Introduction

If your sales organization is like most, your team probably spends a significant amount of time and resources prospecting. If they don’t, they should; without prospecting, they don’t have leads. Without leads, they don’t have customers. And without customers, you don’t have sales.

As important as prospecting is, it’s also the most challenging part of the sales process for many sellers. Research by Hubspot found that 40% of sales professionals consider prospecting the most difficult part of their job. When you consider a few prospecting stats, it’s easy to understand why:

- On average, it takes 18 calls to reach a buyer over phone.
- 73% of executives prefer to work with somebody they know.
- Only 24% of sales emails are opened.
- 84% of B2B decision makers start the buying process with a referral.
- 50% of sales time is wasted on unproductive prospecting.
If a major part of your job is getting complete strangers to meet with you to discuss your product or service, these statistics don’t exactly inspire confidence.

But prospecting isn’t going away, as increasing demand for increasing revenue and driving sales pressures sales teams to consistently engage with buyers on multiple channels to create opportunities and close deals.

So how can prospecting be made better for sales teams?

**With video!**
If your sales team isn’t leveraging video in their prospecting strategy already, consider this:

70%
70% of B2B buyers are watching video throughout the sales process; 48% are watching more than a total of 30 minutes of video

19%
Including the word “video” in the subject line of an email boosts open rates by as much as 19%

4X
4x as many buyers would rather watch a video than read text

60,000x
Visuals, such as video, are processed 60,000x faster in the brain than text

If you want your sales team to prospect better and get their messages in front of potential buyers, video is the tool for the job, increasing open rates, responses, and meetings booked.

In this guide, you’ll learn how expert prospectors leverage video to better research prospects, engage with them through multiple channels, and book meetings that lead to next steps.
Research

Research is arguably the most important stage of prospecting. It's in this stage that you define your goals, establish the criteria for ideal buyers, identify target prospects, and learn about their needs and interests before engaging them. Effective prospectors typically devote 1-2 hours everyday to researching potential buyers.

The research phases is made up of two stages:

1. Defining Goals
2. Targeting Prospects
Before searching for prospects to plan your video outreach around, it’s important to define your prospecting goals. This is dependent on several things, such as job titles, industry, company size, your revenue goals, and more. Your goals will determine what kinds of prospecting videos you will make.

In defining your goals, it helps to understand the difference between two prospecting strategies.

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- **Strategic Prospecting**
- **Tactical Prospecting**
**Strategic Prospecting**

This is the most targeted method of prospecting, in which sellers coordinate their efforts in selling to multiple stakeholders at select companies and organizations (as part of a larger account-based marketing/selling strategy).

In Strategic Prospecting, your sales team works alongside your demand generation and marketing teams to produce targeted sales videos to ignite conversations and advance opportunities within select companies that fit your criteria.

To do this, you must have alignment across your multiple teams on what constitutes a target company or organization with clear benchmarks including company size, industry, revenue, ideal use case of your product or service, and more.

Once these criteria have been established, it’s time to do some research on the companies you want to target. Finding information on the company in the news or through their blog can help you better understand their business efforts and concerns. For a more thorough understanding of their current and upcoming initiatives, you can look for interviews or video appearances of their top executives. If applicable, leverage your network and see if any of your colleagues or contacts have any insight on your target companies to determine if they’d be a fit for your strategic prospecting or not.

Typically, prospecting videos for this strategy will be highly personalized, which requires more time and research to flesh out. While these types of prospecting videos take a larger investment of your resources, they drive value by humanizing the sender and improving engagement with by sending the tailored messaging that resonates with the buyers concerns.
While similar to Strategic Prospecting, Tactical Prospecting has a slightly broader focus, expanding beyond the top target companies and focused on more buyer personas. These are the buyers that you want your team to be speaking with at a larger pool of companies that still fit your profile, but are not identified as a top target.

Tactical Prospecting is ideal for a business development team or a team of junior SDRs who can devote significant time to researching lists of people to contact and continue their outreach. This strategy requires more consistent effort than Strategic Prospecting as it is dependent on volume and multiple touch points.

Still, Tactical Prospecting can be effective depending on the structure of your organization, the nature of your business, and the immediacy of your goals. The key to an effective Tactical Prospecting strategy is compelling content made available at strategic points in the outreach.

