

**Sent:** Tuesday, January 30, 2001 4:48 PM  
**Subject:** AQUATHIN TRAINING AND PRESENTATION VIDEO

Dear On-Line Aquathin Dealer;

Last year we heard from a number of Dealers regarding their salespersons use and appreciation of the Aquathin Presentation Video. The video works and works well...only if you use it ! Please enjoy this outside opinion on effective video presentations.

Warmest regards,

FOR THE BEST TASTE IN LIFE  
Think Aquathin..AquathinK !!  
Celebrating our 21st birthday in 2001 !!!  
(visit the allnew <http://www.aquathin.com>)

"Alfie"  
Alfred J. Lipshultz, President

P.S. When responding please continue 'REPLY' to include all previous correspondences on this subject.

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## Take Your Best Customer With You On Your Next Sales Call

Published 1/22/01

People who already buy from you are usually your biggest boosters. More important, they are more articulate than you will ever be about how good you and your company are. So if you've got a prospect who just isn't convinced, **Take Your Best Customer With You On Your Next Sales Call.**

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**W**ho is the most powerful member of your sales team? A satisfied customer. He can outsell and outbrag any company employee, including the CEO. Satisfied customers are your testimonials and living proof that your product or service is the best.

Want to take your best customers' testimonials with you on a sales call? You can if you capture their satisfaction on videotape.

Sound too simple to be true? Well, there is a small hitch. It has to be a quality video, one that reinforces your image and tells your story in a carefully scripted and meaningful way.

"We make our prospects and customers understand that there should be an underlying objective when using a video as part of a sales presentation: What do you want to happen when the video is removed from the VCR?" challenges Tim Butler, vice president and sales manager at Sunbelt Systems in Charlotte, N.C. "The answer to that question is the little-known secret of a successful video.

"Too many businesses don't know the elements of a successful video, or they make videos for the wrong reasons," Butler adds. "Video will lead you to a sale, but it won't make the sale -- that's the salesperson's job. There must be a smooth transition from 'end of video' to 'next step in the sales cycle.' Our success has come by making videos 'on purpose' or 'for a purpose' or 'to achieve a predetermined objective.'"

You've heard the expression: "It's the next best thing to being there." Well, a sales video may be that. Here's why:

- Videos don't forget.
- Videos never have a bad day.
- Videos always ask for the sale.

Even though a sales video with strong customer referrals delivers a great sales message, the salesperson is the real messenger. Both must be present to achieve the best sales results.

## **How To Create A Winning Sales Video**

Here are some selected production tips for making a strong sales video:

- High quality is worth the money; spend more to make the best sales video you can.
- The video is as effective as what you put into it. Select which sales segments you want to include in the video, and write a script before you start.
- Before you begin production, watch other people's sales videos to get an idea of what you want and don't want to include.
- What others say about your product is far more powerful than what you say. Let your satisfied customers tell as much of your story as you can.
- Make your video real. Be sure everyone in the video appears relaxed.

- Less is more: The optimal run time for your video is five to eight minutes.

Remember the saying "A picture is worth a thousand words"? Here's my version of that expression: a video image is worth a sale.

## **What's A Video Worth?**

Ask yourself these four questions, and the answer becomes self-evident:

1. How much is your image worth?
2. What's one new customer worth?
3. What's a consistent sales message worth?
4. How much is a trained sales force worth?

I know companies are wrangling over sales budgets, wondering if they should purchase a sales video or other sales tools. But a sales video containing customers endorsing your product or service is an attractive tool. If a video is not in your budget, gag the bean counters, cut your own pay or go in debt for it. It's that valuable.

Take your best customer with you on your next sales call, and he'll help you close more sales.