

Speaker 1: 00:03 Welcome to the same side selling podcast dedicated to modern sales and marketing, innovation and leadership. Here's your host, Ian Altman.

Ian Altman: 00:15 Hey, it's Ian Altman. We're joined this week by a repeat guest, Marcus Sheridan. His latest updated book they ask you answer is filled with a ton of new content on using video to position yourself as a subject matter expert for your clients. We're going to talk about the greatest misconception that people have when it comes to video. The three biggest gaps that organizations have that you can easily overcome and the two keys to teach your team so that you can shorten sales cycles and help your clients reach decisions a whole lot faster. You're going to learn a ton, I promise you, with Marcus Sheridan.

Ian Altman: 00:53 Marcus Sheridan, welcome back to the show.

Marcus Sheridan: 00:58 I'm with my man. How could I not be feeling good when I'm with the Ian Altman?

Ian Altman: 01:04 You know, it's such a cool thing. In fact, um, did he did, he's on my team, said, man, you have an end Marcus on this show in awhile. And then I was talking to someone else and said, Hey, what are you gonna have Marcus back on? And everyone should be happy because here you are. So even though most of our audience should know you, if someone's been living under a rock, tell us something surprising about Marcus Sheridan that they may not know.

Marcus Sheridan: 01:28 Just any interesting facts. Here's the, okay, here's that. Interesting. I don't even know if you know this. A first public speaking experience was in high school. I was reading a speech for a friend who was running for student body president. He asked me to read it. Ian and I started reading it in front of 200 students and I started sweating, shaking, almost passed out, sat down, said I'm never going to give a speech in public again. I think I was 14 years old and I did not, thankfully keep that promise.

Ian Altman: 01:58 Well that that worked, that worked out well. I mean and and here's the, here's the funny thing cause I did not know that about you. The first public, and this is, this is this should be reassuring for everybody who's ever struggled with something. And then said, man, I wonder if I can figure it out. You and I both speak more than the average bear, um, professionally for money. And the first talk I ever gave was supposed to be, um, a talk I was giving in middle school. It was a, it was an oral presentation about the, um, the LA Dodgers owner, uh, Walter O'Malley. And I started off by talking about Walter Disney, instead of Walter O'Malley and just like froze and locked up and thought to myself, I'll never do

this again. And now one of my happiest places in the world is being on stage. So go figure.

Marcus Sheridan: 02:51 Well, it just goes to show that, you know, I think too often we, we, um, prematurely label what we are or what we are not and we've got to be careful about that in that, in fact, it's funny because it very much aligns with, with our conversation today.

Ian Altman: 03:06 Absolutely. Absolutely. So to that end, well, I want to talk about video because you have become the, um, the guru. I know you would never call yourself that, but I'm calling you that the guru when it comes to communication and when it comes to especially video communication of late. And so what I want to ask you is what's the biggest misconception or mistake that you see people, um, have or make when it comes to video communication in the world of sales?

Marcus Sheridan: 03:35 So let me set this up. Um, because for those that haven't read the book, they ask you answer. It's got over 20,000 new words in it, the revised version specifically on video. And I went to my team, I have an agency and we help companies with this. What's our team, Ian? And I said, we want, I want to teach companies how to have a culture of video in house with sales and marketing. And um, they said, well that, that's really not how agencies do it. They agencies produce video for companies and that's how they make money. I said, that's not the future of business. The future of business, certainly of digital is ownership. That you can do the stuff that you need to do in house and then you don't have to call somebody to cross your T's and dot your eyes. Oh, we've been on this path to help organizations create this culture of video in house.

