

Deal win video template

Leveraging the power of a sales win can be an incredibly powerful teaching and motivation tool. Recording these as video can be even more powerful as they can be widely shared throughout your organization. Below are two templates for how to organize your deal win stories for video:

Deal win template 1: customer-focused

Part 1: 3 mins

Start with the problem we are addressing for this customer.

What is the customer use case? What is the customer business type? What does the customer need from your company?

Part 2: 3-4 mins

Let's hear from the customer:

- Why are you using [our solution]?
 - What made you come to [our organization]?
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Part 3 (Close): 1 min

Summarize what we do for this customer and how it is helping them

Deal win template 2: sales-rep-focused

Part 1: Show me the money

Share the headlines of the deal - deal size, value, the term, what products

Part 2: Who is this for?

Focus on how big the company is versus what you sold them; their number of employees, revenue, or turnover. Include industry sector and geography to help make comparisons.

Part 3: What was the use case or challenge?

As concisely as possible, explain the biggest problem that you solved with our solution. Which stakeholders were involved? How did you leverage your champion (define champion)?

Part 4: Where did the deal get difficult?

What obstacles did you overcome?

Part 5: Sum it all up

Repeat the most important points from the above sections and explain what you will be doing with the customer next.
