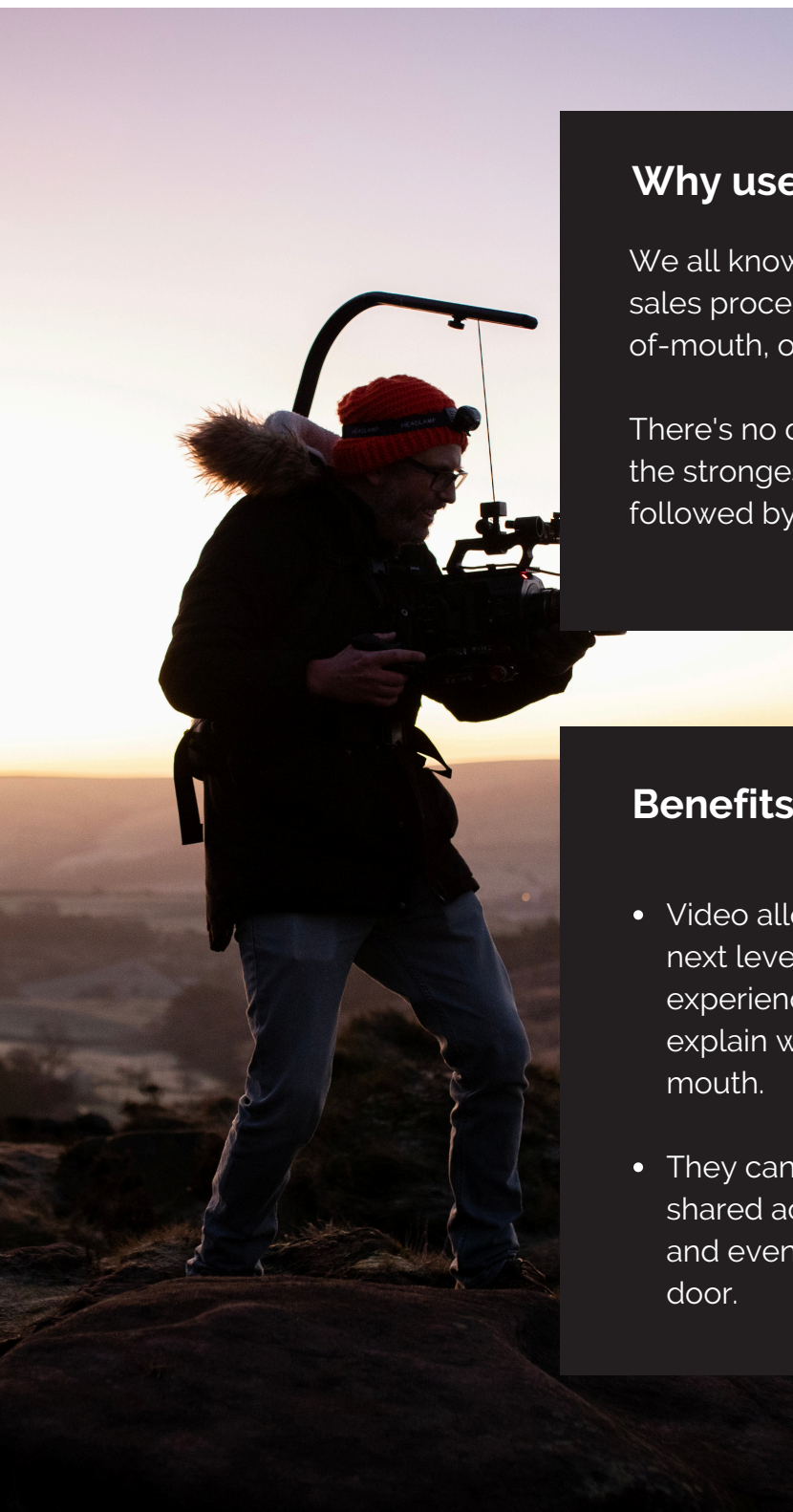
Why use video testimonials?

We all know that testimonials are a powerful tool in the sales process, whether they come in the form of word-of-mouth, online reviews, or written content.

There's no doubt that personal recommendations are the strongest asset in the sales arsenal, closely followed by video. So, why not combine the two?

Benefits of Video Testimonials

- Video allows you to elevate client feedback to the next level. You can document and humanise positive experiences in a compelling video, letting your clients explain why you're the best—straight from the horse's mouth.
- They can be used as a lead generation tool. It can be shared across your social media channels, website, and even in emails to attract those leads right to your door.





SALES OPENER

£3850

1 x 60 Second Sales Film

6 x Social Media Clips

Pre Production: Brief Creation, Content, Messaging, Logistics

1 x Day Filming on Location with 1 Camera Operator & Producer

Post Production: Editing, Grading, Graphics, Music with 2 drafts



TESTIMONIAL

£3625

1 x 90 Second Testimonial Film

6 x Social Media Clips

Pre Production: Brief Creation, Content, Messaging, Logistics

1 x Day Filming on Location with 1 Camera Operator and Interviewer

Post Production: Editing, Grading, Graphics, Music with 2 drafts



ANIMATION

£3000

1 x 60 Second Story

Scripting and Storyboarding

Voice Over & Music

Overlay Graphics

Production of Animated Video