

Six Traits of a Modern Sales Playbook

Find Success with Video

 **vplaybook**TM
a DSG solution



Imagine a sales team no longer burdened by the hunt for content.
Imagine improving the retention of the content you deliver.
Imagine increased sales and happier customers.

Imagine a modern playbook experience.



The Sales Enablement Challenge

There's little doubt that sales enablement is critical for today's B2B organizations. With long sales cycles, sophisticated buyers, and complex products, sales teams need all the help they can get. They need the content, tools, and training to help them sell more efficiently and effectively.

However, some sales enablement teams are going about it in all the wrong ways. Massive amounts of text-heavy content put a burden on an already overburdened salesforce. Expecting reps to wade through a content management system to find a diamond in the rough takes time they don't have. And a one-size-fits-all approach to training doesn't meet the varied learning styles or maturity levels of today's sales reps.

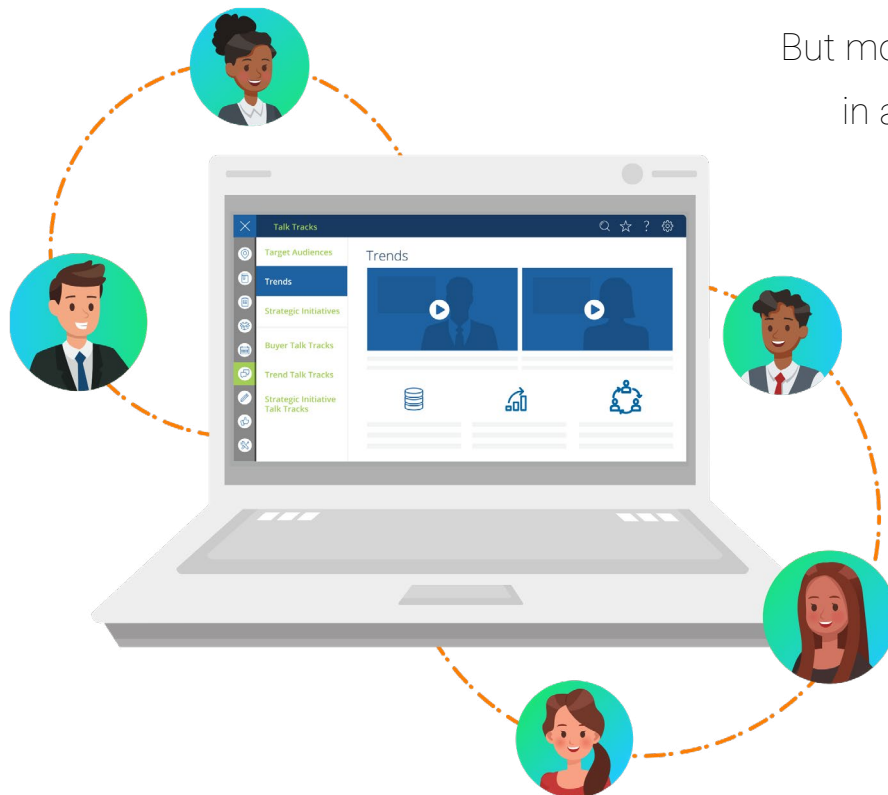


There's a better way.



The Modern Playbook Experience

The term *sales playbook* means many things to many people. The effective sales playbook includes the content and strategies that enable reps to deliver the conversations that lead to closed deals. It's not text heavy or focused only on product features or sales process guidance. It contains content that sales reps can use in actual customer conversations.



But more than this, the modern sales playbook is delivered in an interactive, engaging way. The modern playbook experience delivers content through video, audio, text, and imagery to ensure it is sales friendly, educational, and memorable. The modern playbook is an accessible, just-in-time resource that empowers sales to quickly watch a video on a buyer's common challenges or brush up on key conversational talking points—in a way that suits the busy schedules and varying learning styles of today's sales reps.

