10 Proven Video Scripts and Email Templates for Remote Selling

HubSpot + **vidyard**®
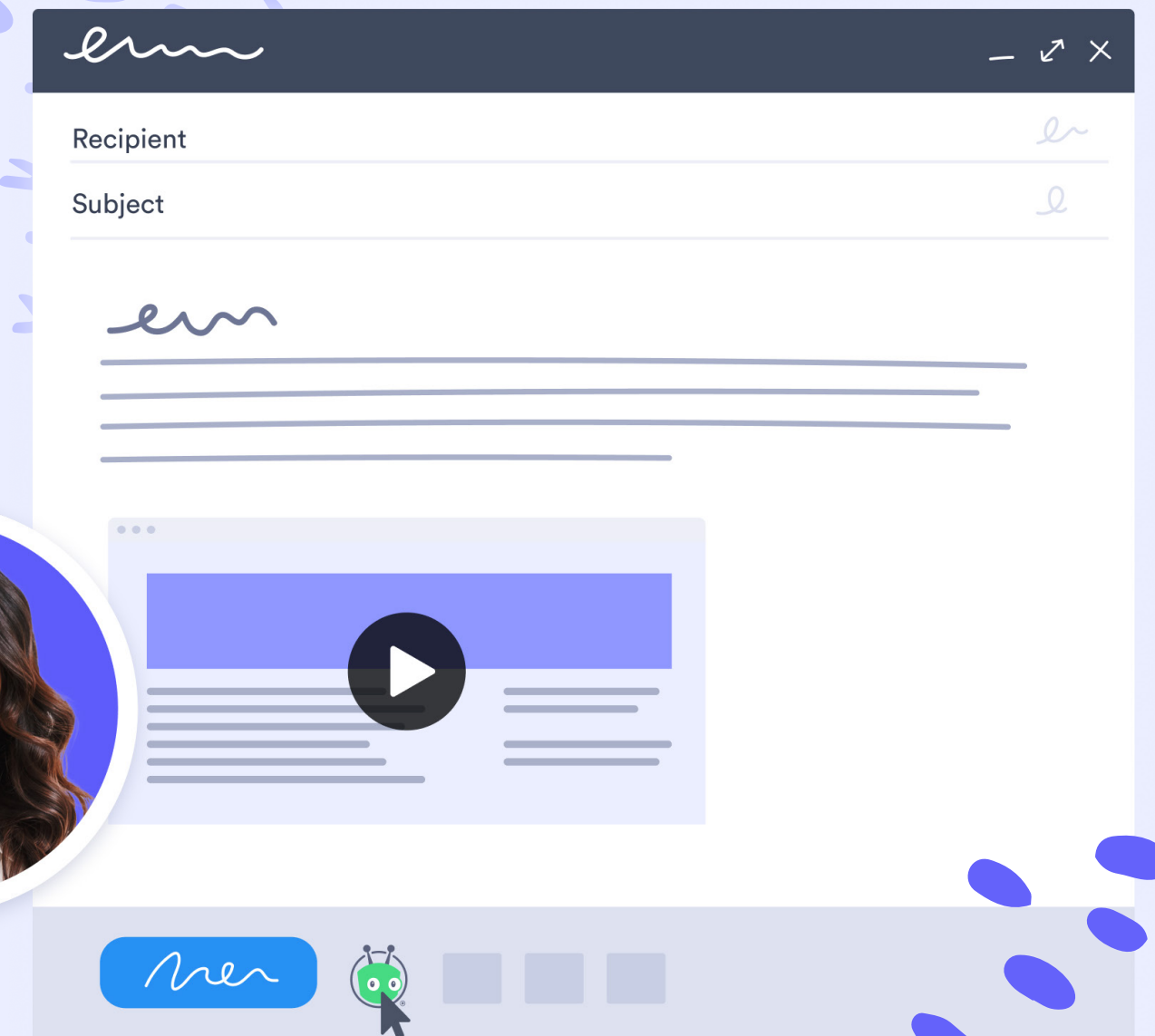
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Introduction to Remote Selling

This isn't a new term, but it's one that is gaining in popularity across the globe. Traditionally, outside sales meant face-to-face selling - whether that was door-to-door, in-person customer meetings, or events and conferences. Inside sales is done remotely from an office over the phone. With the introduction of new collaboration and selling tools, more teams have been able to pivot towards an inside sales model.