Rather than a one-to-one personalized prospecting videos made with a Strategic Prospecting approach, Tactical Prospecting videos generally appeal to a wider audience with less personalization. While these kind of videos take less time to make in order to be sent to a higher volume of recipients, you lose some of the fine grain metrics and analysis you get with videos made for one recipient.
Regardless of which prospecting strategy makes sense for your sales organization, being selective with your outreach is extremely important in order to weed out time-draining prospects who don’t have the budget or bandwidth to commit. Many people just like to look at new tools and will spin your wheels.

Instead, focusing on buyers that really want disruptive or innovative solutions that they can implement company-wide is a more effective use of your team’s time and resources. These are the prospects that might become customers, and identifying their characteristics is key to avoiding wasting time.

This is done through online research using tools like LinkedIn. By researching your target companies and the people who work there, you can get a better understanding of their roles and whether or not they are the people that you want to be talking to in order to ignite a possible deal. You’ll also come to better understand inner-organizational relationships, getting an idea of who reports to who.

There are two main kinds of prospects you’ll want to target in your outreach:

**Influencers** can’t sign deals, but they can become internal advocates. Often, they are the gatekeepers who will ultimately be users of your product or service, and getting their buy-in can help seal the deal with decision-makers. Tempting as it may be to pass them over for the senior folks who’ll sign the deal, prospecting influencers can only help to increase awareness of you and your solution across the organization. You never want to go after just one person or one department - sometimes you can have great success building groundswell at a lower level.

**Decision-makers**, as their name suggests, are the ones who decide to buy your product... or not. Typically, they are more senior in their roles and harder to find time with. Often, they’ll insulate themselves with gatekeepers who will weed out irrelevant sales outreach. Finding them early on is essential to planning your prospecting strategy; if all goes well, you’ll be talking to them sooner than later.
Engaging

Now you know who you want to target and how you’re going to prospect them. It’s time to reach out.

This is the hard part, the part most sales professionals hate: sending out prospecting messages without getting a response. Even if you research your targets perfectly and know beyond a doubt that they are the right people, at the right companies and they have the business problems your solution solves, more often than not, they won’t respond.

That’s where video comes in. Using personalized video, you can dramatically increase open rates and response rates while engaging prospects beyond a text email or LinkedIn message.

For the best results in the Engaging phase:

1. **Personalize Videos**
2. **Engage Regularly**
3. **Engage In Parallel**
1 Personalize Videos

Whether you’re using a one-to-one video prospecting approach or a one-to-many, personalizing your videos as much as possible is key to getting responses.

You can personalize based off the industry or role of your target prospects, or better yet, to them as individuals.

Utilizing the power of social media and online research, you can find everything you need to know about a prospect with a few strategic Google searches. Leverage LinkedIn and company bios to reference their work experience and business initiatives in your videos, while turning to Twitter and Facebook (if applicable) to learn more about their interests as individuals.

By referencing what you find online, you can draft a script for your video that will resonate with the prospect personally, increasing the chances of receiving a response.
2 Engage Regularly

Developing a repeatable cadence with your prospecting videos is crucial to measuring results and fine-tuning your approach.

When emailing your videos, always include a catchy subject line and a succinct message with your video. An eye-grabbing, relevant subject line is your first chance to grab the prospect’s attention and get them to open your email (and play your video). Remember, just including the word “video” in your subject increases the chances that your email will be opened.

Sending a link to a video by itself can throw red flags for some spam filters, so it’s important to include a brief message in the body of your email along with the video link. Don’t make it too long; you want your video to do the talking.

Use this step by step guide to create your own video email sequence.

Email 1 - Introduction/Icebreaker

Could be general or hyper-personalized. This is your opportunity to put your best foot forward with video, introducing yourself and giving the prospect a brief overview of your product or service.

Remember, this is the first time the prospect will see your face and hear your voice. Smile and introduce yourself like you would in person. Then give a quick overview of your company and solution.

Make use of any marketing assets here as supporting footage. A video of a talking head isn’t very engaging, whereas a video supported by curated marketing assets, graphics, and music grabs the viewers attention while looking polished and professional. You’ll find that most prospects will be impressed that you took the time to make something so well-produced just for them.

