

VIDEO MAKES CENTS

TODAY, YOU CAN RID YOURSELF OF...

(Choose your most frustrating aggravation)

1. ...making valid excuses for disappointing sales numbers.
Video connects prospects with a well-crafted story that defines a next logical action step.

"Your creative talents and technical efficiency enabled us to release our marketing video on time and within our budget. I will recommend you to other companies should the opportunity arise. Thanks for a job well done."

*Kevin Mulligan, President
CDK Mobile Systems*

2. ...a one-dimensional and unexciting 'text only' website.
Video seduces your visitors with engaging sight, sound and search ability.

"It is extremely pleasing when an outside vendor can deliver a product that exceeds my expectations. My staff of 200 cannot stop talking about it. I look forward to working with you more in the future."

*Kirk Hanes, CEO & President
Federation Software*

3. ...slow lead generation and excruciatingly long sales cycles.
A great video simplifies and accelerates purchasing decisions.

"The feedback received from our clients has been fantastic, and I must admit your organization exceeded my expectations."

*Norbert J. Alicea, Vice President
Human Management Services*

4. ...your target market misunderstanding your offer or message.
Video will eliminate the fog and drive home a clear, consistent point with a competitive edge.

"In the 20 years that I have been putting together video events for Fortune 500 companies, I have never seen better. Your creativity and professionalism are unsurpassed. You're right. Video does make sense!"

*Ray Hollinger, National Sales Director
Information Handling Services*

5. ...losing market share to your biggest competitor.
Video uses tested filmmaking techniques to effectively persuade your target market.

"We could not be more pleased with the final result. Our video conveys the impeccable professionalism that we strive for in our practice. That same professionalism was certainly well represented in the way VideoNet executed the production."

*Joseph A. Stigora, Ph.D., CCC-SLP
Baxter Speech & Fluency Center*

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6. ...a marketing message that confuses your prospects or leaves them unsatisfied.
Video clarifies and demonstrates your strengths and capabilities.

"Your final product has been in the hands of our sales force for less than one week and they are reporting rave reviews from our customers. Thank you again for another real masterpiece."

*Robert E. Delaney, Chairman
Gamajet Cleaning Systems, Inc.*

7. ...excessive sales force expenses which seem to grow exponentially.
Video enables you to reduce staffing expenses and increase sales resources while reaching a much larger market.

"Now our marketing department has an extremely effective sales tool for potential clients. Thank you for your hard work and creative effort!"

*Robert Euler, President
King Limousine & Transportation Service*

8. ...your best-fit client's lack of, or nonexistent, loyalty.
Video communicates your consistent, incremental growth and success.

"From day one you knew exactly what message we wanted to convey to our customers and you perfectly captured this message."

*Diane J. Gring, Public Relations Coordinator
Chester County Library System*

9. ...unsophisticated, old forms of delivering a message.
Video is a game changer with proven advances in communications deployment that your clients will appreciate.

"You and your staff are artists and, as such, have painted a wonderful, lasting impression of our company that will be instrumental in sending our message to our present and future customers."

*Andrew W. Barton, Jr., President
Food Sales/Mar-Dru, Inc.*

10. ...your presentations and milestones ignored or quickly forgotten.
Video captures your event which then can be shared and archived forever.

"We received our Shawnee 50th Anniversary video the other day and are absolutely delighted. Your imagination and technique contributed greatly to a memorable video."

*Robert C. Fixter
J.W. Sparks Municipals*

11. ...the fact that important prospects are unwilling to come to your location.

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A video tour can show them why you deserve their business at their convenience.

"The video turned out better than expected thanks to your focus. I would like to thank you for the creativity and professionalism you showed. We look forward to working with you again very soon."

*Michael Savage, General Manager
Philadelphia Tramrail Corporation*

12....your typical prospects' on-going cynicism.

Client video testimonials allow them to hear real individual true success stories.

"Ron's easy-going, professional manner made this whole project a delight for my company."

*Barry C. Lyngard, President/CEO
SensorPad Systems, Inc.*

13....those that see your product or service as unimportant with no immediate need.

Video can powerfully demonstrate how this is not the case at all.

"Your professionalism was evident from the planning stage, through the actual shoot to a product we can point to with pride. Thanks again for a job well done."

*Richard S. Cummins, CFO
Vantage Systems, Inc.*

14....having to raise capital during a time of economic recovery.

Video can emotionally inform, impress and influence potential investors, sponsors or donors.

"The video you edited for our WALK Awards Ceremony was a great addition to the program and started the evening on the right foot. As always, it's a pleasure to work with you."

*Amy J. Sauerwalt, Development Manager
Juvenile Diabetes Foundation International*

15....your unmotivated employees' lack of interest and on-going recruitment issues.

Video will purposely clarify important issues to reduce turnover and liability issues.

"I want to congratulate you on a job well done. The video you did for us at the time of our merger with Xerox was truly effective in communicating the intended messages to our valued employees."

*James A. Honigman, VP of Human Resources
Xerox Connect*

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Providing a Clear Competitive Advantage

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