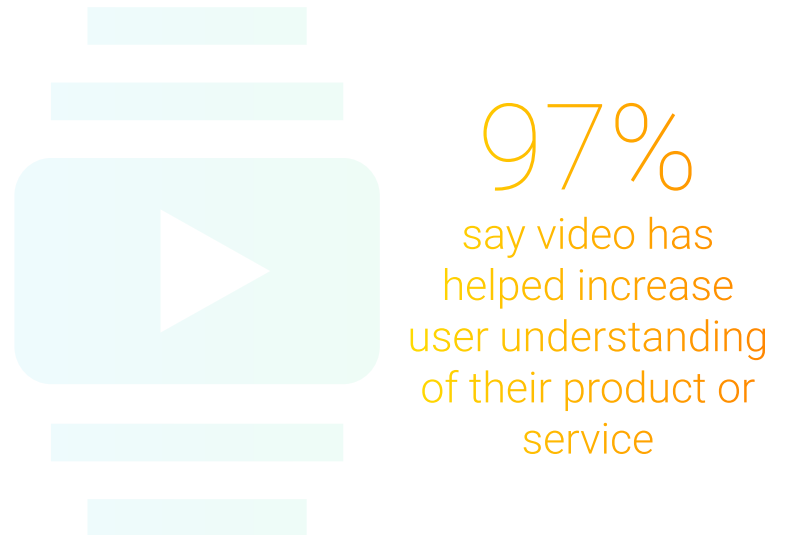
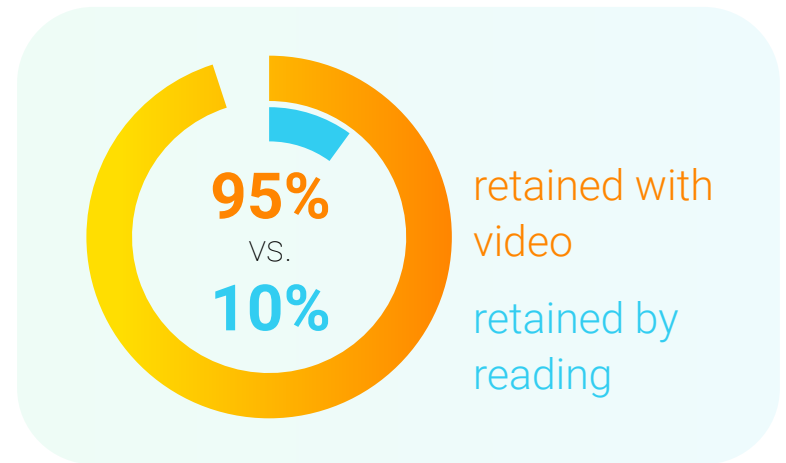


Making Playbooks Memorable with Video

Making selling as easy as possible requires a modern, interactive sales playbook brought to life with video. The power of video is undeniable. It appeals to both visual and auditory senses. It supports how the brain works. It brings our screens to life and makes content more human.

People have been known to remodel their kitchens and rebuild car engines with YouTube. Studies show that when we consume information by video, we retain an astounding 95% of it. By contrast, we only retain 10% by reading text on a page.¹

The statistics go on. As many as 97% say video has helped increase user understanding of their product or service. Where both video and text are available on the same page, 72% of people would rather use video to learn. And 81% of people have been convinced to buy a product or service by watching a brand's video.²



1. "Video Marketing: The King of Content," Forbes, November 7, 2017.
2. "The State of Video Marketing in 2018," Hubspot.



Six Attributes of the Modern Playbook Experience

The modern playbook experience uses video, audio, text, and imagery to create entertaining, educational, and memorable content.

Let's explore a few attributes to illustrate the idea.



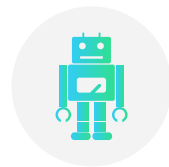
Sales
Friendly



Plug and
Play



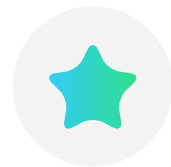
Smart, Not
Stuffy



Interactive



Living



Sticky



1. The Modern Playbook Experience Is *Sales Friendly*

Think of everything sales reps need to accomplish in any given day. They must develop relationships with customers and prospects, stay current on industry trends and market activities, target the right accounts, establish personal networks, meet management expectations, close deals, and meet monthly and quarterly quotas. Not only that, but revenue growth often lies squarely on the shoulders of the sales team. It's a heavy burden.

