

A person is shown from the chest down, holding a white smartphone with both hands. They are wearing a white t-shirt and dark pants. The background is a warm, orange-toned light. On the left side of the image, there is a blue rectangular overlay containing white text. The text is arranged in three lines: 'Lights!', 'Smartphone!', and 'Action!'. Below this, in a smaller font, is 'Video for the modern salesperson'. In the bottom right corner, the LinkedIn logo is visible.

Lights! Smartphone! Action!

Video for the
modern salesperson

LinkedIn

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We live in video at Drift. We think everything we do can be amplified by video. Everyone uses it. It's like asking ten years ago how we use email.

Dave Gerhardt
VP of Marketing, Drift

1.

Why read this guide?

Making a video used to be expensive and time-consuming, but smartphones have changed all that. Video used to be seen only as a marketing tool, but now is a channel that sales teams - and individual salespeople - can easily leverage.

In the time it takes to write an email, you can now make a professional-quality video on your phone. And because video is great for conveying feelings, it's ideally suited to a role in sales where it can help scale personal connections and bespoke insights which buyers need from salespeople.

But just as with any other sales tool, some people are better at video than others. This guide aims to show you how to do sales videos right. It includes some pro tips about quality, as well as pointers on when to worry about branding (and when not to), and some suggestions about the sort of content that works well for sales videos. And once you're making great videos, there's some advice about how to use LinkedIn's tools to make sure they get to the people they're aimed at.

You want to use video to amplify your sales efforts; here's how you do it.

1

Be authentic.

Sales videos are all about putting a human face on what is increasingly an automated process. Don't dress up your normal approach for your video. Just be yourself.

2

But be professional too.

There's an old saying that the way you do anything is the way you do everything. If your videos are amateurish, your customers may assume you'll take a similar approach when addressing their concerns. That doesn't mean you have to spend a fortune on your videos - people know they're DIY. But it does mean you should take pride in them, and make them with care.

3

Get the right kit.

Good as it is, your smartphone isn't quite enough on its own. A tripod and a microphone are a must.

4

Practice, practice and more practice.

Appearing natural in front of a camera isn't easy, so be ready to work at it. Just like in Hollywood, you may have to do a couple of takes to get one that's perfect. The good news is that it's not costing you anything.

5

Prepare.

Before you press the red button, make sure you know what you want to say and how you're going to say it. That doesn't mean reading from a script, but you should work on keeping your videos as concise as possible.

2. Why video?

Modern selling is social

Despite the importance of technology and social media to sales today, the old sales skills remain the most important. It's still about establishing human chemistry, developing trust based on insight and building understanding to do a deal that works for both parties.

But if sales is the same, the context in which it's done has changed completely. Social media and organisations' increasing focus on the customer journey have changed the way salespeople find their prospects and spark conversations. The age of cold-calling is over; we're now in the age of modern selling.

This new approach delivers results. According to LinkedIn's latest [State of Sales](#) report, top sales performers – those who exceed their quotas by 25% or more – say networking platforms are a 'very important' factor in their success.

Modern selling is all about focusing on the right prospects, engaging with them through the content you share on social media, and turning that engagement into trusted relationships. One of the most powerful tools to help with engagement and relationship building is video (to see how LinkedIn's Sales Navigator can support all aspects of your modern selling, [see page 6](#)).





Here's why:

- 1) **This is the age of video.** Cisco predicted that 82% of internet traffic will be video by 2022. More video content is created every 30 days than the major US TV channels have created in 30 years. In the UK alone, Hootsuite's [Digital 2019 report](#) showed that 88% of internet users watch videos online, with 70% watching them on mobile.
- 2) **People at work are still people.** We expect to use the same communication channels at work as we do in our personal life. That means more business use of messaging, and also of video. *Forbes* reported that 59% of executives in B2B companies prefer to watch a video on a topic rather than reading about it.
- 3) **The customer journey has changed.** Buyers are now better informed than they've ever been, changing the dynamic of the sales conversation dramatically. According to the *State of Sales* research, decision-makers are more likely to consider a brand's products or services when that conversation is personalised. Salespeople need to show they understand their prospect's business needs or their role, and share relevant content with them.
- 4) **A personal connection matters.** The *State of Sales* research also shows that conventional sales approaches are losing their appeal – buyers now find them cold, impersonal and obviously automated. Video gives the sales process a human face again.
- 5) **Trust is key.** Decision-makers want to feel they're dealing with someone who knows what they're talking about. Videos of webinars and FAQ sessions are great ways to establish you as thought leaders.