Outside sales still has a remote aspect, since many of their engagements of course require travel, but that's not always an option. **The activities and tools inside and outside sellers use are so similar, there's really no more inside versus outside sales anymore**. And at times, both must embrace the new 'remote sales model.' And it's up to you to ensure that the customer engagements you were having face-to-face can continue seamlessly in a remote world. We've teamed up with our expert partners to help provide email scripts and templates including actual videos examples that will help your new remote selling model thrive.

Tools for Remote Selling

There are a ton of options for tools across collaboration, video, CRM, and project management -- but here are a few tried and true solutions to get you started.

HubSpot

HubSpot Free Tools:

on top of HubSpot's free CRM, your team can leverage the meetings functionality, quotes, e-sign, and 1:1 video creation tools completely free.

vidyard®

Vidyard:

an online video platform for business which allows you to increase leads, accelerate your pipeline and delight customers with 1:1 video.

ZOOM

Zoom:

remote conferencing tool that has a ton of functionality for staying in touch.

slack

Slack:

collaboration and messaging platform that keeps remote teams together.

G Suite

Google G-Suite:

cloud productivity and collaboration software that makes working on projects across teams, simple and easy.

monday.com

Monday.com:

platform that powers teams to run processes, workflows, and projects in one digital workspace.

First Touch Video Scripts & Emails

First Touch: Personalized First-touch Intro

IMPACT

Email Script

Recipient

Subject

Hey Teri,

I noticed on your LinkedIn profile that your organization would like to start using more video content. Check out this 30-second video I made for you on how companies like IMPACT are using personalized video in the sales process to humanize the buying experience for prospects. Video allows your prospects to form a relationship with you before you have a conversation, set expectations for the appointment and more.

See my video here: **https://share.vidyard.com/watch/MYChjJE8D5DeDJg3AVUaVR?**

Let's schedule a time where I can talk you through this!

Video Script

💬	**Introduction**	Hey Teri! It's Lindsey with IMPACT.
💲	**Value**	I made this video to send to you so you could see the value of having a personalized video in an email message.
▶	**Purpose**	At IMPACT we use this tactic in a variety of ways from following up on discussions to introducing ourselves to clients during the onboarding process.
♖	**Next Steps**	I'd love to schedule a meeting with you to dig deeper into your sales process to identify opportunities to use video.
🎯	**CTA**	Use the link in my signature to book 30 minutes on my calendar for us to chat.
🤝	**Thank You**	Thanks for watching and talk to you soon :)

First Touch: Inbound Lead Follow-Up

revenueriver
a sales and marketing agency

Email Script

Recipient

Subject

Hey **{first name}**,

Thanks for reaching out. Here are some resources based on where you filled out this form
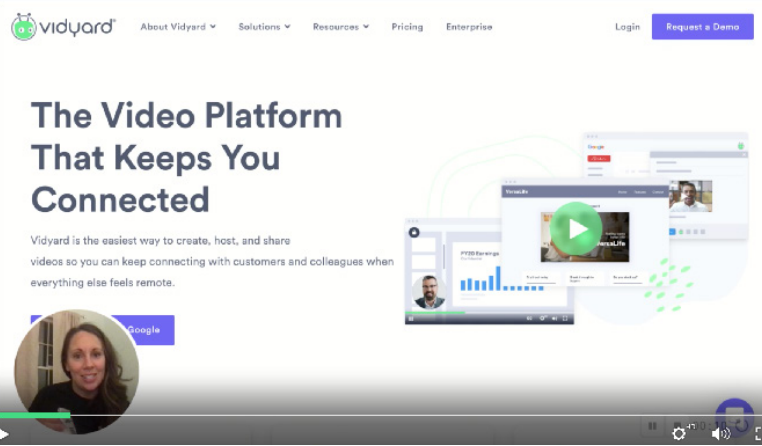Let's schedule a call, but first let me introduce myself.