Let's not make their jobs more difficult by requiring them to go to the ends of the earth to get the information they need. **Sales playbooks must contain the depth of content that sophisticated buyers expect, but it has to be easy for reps to access, understand, and share.** We need to enable sales reps to go into a playbook, grab the content they need, and go on about their day. When educating them on a new topic, we need to give them bite-size videos that enable them to grasp the key concepts in five minutes or less. The key is making sales enablement quick and easy.



2. The Modern Playbook Experience Is *Plug and Play*



Effective selling is all about conversations. Sales reps need to have the conversations that build relationships with customers and prospects. These conversations need to be informative, provocative, persuasive, insightful, and personable. And while sales reps are great at having conversations, they're not always best at ensuring the content of their conversations speaks to market trends or aligns with corporate positioning.



To resolve this challenge, we need to provide playbooks that are fully plug and play. **As they prepare for meetings, reps need small amounts of content they can use in actual conversations.** As they create emails for prospecting, they need text they can copy, paste, and make their own. As they educate themselves on a new product, they need quick videos that explain complex concepts in plain English. As they conduct account targeting, they need bullets they can plug into a LinkedIn search.

Ultimately, this plug and play approach enhances onboarding, speeds the launch of a new product or message, and enables the insightful conversations that lead to sales.





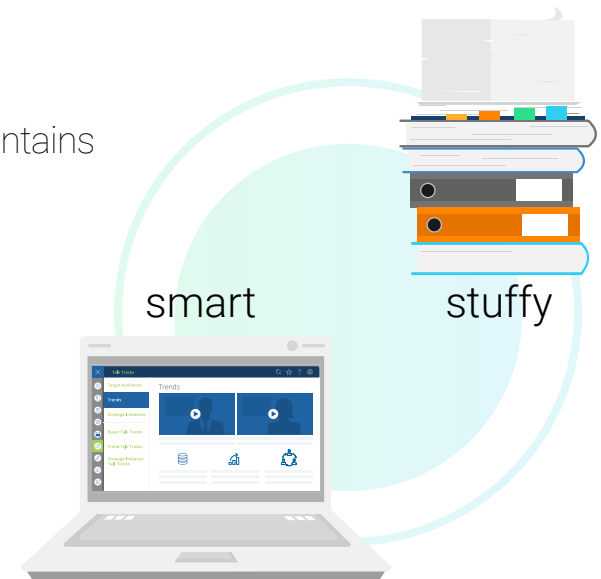
3. The Modern Playbook Experience Is *Smart, not Stuffy*

B2B can get a bad rap. With complex products, educated buyers, and an ever-evolving marketplace, B2B is known for content that's long and convoluted. Words like "optimize," "methodology," and "frictionless" create stuffy, stilted text that fails to give sales reps the words that drive sales conversations and create relationships.

If video exists, it's often way too long and has no engaging graphics or imagery to illustrate the ideas being described. The person on camera is often reading from a script in a nervous, monotone way that's anything but entertaining. And videos are often represented as a library of links and aren't shown in context to the words on the page.

A playbook doesn't have to be stuffy to be smart. A smart playbook contains all of the elements that enable sales to lead insightful conversations:

- Identity messages
- Ideal account profiles
- Trends and strategic imperatives
- Buyer personas
- Talk tracks
- Whiteboard stories
- Sales coaching tools
- How-to videos in context
- Roleplay videos
- Coaching videos



And it's all delivered in a consumable, approachable way that aligns with the varying maturity levels of sales reps. Whether you're speaking to a new hire or a top-performing rep, you can deliver the smart content that speaks to each of their needs. A role-play video might help the new hire as he practices delivering the messages that appeal to his buyers. And conversational insights, substantiated by third-party statistics, might help the top-performing rep up her game.

Plus, people are people, whether in B2B or B2C. We all need content that engages and entertains. When you add video, audio, and imagery in the mix, it's possible to create engaging and entertaining content whether you're talking about shoes or open-source, software-defined data storage.

Sales-Friendly Videos

Expert-on-Demand Videos

Capture key thought leaders and top-performing reps on video, speaking to the topics they know best. Videos carry more weight when they're delivered by recognizable faces who are known to have achieved success.