Finally, make sure you propose a time to meet. Leaving on a clear call to action establishes next steps and further prompts the viewer to respond.
Email 2- Follow-Up/Shared Content

If you haven’t heard back from the prospect after a week, it’s time to send a follow-up email, but never follow-up just for the sake of following up. Each follow-up should add value to the conversation.

If a prospect doesn’t reply to your first video, send another to share some content relevant to their business needs and your solution. This can be content created by marketing such as a whitepaper or a blog, or third-party content from another source. Either way, use the video to summarize the takeaway of the content and why you think the prospect might find it valuable.

Not sure of what to send? Utilize LinkedIn and other online channels. Maybe the prospect has posted an article recently or liked a colleague’s post. Use what you find to understand what kind of content they’re consuming and what kind of thought leadership they’re interested in. This further enforces the personalization of your video while adding value to the conversation, increases the likelihood they’ll want to continue the discussion.

Email 3- Follow-Up/Competitive Discussion

If the prospect still hasn’t responded after another week, it’s time to follow up with a third video, one designed to create a sense of urgency and the fear of missing out.

Open up with your video talking about the future roadmap plans of your solution and how other companies are already gaining advantage by leveraging your solution. If applicable, this is where you’ll want to reference case studies, testimonials, or endorsements to further drive the point that others are already leveraging your solution and that by not doing the same, the prospect risks falling behind.

Use supporting footage to illustrate your points while also clearly recommending next steps, including another proposed time to further discuss the competitive advantages of adopting your solution.
3 Engage in Parallel

Email isn’t the only channel you can utilize to get the most out of your video prospecting.

If after sending three emails you still haven’t heard back, you can use video to engage the prospect on social. By leveraging the power of social selling, you can further engage with prospects on channels like LinkedIn and Twitter while continuing to add value. This way you stay top of mind while also appearing as an engaged thought leader in their space.

Does the prospect post regularly to LinkedIn? Perfect! By consuming the content that they create and share, you have further talking tracks to include in your follow-up. Posting a reaction video and tagging them is a great way to build on their thoughts while also increasing visibility for both of you.

You can also use social channels to engage with prospects directly. If you find a piece of content that they might find relevant and valuable, create a quick video and tweet to them along with a link or mention them in a LinkedIn post. This omnichannel approach will increase the chances of your video efforts being seen while continuing to engage them with thoughtful personalization.

If after all your efforts you’re still not getting a response, you might have to slowly back off, and that’s okay. As powerful as video is, not all prospects are meant to become customers. You can still occasionally nurture them with relevant content as it becomes available, using video when appropriate. This might also be a sign to engage someone else in the prospect’s department or organization.

On the other hand, maybe the prospect has been super engaged the entire time, opening every email, watching every video, and consuming each piece of content you’ve sent their way. If they’ve interacted with everything you’ve sent so far but haven’t responded with a meeting or time, you can start sending subsequent emails sharing new content or creating more urgency. You might even send them video via text or through InMail to further engage and increase the likelihood of a response. Like with all prospecting tools, measuring impact and replicating what works is crucial to success.
Meeting

You did it! All those videos finally got a response! One of your messages resonated, and now you have a meeting on the books!

Don’t crack open the champagne just yet; you still have to meet with the prospect, and you still have to ensure that they get enough value out of the meeting to take next steps.

Video’s gotten you this far, so why not use it a little more to make sure that all this effort is worthwhile? There are three videos you can make to get the most out of your first meeting with a prospect.
Pre-Meeting

Video is powerful method to keep a prospect engaged leading up to an initial meeting. Not only does a video sent ahead of the first meeting decrease the likelihood of a cancellation; it also helps set the tone and lay out the expectations of the meeting, making the prospect both better informed and better engaged.

This is a great opportunity to make a lasting first impression that will stand out in the mind of the customer as well as help them to conceptualize the agenda of the meeting and the value your product or service can provide.

To create your own pre-meeting video, follow these steps.

1. Look your best. Dress as you would for a meeting with a client.
2. Frame your video in a well-lit area free of noise.
3. Start your video with a smile, addressing the prospect by name.
4. Explain your product or service’s value proposition and why you think it’s a good fit for the prospect.
5. Lay out an agenda for the meeting and explain what you plan to discuss.
6. Invite the prospect to reach out with any questions or feedback they might have before thanking them and expressing once again that you look forward to meeting with them.