Marcus Sheridan: 04:25 Now there's a couple of major misconceptions if you will. Let me start with number one, Ian and I think you'll probably, you'll appreciate this one and now baby, Hey, I'll be in judge where you might be. You might be completely contrary to it. We'll see and I'm dead on serious when I say this. If you go to most companies right now and you said to them now you have to make a choice. Do you fundamentally see video as a marketing tool or do you see it a sales tool and if you polled the people within the organization, leadership team, sales team, marketing team, I can tell you right now 95% are going to say that's a marketing tool and that is the first great mistake of how companies approach video because what video is primarily other than the fact that it's a trust vehicle primarily it is a sales tool that happens to benefit marketing and when you approach it that way, everything starts to change because you're thinking to yourself things like, well, if my sales team can't use this video within, I probably shouldn't be producing it because it's a fluffy pile of mess that isn't going to actually have a return on our investment.

Ian Altman: 05:34 Exactly. You know what, I agree to 100% it's the bottom line is that, and I agree with you that most organizations would say, Oh yeah, you want a video? Okay, well let's get our marketing people's like, Whoa, no, no. The idea is that, Hey, look, if people see you on video, you're a star. Now they know who you are and they're comfortable with who you are and is video helping the client have more trust?

Marcus Sheridan: 05:59 We get, you know, if you go to any salesperson and you say in a perfect world before you shake the prospect's hand, would you want them to be familiar with your voice, with your face and with your expertise? Every single one would say yes. That is the goal. And so if somebody ever says, well, I don't know why we're doing video and it's not about video here. This is about are we really trying to form relationships before the initial handshake so that once we're actually with the prospect, we don't have to spend that traditional 2030 40 minutes to, you know, two meetings, whatever it is to build relationships with trust. The idea that that is occurred before it already happens.

Ian Altman: 06:46 Yeah, I mean you, you and I have the benefit in that we each do a fair amount of video via, social media, LinkedIn, et cetera. And I don't know about you, but I can't tell you how many times I meet somebody face to face for the first time. And the first words out of their mouth are, man, I feel like I already know you.

Marcus Sheridan: 07:04 [inaudible] wonderful thing that is a massive win, Ian. And that is the goal. So I'm going to talk about a couple of other misnomers if we could sure that are that, um, that, um, that are on my mind. So once you, once you start to produce video and let's say you're doing it from a sales perspective, you're thinking about your sales team. You think, well, naturally sales is gonna integrate this into the sales process, right? We're gonna use content in the sales process. Um, no, that is not natural. Here's what I have learned definitively that unless you teach a salesperson how to integrate video into the sales process, there probably not going to get it. They're not going to do it the right way. In. Perfect, perfect. Case in point. [inaudible] it's like when you ask, if you ask a salesperson how, how often do you, do you include very educational piece of content when you're emailing?

Marcus Sheridan: 08:07 Just intro, like in a regular email with a prospect and once one email, how often do you include it? It's amazing how often they don't include it. They're not thinking in terms of, I've got to make sure I'm integrating video into the sales process in conjunction with this. One of the big problems as you well no, is that oftentimes when you're selling, you're talking with the prospect, but the prospect is actually just a messenger who is going to his or

her team and is talking to a multiplicity of decision makers. Well, how many times, and anybody that's in sales that's listening to this knows this too well, how many times have you lost the deal if you're listening to this, simply because the messenger, the person that you thought was the decision maker, the person that you're talking to, goes takes your message in, screws it up. Yup. And delivers it to everybody else.

Ian Altman: 09:01 And Mark is the key to this that I want to make sure the audience picks up on is because cause people who may not be connecting the dots, and I see this all too often, which is you can spend time training your sales team and your sales team could deliver your message beautifully. And then when they deliver it to that middle layer, the middle layer person, it's like playing telephone and oftentimes you are on the telephone. So it's not that big of a stretch and they kind of get the message messed up. But imagine if you delivered that message concisely and effectively via video and that person says, wow, that was really great and they forward it on. So what just happened is we insured complete fidelity of our message from us to every recipient as opposed to, well, so gee, I mean, let's face it, it's like we're going to have the show notes at the end of this episode. The show notes aren't going to capture 100% it's going to capture what we, well, we identified as a synopsis, but you're going to miss some of the subtleties in the show notes.