Animated Insight Videos

Bring ideas told by thought leaders to life with storyboarding, animation, and motion graphics. Animations not only entertain, but also help to better explain the content and make it memorable.

Conversation Roleplay Videos

Seeing conversations delivered in a roleplay makes the content much more real for sales reps. With simulated conversations delivering the identity message or thought-provoking insights, roleplay videos provide an example for how key concepts should be delivered.

Instructional Roleplay Videos

Roleplay videos work well for instructional content. With step-by-step instructions of a whiteboard delivery or a visual selling presentation, the roleplay video educates sales in an engaging way.

Coaching Videos

Sales coaching plays a key role in the modern sales playbook. Use video to bring coaching ideas to life, showing coaches and learners collaborating in the delivery of key conversations.



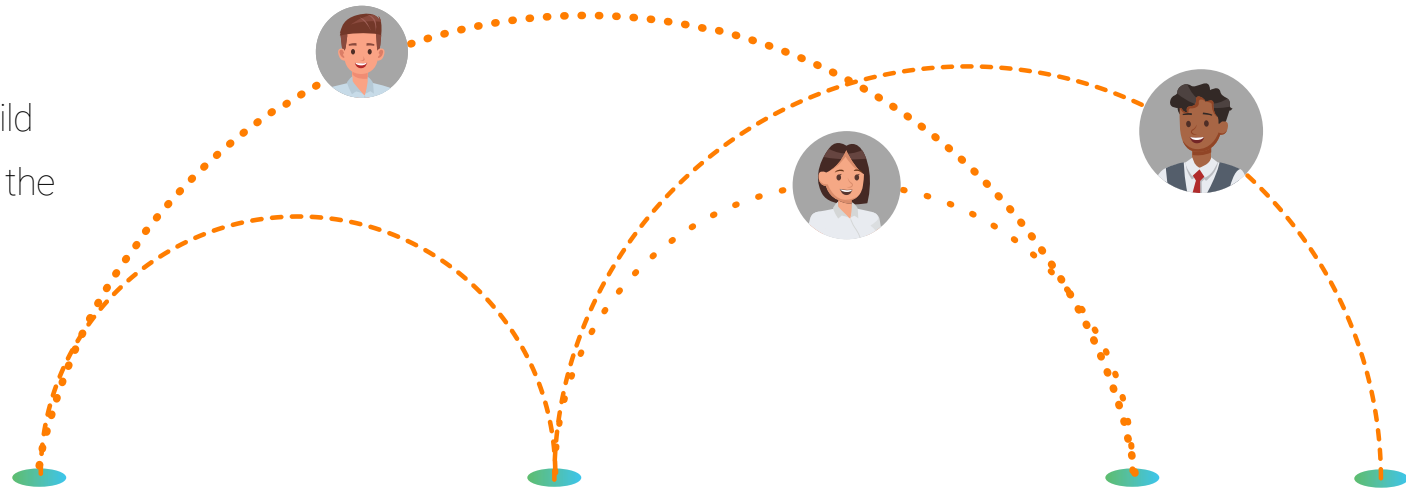
4. The Modern Playbook Experience Is *Interactive*



Think about the last Google search you did. You typed a phrase into the search bar, followed a link to an article, clicked on another link in that article, clicked on a YouTube video, watched another video that gave you an idea for another search, and so on. It's an interactive experience that follows your line of thinking.

Contrast that with the traditional, text-based playbook. In those playbooks, we're asking salespeople to read in a linear way. **We may link out to the content management system, but we're not giving them a truly interactive experience.**

The modern playbook provides an experience that enables reps to build on their existing knowledge, follow the topics that interest them, and find the content that is most relevant to their individual buyers.



