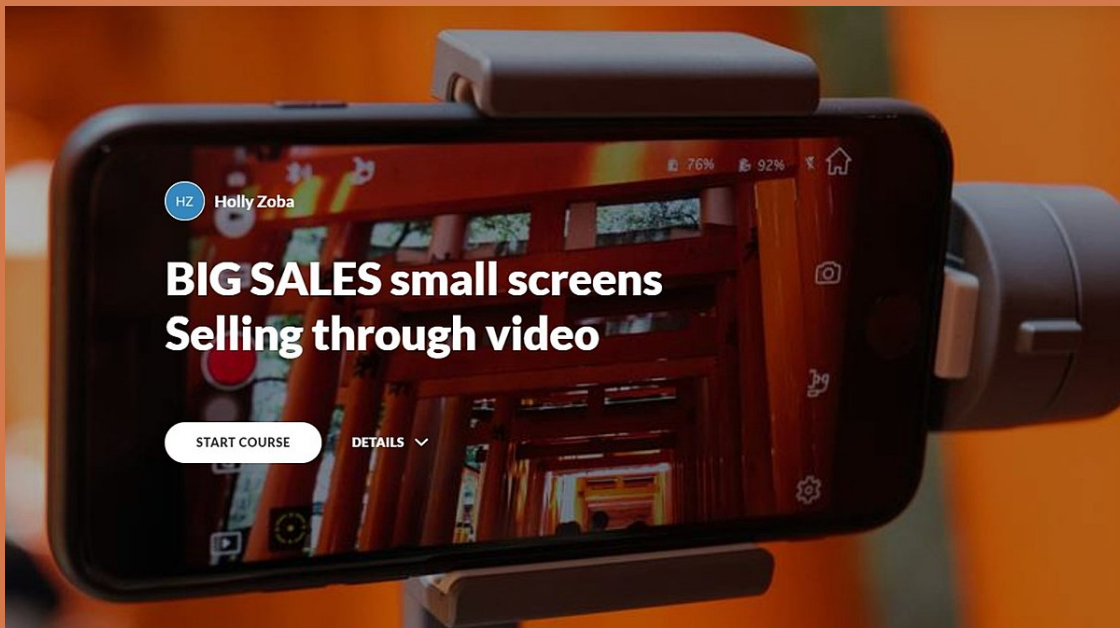




Program Workbook



This workbook was designed for the Big Sales Small Screens online program.

Introduction

We have two main goals with this program. First, to introduce you to the concept of video sales emails. What are they? How can they help you? How do you create them?

The second goal of this program is to supply a blueprint for helping hotels to create a quality product for effective virtual site inspections that will help you stand apart from your competitors.

There is both a strategy side to this and a tech side for both of these goals. We will present several options for you to explore because every property has a different goal, a different appetite for trying new things and a different budget.

Key Topics

Introduction - Opportunities, Concepts and Use Cases

Hardware Review

Software Review

Video Sales Emails

Delivering a Compelling Virtual Site Inspection

Summary and Resources

Introduction

You can use the area below to take any notes or thoughts on the concepts or use cases.

Your Notes

Answer here

What Use Cases Might You Need?

We have given you some examples of use cases. Now it is your turn - what use cases can you think of? Why might YOU want to send a video email - be specific!

Transactional

Ideas

Relationship

Ideas

Promotional

Ideas

Educational

Ideas

Hardware Notes

Notes for the types of hardware you may want

Cameras

Answer here

Lights

Answer here

Microphones / Accessories

Answer here

Software Review Part One

Notes on software apps

Dubb

Answer her

e

HippoVideo

Answer here

Loom

Answer here

BombBomb

Answer here

Miscellaneous

Answer here

Software Review Part Two

Notes on Video Editing

Prezi Next

Answer here

Camtasia

Answer here

Adobe Suite

Answer here

Kinemaster

Answer here

Lumen5

Answer here

Software Review Part Three

Notes on Communication Platforms

Zoom

Answer here

Google Hangouts, GotoMeeting, Microsoft Teams

Answer here

Streaming Services

Answer here

Miscellaneous Notes on Software

Answer here

Video Sales Email Checklist

Key things to remember when creating your video sales emails.

- What hardware/software will you use?
- Who is your target audience?
- Define your video email objectives - what action do you want your customer to take?
- Map out your script - what is your opening, two or three key points and close.
- Collect your images - what will support your messages
- Write your script
- Practice, practice, practice
- Record the video
- Set up a calendly account to use as a call to action
- Create the email in your chosen software
- Send some samples to coworkers for review
- Enter your contact's info and send!
- Track your results and figure out how to improve!

Virtual Site Tour Ideas

Notes on creating a stand apart virtual site tour!

Manager Line Up

Answer here

Meeting Space Visuals

Answer here

Guest Room Visuals

Answer here

The Neighborhood

Answer here

Virtual Site Inspection Checklist

Key things to remember when preparing for your virtual site inspection.

- Pre-call set up - will you send your prospect a coffee? Gift card? Postmates delivery?
- Create your presentation in Prezi - what stops will you make? What visuals will you need?
- Do a practice run - make notes - bullet points
- 15 minutes prior - turn on Zoom, join the meeting from your phone. Rename your second presence as YOURNAME and PHONE. Mute it and don't turn on the camera. Close all other programs on laptop except Prezi.
- Start the tour via laptop or desktop - hit record! Welcome your guests.
- State your agenda - verify client buy in
- Start the tour by explaining how it will work.
- Share your screen - VERIFY they can see it!
- Determine if you will add in the live tour. If yes - mute your PC, take phone off mute, turn on phone camera. Say hello again.
- Walk and talk to finish the tour.
- Close and ask for feedback.
- Determine next steps
- Send out a thank you email along with a link to your site tour (so they can share with others)
- Close the business!



Other Programs

If you enjoyed this program, you may want to consider one of our others. Go to <https://scoutsimply.com> to see the other digital sales and marketing programs we offer.