Marcus Sheridan: 10:05 Let me, let me give you a really practical example of this. If you're listening us right now, I think that you could appreciate. So a lot of people have started to use one-to-one video with email tools like go video or soapbox by Wistia. Any of those are [inaudible] BombBomb. Another one is a great tool. So one of the requirements that I have with my team is that oftentimes you'll send out an sow, a quote, proposal, whatever you want to call it, to a prospect. And maybe they've already agreed to it or maybe they haven't, but you've sent it out to them. Here's the thing, you never want the messenger again, that individual middle layer, as Ian just mentioned, you never want that, that person explaining the quote to the rest of the decision makers. So if you're ever going to send a quote, you include a video that is explaining it, that is a walkthrough video of said quote.

Marcus Sheridan: 10:57 And here's the thing, when you're talking to the messenger, you say, okay, um, you know, Mr. Jones, I'm giving you this and this includes the proposal that we discussed, but I'm also including a video with this. Now here's the thing, when you give this to your team, do not try to explain to them this proposal, I have explained it in the video and this way they're going to hear it directly from me, so as to make sure there's no miscommunication whatsoever. So just by a simple commitment like that, now we've eliminated the massive screw up. That is the messenger.

Ian Altman: 11:34 Yup. And Marcus, let me, let me offer a friendly amendment to that, which is what we can do is, is if we don't want to say, Hey, don't explain this to them, we could say, Hey look, I don't want you to have the burden of having to explain this to other people. So I've included a video that you can use so that you don't have to do my job for me. So done this. You can share

Marcus Sheridan: 11:53 it with other people. And that way it's not like we're telling them what to do. We're saying, Hey, you're so important that I've included this video. So that subtext, you don't mess it up. Yeah, yeah, yeah, yeah, yeah. Although I'm the type that tells people you're going to screw this up. So, but you're, you're better with words. So let me, let me give you one more. Let me give you one more that I think is, um, the, the, the mythology of a video in sales. It's amazing to me how many people, once you introduce a culture of video within an organization, everybody starts to get it. They say things like, but I'm just not good on camera. Classic. I'm just not good on camera. So a couple of things about that. One. First off, well I think it's really fascinating in, so if you go to any sales team and you say to them, do you consider yourself a people person like you individually as a salesperson, do you consider yourself a people person?

Marcus Sheridan: 12:46 Like 99.9% are going to say, Oh yeah, I'm really good with people. I'm great with people. Actually I say 104% will say they are. So it's like, so if you're gonna say that, but you say, but I'm just not good on camera. Well that's actually a paradox. Yeah, because the reality is if you're a people person, then you should be good on camera. That's [inaudible]. That's truth. Now let me give you a quick story. I think you'll appreciate this one. In fact, I need to set this story up with what are the two rules that you have to teach your sales team, right? So if you want your sales team to be successful in camera's, simply teach them two simple rules. If you teach them these two rules, they're going to be way, way more successful in the first one is far and away the most important rule, and we have seen literal transformations as I'll share with you in a second with people with subject matter experts, salespeople on camera.

Marcus Sheridan: 13:39 The most important rule of video and camera's success, if you will, on camera success is once you start talking, no matter what happens, your mindset is, I'm not going to stop. You literally have a no stop rule within your organization. Now, why is that? There's a couple of reasons why. Number one, if you know you can stop, you're going to start stopping a lot more, and this is the same thing that Ian, when he's on stage killing it in front of a thousand people. If he accidentally does say something wrong, it doesn't, he doesn't apologize for it. You just keep going. Right? That's the yes and the moment, right? It's always moving forward and never looking back. And that's what allows you to do what you do so well. It's the same thing with any salesperson. They've got to be

taught or any person on camera.

Marcus Sheridan: 14:25 It's that mindset. It's the live TV. You know, Jim can tour on the weather channel. It's like you go, no matter what, you don't stop. Besides that, a couple other points to this, and editor, oftentimes we'll fix those mistakes that you made if you're using an editor by chance, right? So that is a component of this. And finally, if it's too polished, if it's too perfect, it actually can work against you as a communicator. Because when people see that you just speak normal, then they say, that person's just like me and they can appreciate you much more.