5. The Modern Playbook Experience Is *Living*

Buzzwords die young. Imagine using yesterday's "outside the box" when all the cool kids today are saying "move the needle." To enable sales reps to continue to learn, we need to create playbooks that are living, breathing documents. Content must be continually updated to not only reflect changes in the product but also changes within the broader marketplace. **To remain relevant, reps need to show their buyers that they stay on top of industry trends.**

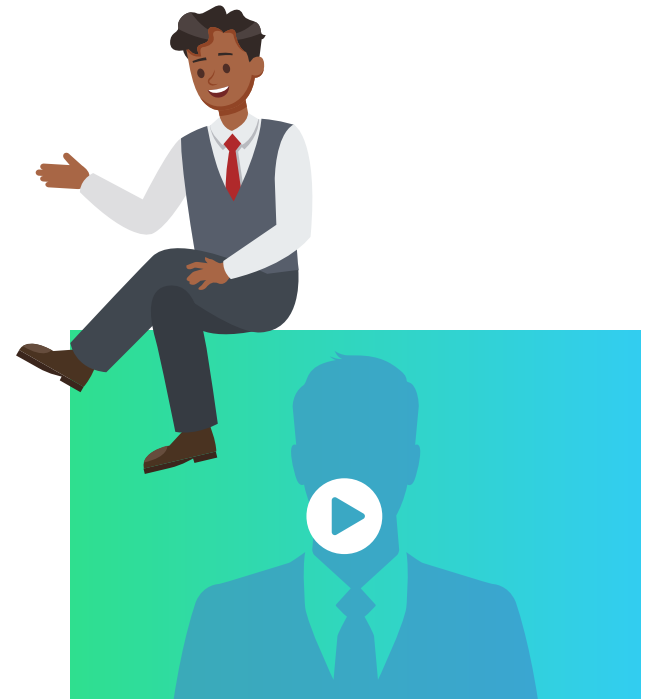
The living playbook is also collaborative. In coaching situations, the playbook enables two-way dialogue. When teaching to a two-minute story, for example, the sales manager or top seller can show others how to deliver it through a roleplay video. The rest of the team can then use their phones to capture themselves delivering the two-minute story to their favorite pet or plant. Sales managers can then evaluate those videos within the playbook platform and hold team meetings to highlight those that succeed and those that have room for improvement.



6. The Modern Playbook Experience Is *Sticky*

We're not talking saltwater taffy sticky. We're talking knowledge retention sticky. There are three ideas that contribute to playbook stickiness: intuitive, trustworthy, and human. We talked about the idea of an interactive experience that follows the sales rep's line of thinking. When we make a playbook intuitive, we provide the meaningful content that aligns with their thought processes and the way they sell. It supports the way they learn. It follows their level of sales maturity. We're not trying to shoehorn marketing content into a sales experience.

For any playbook to be sticky, it has to be trustworthy. Imagine coming across an article on the Internet. You don't recognize the brand. They don't cite their sources. The fonts and colors are all over the place. Everything about it makes you suspect its validity. Contrast that with a sales playbook **video delivered by one of your all-star reps with unscripted content that speaks to his real-life success. Your sales reps will be hanging on his every word and retain every bit of it.**



Lastly, a sticky playbook is human. We talked about how video brings playbooks to life. Above, we mention that when people consume information by video, they retain an astounding 95% of it. By appealing to the visual and auditory senses, video makes the content human. When we see videos delivered by colleagues we know and recognize, it's like having a conversation through the screen. **It's lively, colorful, and memorable.**



Sales enablement is no cakewalk. But with the right content and tools, sales enablement can help drive sales and contribute to bottom-line growth.

Truly effective sales enablement requires a **modern playbook** experience that uses video, audio, text, and imagery to create relevant, educational, and entertaining content.

Rather than contributing to the burden of already overburdened sales reps, sales playbooks provide a refreshing approach that is sales friendly, accessible, and interactive—ultimately empowering reps to deliver the conversations that lead to closed deals.



About vPlaybook

vPlaybook is a sales enablement platform for the virtual world – your strategy packaged in an interactive, digital guide, focused exclusively on the customer conversation. Our platform is built around digital sales playbooks – interactive guides consisting of video, content, and strategies focused exclusively on preparing sales reps to be successful in the calls, meetings, and presentations that will encounter. We built vPlaybook to provide the capabilities and control that every team focused on improving sales performance needs.

To learn more about the vPlaybook platform and to see examples of real sales playbooks, visit www.vplaybook.io