Watch this 30 second video

Schedule a meeting

Video Script

	Introduction	Hello, thanks for reaching out to Revenue River. My name is...
	Value	Let's set up a call, we're a team of experts who can solve.
	Purpose	Help us discover where you need help
	Next Steps	Book time on my calendar, send details or questions to kickstart
	CTA	Calendar link
	Thank You	Looking forward to speaking

First Touch: Account-based Video

SMARTACRE

Email Script

Recipient

Subject

Hey **[first name]** */ Personalize!*

Kudos on your impressive digital marketing strategy. */ Something relevant to their role.*
Curious if you are getting the most out of every step of your leads to sales process? */ Hit on a challenge.* Here's what I noticed while I was on your website. */ Add value.*

Watch this 90 second video. Not going to lie, a few cookies were harmed in the filming process. Find out why... */ Tie to "offer"*

Let's talk at your convenience. Book time on my calendar, chat with us on our website, or reply to this email. */ Give them multiple ways to connect so they can base it on their preferred format, not yours.*

Video Script

💬	**Introduction**	Hi **[name]**. Cookies are for closers! That's something we say here at SmartAcre.
💲	**Value**	Based on **[company name]**'s website, you have an impressive lead capture process. I love how you are using **[technology]** to **[add personalization]**.
▶	**Purpose**	Are you getting the most out of your tech stack?
♜	**Next Steps**	I'd love to hear more about your challenges and share ideas from our MarTech experts.
◎	**CTA**	Book a meeting - I'll send cookies.
🤝	**Thank You**	Let me know if you have any other questions and thanks so much for watching!

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Follow Up Video Scripts & Emails

Follow-Up: No Response

vidyard®

Email Script

Recipient

Subject

Hey **{first name}**,

I haven't heard back from you. I wanted to bring your attention to XYZ...Since you **{title/ role}**, I thought this would be relevant/you'd want to explore.

I made you a video to provide more information/say hello.

Please let me know your thoughts.

Video Script

💬	**Introduction**	Hey **{first name}**
💲	**Value**	I wanted to send you a video to provide some context to my previous email and because I noticed XYZ and since you **{title/role}**, I thought this would be relevant.
▶	**Purpose**	*Summarize main points of value prop/why you're reaching out*
♟	**Next Steps**	I would love to chat about XYZ and get your thoughts on ...
🎯	**CTA**	Please book time in my calendar
🤝	**Thank You**	Thanks for watching!

Follow-Up Reviving a Dead Opp

vidyard®

Email Script

Recipient

Subject

Hey **{first name}**,

I wanted to reach back out because of your conversations with **{AE}** in **{date}**. To jog your memory, your team was interested in XYZ.

In the video below, I have summarized our previous conversations around XYZ.

Looking forward to hearing from you to see if this is still a priority/if this is a better time to chat.

Video Script

💬	**Introduction**	Hey **{first name}**,
💲	**Value**	I wanted to send you a video because back in **{date}**, your team chatted with **{AE}** about X, Y and Z.
▶	**Purpose**	I wanted to see if your priorities have shifted, or maybe if this is a better time to chat.
♖	**Next Steps**	I would love to jump on a quick call to sync up and see if we can provide value and help with **{relevant area based on previous convos}**
⊕	**CTA**	Book time in my calendar
🤝	**Thank You**	Thanks for watching!

HubSpot

Follow Up: Break-up on a lead gone cold

Email Script
Recipient
Subject

Hey **{first name}**,

I realize time is valuable and maybe this isn't the best time to have a conversation about our product. Before I go quiet, I wanted to send you this short video and leave you with a useful resource.

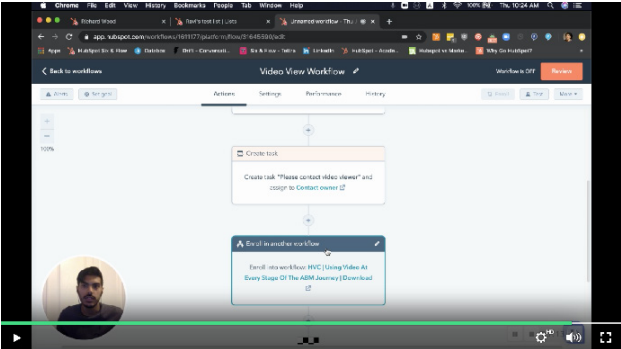Watch this short video to learn what this resource includes

https://hubspot.hubs.vidyard.com/watch/HVPBHfwbrLVxpoMGt4odb6?

