



***Before/After* CLIENT SUCCESS STORIES**

1. **Before:** Our sales numbers were disappointing -
Video connects prospects with a well-crafted story that defines a next logical action step.

"Your ability to creatively articulate the benefits of our company through a short video has helped drive sales up dramatically! Thank you very much for a job well done". Scott Messer, Principal, Sales Evolution

2. **Before:** Our internet presence was a 'text only' website -
Video seduces your visitors with engaging sight, sound and search ability.

"Adding a great video to our website not only doubled our business, but Google Analytics indicates that visitors are now staying on 140% longer". Michael Gidlewski, CEO. Achievement Unlimited

3. **Before:** Slow lead generation and excruciatingly long sales cycles -
A great video simplifies and accelerates the purchasing decisions of your prospects.

"Now, with this video, my real leads are up 40% over last year and we have significantly reduced the time needed to convince clients that I'm their best choice". Steve Bayles, Principal, Visual Technology

4. **Before:** Our target market misunderstood or had no time for our message -
Video will eliminate the fog and drive home a clear, consistent point with a competitive edge.

"Since the release of your video our sales are up 18% as a direct result of people being able to see and hear exactly what we do and how we differ from our competition." Kirk Hanes, CEO, Federation Software, Inc.

5. **Before:** We were tired of losing market share to our biggest competitor -
Video uses tested filmmaking techniques to effectively persuade your target market.

"The video you professionally produced for us undoubtedly changed our direction and provided a measurable upswing in our market share". Bryan Gernert, CEO, Digex Systems