



### › Phase 1: introduction (1st week)

In the first phase of our program, all participants (incl. sales managers) will be invited to our online learning platform. There, all participants will be introduced to our video selling program and all it entails, this will take place in a group session.

Your time: 1-2 hours

### › Phase 2: getting started with video (2nd week)

The team will start with creating one generic video (per person) based on the chosen scenario. We will create an example video, this way it will be easier for the team to get started. Feedback will be given a-synchronous. Afterwards, salespeople will send the video to their clients/prospects.

Video length: 20-40 seconds

Your time: 1-2 hours

Difficulty: 2/5

### › Phase 3: the personal touch (3rd week)

Everyone will now create five videos from a chosen scenario that will include a personalised introduction. Feedback will be given a-synchronous and in a 1:1 session. Afterwards, salespeople will send the video to their clients/prospects.

Video length: 30-60 seconds

Your time: 2-4 hours

Difficulty: 3/5

### › Phase 4: mastering video outreach (4th and 5th week)

By this time the team should be able to create a personalised one-minute video pitch. We will create and show an example of your pitch on video. Further access will be given to our online learning platform in order to understand the structure of the pitch. This will allow the sales team to make other pitches in the future. Feedback will be given a-synchronous and in a 1:1 session.

Video length: 60-90 seconds

Your time: 2-4 hour

Difficulty: 4/5

### › Phase 5: scaling personalised videos (6th week)

In this final phase, your team will have gained the skills to make personalised videos. Now, you will be learning how to scale video prospecting and become more productive.

Your time: 1 hour