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One-to-one video is becoming increasingly popular when combined with email marketing but is also incredibly powerful on LinkedIn when used as part of LinkedIn's direct messaging functionality. Empowering sales teams with an outreach tool such as this has proven phenomenally successful.

Nathan Haines
MD, Element 26

The culmination of these trends is that video is appearing more and more in sales roles. Companies selling big, high-margin items are finding that it can be worth making a bespoke video for the final sales meeting, to encapsulate the pitch and get everyone in the room excited.

At the other end of the scale, and far more common, is the one-to-one video. These are intended to introduce the salesperson behind the email or direct message, build trust and take the sales conversation to another level.

Somewhere in between are videos aimed at small audiences, hosted or circulated by a salesperson. These can be videos of webinars or FAQ sessions, aimed to address concerns shared by a number of that salesperson's clients.

Sales Navigator

LinkedIn Sales Navigator is designed and built to help sales professionals establish and grow relationships with prospects and customers. It also enables managers and their teams to manage their pipeline better by providing a comprehensive view of opportunities, along with visibility into the buying committee.

It works across the three stages of modern selling. It enables you to target prospects, track their activities and those of their companies, and reach out and engage with them.

It allows you to build preference lists based on location, industry sector and job functions, then uses those to recommend companies to follow. Its search function is more powerful than the standard LinkedIn search and gives more detail in its results, so you can find prospects. It also updates you on those prospects, so you can time your approaches, and have something to talk about when you do make contact.

Then you can use InMail messaging to reach out to those prospects, even if they're not connections. Sales Navigator's PointDrive feature means you can share content as part of your messages, including your one-to-one sales videos, and you can track what's viewed, so you can plan the next stage of the conversation.

3. Before you start

A one-to-one sales video needs to balance two things. It needs to reflect your personality by being honest and authentic, but it also needs to reflect the company, its branding and its messaging.

Companies have different approaches to how on-brand they want videos made by their salespeople to be, but one thing they all insist on is that the overall messaging should remain consistent. This doesn't necessarily mean they all have to look and feel the same.

Dave Gerhardt, VP of Marketing for conversational marketing platform Drift, compares making sales videos to cookery; everyone follows the same recipe, every dish turns out slightly differently, but they all taste good.

It doesn't mean that every sales video has to include all the company messaging; just that you should keep it in mind and use it to inform what you produce.



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Tone of voice should be totally up to the individual in DIY sales outreach videos, because it's all about building the relationship. In fact it's great to have the individual's quirks come out, because people buy from people.

Jordan Hagan
Video Strategist, StoryMe

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There are certain times when branding makes sense, but people don't want to be marketed to, and they'll tune out if your videos start to feel like ads. Our view is that our product launches should feel like Drift, but a first-person talking video – it's okay to do that from anywhere.

Dave Gerhardt
VP of Marketing, Drift

Branding is a little more complicated. Most companies like everything that comes out of the organisation to carry the company branding. For sales videos, this can take a number of forms. Most companies will have guidelines about when and how branding should be used, and may offer training for sales staff. Some produce graphics for their salespeople to use in their videos. Some go as far as installing a video booth for salespeople to use, with all the branding in place.

If you have a choice about whether to use company branding – or how heavily to use it – think about it from your audience's perspective. LinkedIn's latest *State of Sales* research found that a strong, professional brand is the number-one factor in whether a decision-maker chooses to engage with sales. And it's becoming more important – the influence of a strong brand is a third more than it was last year. At the start of a sales relationship, for example when you're following up on an introductory email or initial meeting, using company branding in your video will help encourage the viewer to press play. But later, once you've established the relationship, branding your videos might seem overly formal. The bottom line is not to let branding get in the way of the human connection you're trying to establish.

