

## SalesPulse Software Case Study Video Script Excerpt

[Visual: Sales exec Brian Wilson, sitting at a desk, window behind him, looking slightly off camera as though talking to an interviewer.]

*"We just didn't know who we were selling to sales opportunities ... "*

[Visual: Flash effect, same scene. Show text "Brian Wilson, VP Sales, Esitext"]

*"You can be a great salesperson, you can even be a top producer, but if you're even a little bit disorganized, you're gonna miss sales opportunities, you're gonna lose deals. Multiply that by 3:00 sales reps ... you've got a problem."*

[Visual: Cut to extreme close-up of Brian smiling, almost laughing as he says ... ]

*"We had a big problem!"*

[Visual: Flash effect, second angle, from other side.]

*"Sales were stuck in the pipeline and we had no insight as to what was coming in next week, let alone next month"*

[Visual: Flash effect, back to original angle in front of desk/window]

*"Our forecasting was wrong. [Long pause] Always."*

[Visual: Dissolve into close up of SalesPulse logo, slow animation.]

*"It changed, nearly overnight with SalesPulse ... "*

[Audio: Soft up-tempo music begins.]

SAMPLE #2

## Small Campus Today Background:

(This script has a dual objective. First, to communicate that SmallCampusToday.com is an online resource for information specifically for small-sized colleges and universities. Second, to position IntelliResponse, the software company that sponsors SmallCampusToday.com, as a trusted thought-leader serving this market.)

[Visual: Segment opens with branding elements of SmallCampusToday.com. Close-in shot of interviewer, sitting at a desk, with a laptop off the middle of the screen.]

**John Marazzo:** *Hi, it's John Marazzo from JM Consulting and I'm pleased to be bringing you this interview here at SmallCampusToday.com. We're talking today about an emerging trend among students and what it means for today's higher education institutions. Essentially, the landscape for evaluating and comparing schools is different than it was, even five years ago.*

*Today, students are flooding to the Internet to investigate all manner of questions about prospective schools. More and more, a prospective student's first interaction with a school begins with a visit to the school's website, or Facebook page, and that means they're often forming opinions or conclusions about your school before ever interacting with anyone from Admissions — or anywhere else — at the school itself. A recent industry report called the Voice of the Student Report, said about students today:*

[Visual: Dissolve to slide with this text]

"Students are interacting with, evaluating, and comparing schools often without setting foot on a campus or having a single human conversation."

## IntelliResponse, 2009 Voice of the Student Report

[Visual: Back to JM, pull back to reveal MH sitting beside him. Laptop on desk between them.]

**JM:** *That comes from Voice of the Student Report put out by IntelliResponse, and I've invited one of the contributors to that report from IntelliResponse, Mike Hennessy, to join me today and discuss some of the implications for schools, particularly, small schools who, frankly, have to compete for students, but with a much smaller pool of resources. Mike, thanks for joining me.*

**Mike Hennessy:** Thank you John, I'm glad to be here.

**JM:** *So, that insight comes from the Voice of the Student Report, which was an industry first, which IntelliResponse released in 2009.*

**MH:** *Yes, the report details essentially, as the title says, the "voice of the student" today, so it talks about what's on the mind of students and key trends that schools should look out for. It's*

*based on aggregate data from literally millions of questions that students posed to institutions online.*

**JM:** *There's very insightful data in the report on emerging trends and questions, for me though, a key takeaway is the more overarching issue that you're making schools aware of. You're saying, number one, the students have a preference to go online to research schools now; but number two, that when they're online, they actually prefer to find answers to questions on their own. Self-service approach in other words.*

**MH:** That's right.

**[Visual: Dissolve to slide with the following text]**

**JM:** In fact you say, "Today's students are far more comfortable interacting on a social networking site or on their school website than on the phone or even via standard email communication, let alone making the journey in person to a campus office or department." –

### **IntelliResponse, 2009 Voice of the Student Report**

**MH:** *Yes, and so it's ... whatever kind of experience a student has online, say on a school's web page, that alone goes a long way to influence the decisions they make about the school.*

**JM:** Because for all the schools they're evaluating, students aren't waiting to draw their conclusions, right? They're not saying, "Well, this is what the website says, I'm also going to call Admissions, and I've also got a campus visit scheduled and I'll be reserving any decisions based on all of these experiences ..."

**MH:** *Right, you absolutely cannot count on that. Today's students are very web savvy and very impatient, and they will not tend to want to wait for answers to questions. They have a clear preference to find answers to their questions online. So much of their information about ... everything ... comes to them online, and when they want information about schools, it's no different, they go online.*

**JM:** *I think a big mistake that schools make is that they believe that just by putting lots of comprehensive information on their website ... they're covered. They think, "Alright, well we have a comprehensive website that has all kinds of information on it, from admissions to course calendars to parking info ... so, 'check'" (makes a checkmark sign with finger). But, just because the information is on there, doesn't mean it's easy for students to find it, right?*

**MH:** *Yes, that is really a great point actually, and it underlines the big implication for schools large and small which is, when a student goes to a school's website, it's the quality of the experience on that website that determines the student's first impression of the school. In fact, it's often the only opportunity to make that impression upon a student. So, if a school's website fails to answer the question that the student has in their mind ... the student leaves the website frustrated and, in turn, frustrated with the school. So — whether it's fair or not, whether it's logical or not — today's students are judging your school by your website.*

**JM:** Okay, and so you're going to come back and show us some of the mistakes a school might be making, right? Things they might be doing on their website that is actually frustrating students?

**MH:** Yes, I'll be happy to. **JM:** Alright. (JM Looks at camera) And you can find the complete Voice of the Student Report published by IntelliResponse right here at [SmallCampusToday.com](http://SmallCampusToday.com).

*In the next video, Mike Hennessy is going to show us some examples of how your school's website might be actually driving students away, and how to fix that. I'm John Marrazzo for [SmallCampusToday.com](http://SmallCampusToday.com). Thanks for watching.*

[Segment closes with branding elements of [SmallCampusToday.com](http://SmallCampusToday.com) and says, "Explore [SmallCampusToday.com](http://SmallCampusToday.com) for helpful reports and resources for today's small institution."]

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