Ian Altman: 15:02 Makes sense. And yeah, you know? Absolutely. And the, the one, the one caveat I'd give is, look, Marcus is not suggesting that you don't prepare that you don't think you, you don't just ramble. So you might say, all right, listen, I'm going to send this thing. I'm sending this proposal with somebody, I'm gonna send this video. What are the three key points I want to make in this video? And write those down and now give your short video, making sure you cover those three things. That's fine. Marcus isn't saying that you start and go, huh, let's see. So Hey Marcus is, I'm sending you this video. Let me think about why I'm saying is like that's not a good video, but as long as you've thought through it and planned it, then you'll probably do well, I'm doing this same side selling Academy right now. We're recording a ton of different videos and it's funny because, um, someone on my team said, wow, so you've already recorded 15 of these. Like how many takes, did each one take?

Marcus Sheridan: 15:58 And I said, what took you two hours total?

Ian Altman: 16:00 Um, yeah, that's just about it. Did, yeah, take about two hours. And it's about, and it's about two and a half hours or it's about an hour and a half worth of content in two hours because it's really just the time of stopping and starting and refreshing. Now do I have little notes for each video? Absolutely. So I remember what I'm going to cover, but it doesn't take a long time. And in fact, in my set up, I've got a camera that has remote set up. All my lighting is wall mounted, the boom swing out, I turn everything on, I can hit the camera and it takes me virtually no time, the capture video. So it's about as long as it's set up, it's just, you know, it was our friend Brian Fanslow says, just, you know, hit the darn button.

Marcus Sheridan: 16:45 So let me give you, uh, aligned with this discussion about I'm just not good on camera. I once had a group of real estate agents contact me and they said, Marcus, will you teach us on camera performance? I said, sure, I would love to. So we decided to go to this really nice estate that they were selling in Virginia and we said, okay, so we're going to do is we're going to

make videos that each little area section of the house and the estate and that way we can show that on, on the website for this one. And you all will be the subject matter expert and I'm just going to be somebody that's going to ask you questions on camera and we can do it just like that. Almost like I'm a shopper, potential home buyer. And so why don't we start down at the Lake and we chose a particular subject matter expert and I told the lady, I said, okay, now your first major rule is no matter what, you can't stop.

Marcus Sheridan: 17:34 Now the second major rule that I didn't mention earlier, the second major rule is that you can do it again. Okay? But you got to go all the way through the first time because if you don't go all the way through, what will happen is it's almost like, can you imagine writing half of a first draft of a term paper and then stopping and then starting on your second draft? It doesn't work that way. You've got to get all the way through. And so the rule is you can do it again. Now those are the two major rules that you gotta teach your team. So I say to her, those are, these are the two rules. So no matter what happens now I'm going to ask you these questions. You cannot stop even if you think you messed up. She said, okay, Marcus, I'm gonna do my best.

Marcus Sheridan: 18:08 So down there at the Lake, I asked her a few questions and immediately she starts to fumble over words. She messes up and she says, Oh, can we start again, Marcus? And I said, no, no, no, no. Remember what we said? You're not allowed to stop. And she says, but Marcus, you just don't understand. I'm not a natural on camera. And I said to her, Ian, I said, that's fine that you're not a natural on camera, but you can't stop now. She said, she said, alright, I'll give it my best. And so she got through the tick. 45 minutes later, we're still shooting in a different area of the house. She does three straight videos on one take each and after she's done. The third one, she looks at me Ian and she says, Marcus, I think I might be a natural. This is a 45 minute complete metamorphosis of, I'm just not good on camera too. I think I might be a natural if we're sessile be to mil as exactly right. So moral of the story is if you just give a little bit of training to your team on, on camera performance, it's unbelievable how quickly they can get that confidence that they need. Because if they're in sales, especially I can tell you right now they would be great on camera.