4. How to make a great sales video

The quality of the videos you produce reflects on both your company and you as an individual. If you take care to produce something professional-looking, it will suggest to your viewers that you're professional in everything else you do. With that in mind, here are our top tips for making your videos as strong as possible.

- 1) **Use a tripod.** Nothing makes it more difficult to engage an audience than a video where the camera is wobbling about, so the modest investment in a tripod will make your videos far more watchable.
- 2) **Use a microphone.** You don't want your audience struggling to hear what you're saying. If all you're doing is recording yourself, a simple lapel mic is the perfect way to cut through any background noise (see point 7).
- 3) **Practice makes perfect.** Being natural on camera isn't easy for most people. It takes practice. Make some trial videos first, watch them back, and see how you can improve.





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- 4) **Prepare.** You want to get all your points across in your video, but also to seem as if you're talking directly to your viewer. Don't read from a script. Work out what you want to say beforehand, then have a sheet with the bullet points to glance at when you're filming.
- 5) **Get your timing right.** People are busy, so respect their time. The length of your video will depend on what stage your prospect is at. Early in the sales relationship, keep it below 45 seconds – your aim is to get them to respond and start a conversation. Further into the buying process, people are more likely to watch an 8-10 minute demo video, or one that answers any questions they might have.
- 6) **Think about the background.** You don't want your audience distracted by what's going on behind you, but always using the same backdrop can make your videos look too similar and lead people to ignore them. Choose different backgrounds to match the vibe you're after.
- 7) **Avoid interruptions.** We've all seen those fails where someone unintentionally photobombs a video, so find a spot where no-one's going to barge in and ruin your recording.
- 8) **Think about background noise.** Quieter is always better. What might seem like an acceptable level of background noise can be unlistenable for the audience. Another pro tip: if you're planning to edit your videos, make sure there's no music playing when you record them. Jump cuts in background music are really distracting for viewers.
- 9) **Don't bombard people with video.** Overt selling has fallen out of fashion, so while making videos is quick and easy, don't get carried away. Think about the role you want video to play, and only use it then.



5.

Distribution deals

Once you've made your video, there are two ways to get it to the intended recipient. One is by email. Not all email clients will play video embedded in an email ([see here for a full list](#)) but there is a workaround. Upload your video to a hosting site, then paste the URL in your email. It will appear as a thumbnail which your prospect can click on to watch. You can even arrange for the video to play automatically when the viewer clicks through.

LinkedIn's PointDrive is another way of sending videos to your prospects – along with any other content you might otherwise attach to an email.

PointDrive is a feature within Sales Navigator that allows you to package and share sales content in a way that's better for both the buyer and seller. They can see content without having to download it, and you can track who has viewed what. You simply create a PointDrive presentation, copy the link and share it with your prospects.

But remember, just sending someone a video doesn't mean they'll automatically watch it. Give the viewer some context. Remind them who you are and where you met (if you've met), and suggest why they should watch the video. If you're following up on an earlier conversation, remind them what they asked for. In other words, respect the fact that they're busy and that they have a choice whether to watch your video or not.

6. Takeaways

- 1) **It's all about the customer.** People have limited time, and dislike being sold to. Make sure your videos are relevant and useful, and don't send too many.
- 2) **It's also about you.** Video is a medium for conveying emotions rather than communicating information, so your sales video should focus on making people want to do business with you and your company. The details come later.
- 3) **Quality matters, but content matters more.** People understand that one-to-one or one-to-few sales videos are DIY, so while your videos don't have to be glossy productions, they still have to be watchable and professional, so that your message comes through clearly.

Closing credits

LinkedIn would like to thank the following people for their contributions to this report:

- Tessa Barron, Senior Director, Brand & Communications, ON24
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LinkedIn equips modern sellers for success.

Use LinkedIn to overcome the challenges associated with traditional sales tactics and become a modern seller:

- Target the right buying committee
- Understand your prospects and their businesses
- Engage throughout the deal cycle

The results speak for themselves. Modern sales professionals on LinkedIn are generating more opportunities, reaching quota more often, and outselling their peers.

See firsthand how you can harness the power of LinkedIn. **Request a demo of Sales Navigator** today.

[Request demo](#)