Video Script	
Introduction	Hi team, Over the last few weeks I have tried to get in touch with you and your team. Recognizing the current state of the industry I can only imagine the strain you might be under. That in mind, I went and downloaded our 2020 Marketing Insights whitepaper for you. Perhaps your team will find value in the resource when strategizing for what's to come.
Value	The attached document has insights into how consumers have shifted their focus, the ways in which they are spending their time and how best to connect in new ways.
Purpose	While our tools certainly help you to better connect with the buyer, our resources often become a great way to stay informed of trends in marketing + sales and enable your team to make the most effective decisions each step of the way.
Next Steps	My hope is that you takeaway some good insights from my past emails and that this last one serves as a good next step to helping you.
CTA	Should you ever want to discuss strategy, GTM plans or growth models I am always happy to reconnect with you - I might send you resources from time to time as well in hopes of continuing to help from the sidelines.
Thank You	Be well, I'm here if you ever need me.

Closing Video Scripts & Emails

Closing: Micro Demo Video

FLOW

Email Script

Recipient

Subject

Hey **{first name}**,

Great to chat with you today and I appreciate you sharing some of the background on what's going on at **{company}**. From our conversation, there are a few main points where HubSpot can really help manage your growth processes: Giving your sales and marketing teams quickly accessible insights to better understand the flow of activities. Easily segmenting the most engaged leads so that your teams can better prioritize their time by following up with key contacts. Using automation to nurture your visitors based on their interest, and highlighting high priority leads for your teams to cut down on admin work

I've created a short (~3m30s) video below to walk you through what this looks like in HubSpot, check it out:

If you've got any questions or feedback ahead of our next meeting, please **book a time** and let me know how I can support.

Video Script

💬	**Introduction**	Hey Alex, great chatting with you just now!
💲	**Value**	We talked about quite a few features, so I wanted to quickly highlight the CRM and some of the cool things you can do with the automation.
▶	**Purpose**	Highlight key automation features that they're interested in and share related resources they can read to keep the deal moving smoothly.
♟	**Next Steps**	We've got a meeting set up next week to scope out your personas and map them to the properties in HubSpot to really make the automation work for you.
🎯	**CTA**	I've included a few relevant links so you can educate yourself on the features, book a meeting with me at the end of this video if you need anything else before our next meeting.
🤝	**Thank You**	Let me know if you have any other questions and thanks so much for watching!

Closing: Proposal Walkthrough

SaltedStone

Email Script

Recipient

Subject

Hey {first name},

We've completed the proposal! There's a lot of important information to review. The approach aligns with your timeline and goals.

Take a look at this brief proposal overview I recorded so you can find everything you're looking for.

Do you have time to chat through this at {time} on {day}? **Here's a link to my calendar** -- feel free to book time when it's convenient.

Video Script

💬	**Introduction**	Hey {first name}! This is what we've been working towards together. I'm thrilled to be sending you our {engagement type} proposal.
💲	**Value**	We've outlined a {approach type} that's guided by {main strategic deliverable} and backed by {main strategic deliverable tactics} The goal of this {engagement type} is to {goal 1}, {goal 2}, and {goal 3}.
▶	**Purpose**	This proposal document outlines the process, scope of work, budget, and timeline for Salted Stone to partner with {company name}.
♟	**Next Steps**	The next step is to hop on a call this week to walk through the approach and address any questions you or your team may have.
🎯	**CTA**	You can find a link to my calendar in the email, feel free to book time when it's convenient.
🤝	**Thank You**	Thank You ---- Looking forward to discussing your feedback!

Post-Sales Video Scripts & Emails

Post Sales: Upsell/Re-engagement

BabelQuest

Email Script

Recipient

Subject

Hey {first name},

I wanted to reach back out because of your conversations with {AE} in {date}. To jog your memory, your team was interested in XYZ. In the video below, I have summarized our previous conversations around XYZ.