Ian Altman: 19:33 You know what I, you know what I, I know that to be true and you won't mention. So I will, I know that you do these masterful workshops for companies on video performance and setting up an editorial calendar and what they should do and how they should do it and when, which companies should definitely take advantage of. The other question I have for you is, and, and of course the, the, the new version of they ask you answer where you get all this stuff on video is just key. So you know, I don't want anyone to think, Oh yeah, I've already got the book. Look you need the new

version cause it's got all this content on video. My question for you is we talked before about one of the biggest problems is people sales people not integrating the video and you mentioned, look, when you send a proposal, here's a good time to send a video that's an explainer. What are, what are a couple of other situations and scenarios where it's helpful for people to add video?

Marcus Sheridan: 20:24 So you want to keep in mind, you want a clear, almost like reposit area for your content so that your sales team can grab at any time. Okay, here's my series of articles that I can grab to send to a prospect if I need to. Here's a series series of prepared videos that we have that we can use at any point in time in this process. Now, if anybody listened to the last time I was on the show, one of the videos that we talked about was the 80% video, which is the most fundamental sales video. I believe that there is, and the reason why I was called the 80% video is because it answers those 80% of questions that you hear over and over and over again that you just know that when you have that sales call, that person is going to ask it, right?

Marcus Sheridan: 21:09 And everybody has, every salesperson has that question that they hear that causes them to roll their eyes and say, Oh my goodness, how does this person not know this already? The idea ian is that we eliminate those on the front end, right? And so it's critical that if you're setting up a meeting with a prospect that you have that video and then you get the commitment out of them. You don't want to be passive. And this is the big mistake that people make. They'll say things in like it would be great if you could watch that video before we meet on Friday and his not, not the approach. That is not a true commitment. Right? And so there's many different ways that you can do this. And I know you would say it, you know a particular way, which is always a masterful way. One of the ways that I teach this is something as simple as let's say you're the prospect and I might say you know Ian, you're getting ready to spend a lot of money and I know you don't want to make any mistakes and so as to make sure you don't make any mistakes, I'm gonna make sure that you're really well educated.

Marcus Sheridan: 22:11 And so what we're going to do is as we're talking on this phone right now, I'm going to send you a link to a video that you're going to love and what it specifically addresses is right now you've got a set of questions, worries, fears that come with this big decision. You're getting ready to make. It addresses all of those. It was literally made for someone just like you. Once you watched this, you are now going to approach that conversation we have on Friday. When I come out to your office, it's going to be a completely different conversation and if anybody else is also going to attend that meeting, it's going to save us a lot of time because we're going to immediately get to the meat and potatoes of the conversation. Will you make sure to review that video before our appointment on

Friday? You know what Ian it amazes me because people just don't do that man. You don't see salespeople getting that type of commitment is one of the easiest commitments to get in the world and it's going to save you probably at least if you have an 80% video, it's probably saving you 20 to 30 minutes of actual quote, call it teaching

Ian Altman: 23:10 and the, and the funny part is that if people do send somebody who want people to, to watch instead of doing what you just said, which is so masterful, where you're to explain to them why it's in your mutual interest in them to watch the video, they say, Hey, I need you to watch this video before the appointment and guess what? The prospect doesn't care what you think they need to do. But if you can share with them why it's in their best interest, then it all works out. So if you say to them, look, I want to make sure that we're not spend time on things that are the basics. I want to dive into your specific application to make sure you get the best results. To that end, I'm sending this video, I want to make sure that you're going to have time to review it before hand. Are you okay if I check in with YouTube before and to make sure that you've had a chance to watch it? And if not, I'm happy to reschedule the meeting. That's right. You've just done a set of stage that says, look, this is important enough that if it doesn't happen, we're not going to be there. And for those people who read, they ask you answer. It's up. My man, Marcus likes referred to as assignment selling.