That’s it! This simple gesture goes a long way in demonstrating to the prospect how invested you are in their business interests and how much you appreciate the time they are taking to meet with you. Not only will your video impress the prospect; it will also lay the foundation for a successful and productive meeting that will help close the deal.
Post-Meeting

When meeting with a potential customer, you’re in control. You set the agenda, you have your talking points prepared, and you’re ready to answer the customer’s questions as well as handle any objections they might have. Best of all, you’re getting constant real-time feedback from the prospect’s reactions, indicating how well things are going. But once the meeting is over, doubt can creep in. Was your pitch really as good as you felt it was, or is the prospect still on the fence? How can you regain that control you had in the meeting now that the meeting is over?

Sending a post-meeting video is an effective way to recap the points covered in the meeting while simultaneously keeping you and your product or service at the forefront of the prospect’s mind. A personalized video shows how much you value the prospect’s time as well as your enthusiasm for working with the prospect.

To create your own post-meeting video, follow these steps.

1. Look your best. Dress as you would for a meeting with a client.
2. Frame your video in a well-lit area free of noise.
3. Start your video with a smile, addressing the prospect by name.
4. Explain your product or service’s value proposition again and why you think it’s a good fit for the prospect.
5. Recap the points covered in the meeting.
6. Invite the prospect to reach out with any questions or concerns.

A well-timed post-meeting video can cement the progress made in the meeting with the prospect and help guide the deal to closing. By standing out with personalized video communication, the customer is better able to understand the topics covered in the meeting, making them more likely to want to do business with you.
Follow-Up Video

It’s been weeks since you last heard from your prospect. The first meeting went great and you felt like the prospect was engaged and ready to buy. Now, your emails and your phone call go unanswered, and you’re left wondering what went wrong.

We call these Deals Gone Dark, when prospects disengage from the sales process without clear warning or reason. They can be incredibly frustrating for sales professionals, especially when things seem to be going well.

Re-engaging with these prospects should be a top priority. After all, at one point they seemed interested and willing to buy, and it would be a shame to mark those deals closed lost just because the prospect has become too busy or too distracted to reply. But what can sales professionals do to reach a prospect that won’t answer phone calls or emails?

Sending a personalized video message can be a powerful strategy to reignite a conversation with a prospect. By doing so, sales professionals can show the prospect that they’re thinking about them and that they’re still committed to seeing them succeed with their product or service. Furthermore, a personalized video stands out from other communications the prospect has received, increasing the chances of getting a reply.
To create your own follow-up video, follow these steps.

1. Look your best. Dress as you would for a meeting with a client.
2. Frame your video in a well-lit area free of noise.
3. Start your video with a smile, addressing the prospect by name and letting the prospect know you’re thinking about them.
4. Explain your product or service’s value proposition again and why you think it’s a good fit for the prospect.
5. Recap the points previously discussed in the sales process, including features and benefits.
6. Propose a time to meet again to discuss how to implement your product or service and align it with the prospect’s business needs.

Don’t settle for Deals Gone Dark. Engage your prospect directly with personalized outreach videos to break through the noise, get their attention, and win their business.
Conclusion

Prospecting is one of the hardest jobs of the sales process. It's filled with rejection, with plenty of people telling you no or completely ignoring you. It has monotonous days and weeks. But it's also a job that can produce the significant revenue for your company (and yourself).

With video, you can better connect with prospects on a personal level, making them feel engaged and increasing their likelihood to respond to you.

Video isn’t a magic bullet that will solve all your prospecting problems. You still need to do the research and craft messages that will resonate with potential buyers. But, if you cover all your sales basics and leverage video on top of that, you’ll be amazed at how often prospects engage with your messages and respond, saying they feel like they already know you because of your thoughtful videos. This human connection creates a engagement between you (and your company) and your prospect and gives you a huge leg-up on your competition and the other faceless prospectors in their inbox and on their voicemails.

Ready to start prospecting better?

Schedule a call with one of our video prospecting experts to start building connections with your prospects today.
The Ultimate Guide to Video Prospecting