Looking forward to hearing from you to see if this is still a priority/if this is a better time to chat.

Video Script

💬	**Introduction**	Hey {first name}
💲	**Value**	I wanted to send you a video because back in {date}, your team chatted with {AE} about X, Y and Z.
▶	**Purpose**	I wanted to see if your priorities have shifted, or maybe if this is a better time to chat.
♜	**Next Steps**	I would love to jump on a quick call to sync up and see if we can provide value and help with {relevant area based on previous convos}
🎯	**CTA**	Book time in my calendar
🤝	**Thank You**	Thanks for watching!

Post-Sale: Sales Handoff to Services

NEW BREED +
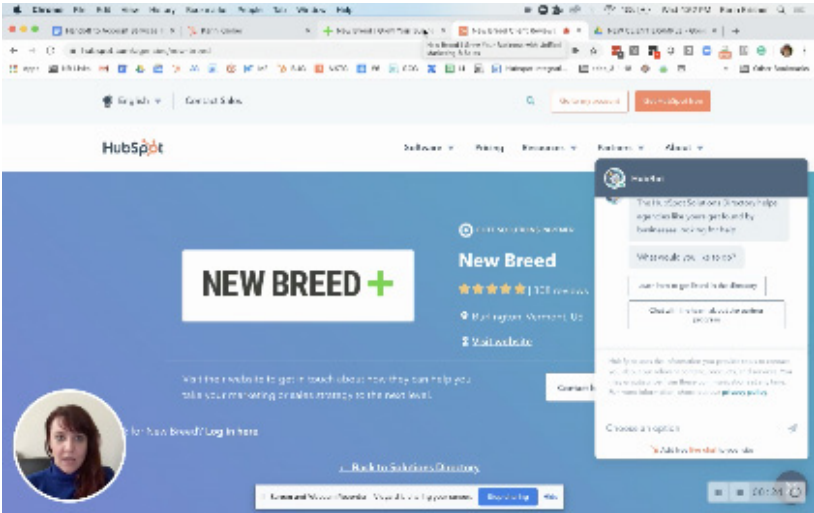
Email Script

Recipient

Subject

Hey **{first name}**,

I've finished the video for sales handoff for **(Company Name)**. They purchased **(Product Names)**.

Please watch the video before kickoff and feel free to ask me any questions!

https://share.vidyard.com/watch/GCxtJRxb5V25BhkMUxLhZT??

Video Script

💬	**Introduction**	Hi team, we've just closed a great deal with **(Company Name)**.
💲	**Value**	Here's everything I learned about our new client that you'll need to know before meeting them.
▶	**Purpose**	First up, they came in through **(lead source)** and the contacts are **(contact names)**. They purchased **(product names)**.
		They are a **(persona name)**.
		Other important factors: Industry Company size Company founded
		The sales process was **(easy/difficult/fun/engaging and provide reason)**.
		We discussed a lot of goals, including:
		And we discussed timeline and scope, which you can locate here and are, roughly:
♟	**Next Steps**	Now that you know all about **(Company Name)**, please feel free to ask me questions.
🎯	**CTA**	Click here to see the contract and relevant assessments or assets.
🤝	**Thank You**	Enjoy working with **(Company Name)**!

About Us

Smart businesses know that people want video. Everyone craves it, relates to it, and most importantly, presses play. But smart businesses also know that you need more than just eyeballs on your content.

That's why companies like Microsoft and HubSpot choose Vidyard to power their video content. Vidyard gives you the power to humanize your sales outreach, accelerate your deals and provide an award winning customer experience. Start creating and sharing your own videos at **vidyard.com/free** today.

HubSpot (NYSE: HUBS) is a leading growth platform. Since 2006, HubSpot has been on a mission to make the world more inbound. Today, over 78,700 total customers in more than 120 countries use HubSpot's award-winning software, services, and support to transform the way they attract, engage, and delight customers.

Comprised of Marketing Hub, Sales Hub, Service Hub, CMS Hub, and a powerful free CRM, HubSpot gives companies the tools they need to Grow Better. You can get started by building stronger relationships with customers and prospects using **HubSpot Video**.