Marcus Sheridan: 24:10 Yup. Damn. And it's, it's again, it's one of those things that works so family well in this world of digital that we have never can never have. We had this chance to so easily share content like we can right now in literally move people down the sales funnel before we even meet with them the first time. And if you had a choice, why would you not? That is the thing about it and the fact of the matter is when companies do this, well, two definitive things are gonna happen. Number one, your sales cycles are going to get shorter. They just will because you're probably going to kill at least one unnecessary meeting because of stuff that you used to cover. They now already know in number two, your closing rates are going to go up and that is the Holy grail of any great salesperson sales cycle time and closing rates. If we can improve those life is good. Ian life's very good.

Ian Altman: 25:13 Absolutely Mark is, and guess what the, the prospect who says, no, I don't have a chance to watch the video. They just qualified themselves out because it's not important enough for them to take the time to watch a five minute or three minute or two minute video. They're not your guy.

Marcus Sheridan: 25:27 You know what? People are listening this right now and they're saying, I just don't know if I could just like reschedule the appointment. So I as everybody knows, I was a poor guy for the most part. Most people know that it was a pool guy. And so

when I started using assignment selling,

Ian Altman: 25:45 well and let me just clarify for people, not a pool boy, a pool guy. So exactly, exactly what market market burgers in a swimming pool right ahead.

Marcus Sheridan: 25:53 So I was selling pools for almost 10 years of my life and I learned about as we embrace content in digital, I learned about assignment selling. And so I started, I started, you know, getting that commitment. But I would call people the day before and say, did you get a chance to do that thing? Or I'd email them and often times I would hear, no, but I really, really want you to come out. And so Ian, I gave in and I went out to these people, but then I did something to ask. Most people that are listening is probably aren't, can believe. I tracked the closing rates on all the appointments that I went on. For those that said, I didn't have time to do that thing that you asked, but I still want you out in over the course of six months. I didn't close a single one of them.

Marcus Sheridan: 26:45 I said, my gosh, what am I doing right? And you might, you might hear that and say, well, you must stink as a sales person, Marcus. Well, maybe that's true, but I can tell you what my closing rate averages were not 0% but they were with the person that simply wouldn't make the time because of the don't make the time. They're basing their decision on one thing in most cases, which is purely money. And if they're just worried about the price, I might as well just slip them an email and save everybody a lot of time.

Ian Altman: 27:16 Exactly. So Marcus, just brilliant wisdom for the three people who may not know how to find you. What's the best way for our audience to learn more about you? I mean we'll include in the show notes, links to, they ask you answer, links to your site, but what's the best way for people to connect with you online?

Marcus Sheridan: 27:35 Best way to connect with me is I really just love personal emails. My personal email is [marcus@marcussheridan.com](mailto:marcus@marcussheridan.com). You can check out my site, [marcussheridan.com](http://marcussheridan.com) but Ian man it's so great. I just love when I like when I hang out with you, I feel smarter and I don't know if I am, but daggone. I feel it. I know your listeners do too. Brother, so I really appreciate these few minutes that we've had.

Ian Altman: 27:57 Hey, thanks man. Always a pleasure. Every time Marcus and I hang out, I learned something new. I hope you did too. Let me give you a quick 32nd recap of the key information I think you can use in your business right away. First video is not a marketing asset, it's a sales tool. And the second biggest problem that people have is that sales doesn't integrate the video into their

sales process. So think about those things like sending an explainer video along with proposals to make sure that someone isn't messing up your message. And the notion of I'm not good on video just doesn't work for anybody who's good at human communication. So remember the two key roles. One, once you start, you don't stop, and two, you can do it over again if you need to. And make sure to pick up Marcus's book they ask you answer absolutely brilliant content. Remember, this show gets direction from you, the listener. There's a topic I should cover, a guest I should have in the program. Just drop me a note to [ian@ianaltman.com](mailto:ian@ianaltman.com) have an amazing week. Add value and grow revenue. One Oh eight everybody can embrace, especially your customer.