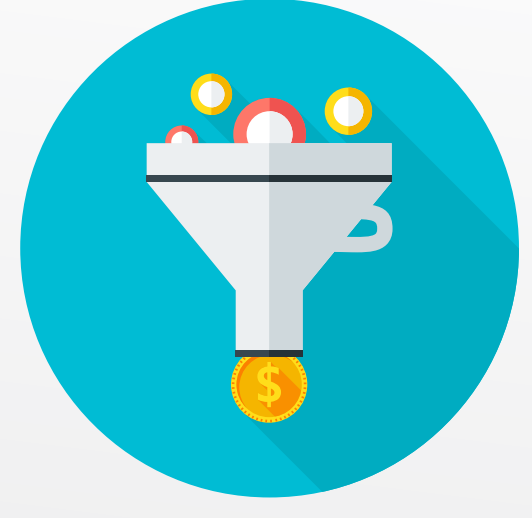


# 7 Ways to Speed Up Your Sales Process with Video

Video is rapidly becoming one of the most effective sales enablement weapons in a salesperson's arsenal. Not only is it more compelling, it can help speed up your sales cycle dramatically, from presales to closing the deal. Ready to break some sales records? Here's how video can help you close deals fast:

## 1 Fill your pipeline faster

Emails with personalized videos get up to 300% higher conversion rates, so you'll get more positive responses with every blast.



## 2 Know who to concentrate on

When you track who watched a video (and which video they watched), you can follow up on leads while they're still hot. Even better, you'll know exactly what caught their interest so you can tailor your pitch.

## 3 Get to the point

If a picture's worth a thousand words, how much more is a video worth? In a short demo video, you can deliver a message that would take pages of emails to explain.



## 4 Shortcut the Q&A cycle

After meeting prospects, instead of endless rounds of emails, set up a video landing page with responses to their questions.

## 5 Spend meeting time on what matters

Send a video in advance of a big presentation, so you can spend valuable in-person time on interacting instead of broadcasting your talking points.



## 6 Use follow-ups to jump ahead

In your post-meeting video, showcase additional team members to answer relevant questions that came up onsite. You'll show you were listening, and skip further rounds of emails.

## 7 Keep selling even after you've left the room

Leaving behind a tailored video pitch lets prospects review your message and even pass it around. Fewer meetings, more stakeholders reached.



Want to step on the gas on your sales cycle?  
Learn how to create personalized sales videos with Kaltura.

Or contact us for more information!  
[www.kaltura.com](http://www.kaltura.com)

