

# The Hidden Dangers of Videos on Your Website



**WHY?**

## Are You Sending Your Prospects To Your Competition?

An HVAC website problem - that's costing companies \$100,000's of dollars every year.

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### The Problem:

HVAC companies spend a ton of money producing and putting videos on their websites. And that is good!

**"Because viewers retain 95% of a message when they watch it in a video, compared to 10% when reading it in text."**

But if your Techs are telling prospects to look at videos on your website, as part of a warm up or sales presentation when they are in a prospect's homes - **you're making a massive mistake, that's costing you money.**

**WHY? Because you've totally lost control of the situation, and those prospects are either going to get lost, distracted, or worse yet - they'll start looking at your competition.**

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### Mini Case Study:

We learned about this problem from one of our clients, an international indoor quality manufacturer, who was training Techs all over the country to refer customers to their product videos, as part of an up-sell presentation while they were in prospect's home on service calls.

### The tech would walk in, and say:

"While I'm working on your system, my company has a great informational video on "indoor air quality" that I think you would like, - it goes with this brochure, just go here and take a look."

### The hope was:

That the prospect would read the brochure and watch the video presentation, while the Tech did their work and the video would do most of the selling, so when the Tech came back to the home owner, it would be easier to make a sale.

**The Results: It didn't work to help increase sales, and in many cases hurt the reputation of the company and made the Tech's sales job even harder.**

**Most people didn't make it to the website.** The internet is a circus of distractions.

- ✓ Some saw right through it as a sales pitch, and it effected their TRUST of the Tech and his company,
- ✓ Some were too busy and did not appreciate having another thing to do.
- ✓ Some got lost, or their internet connection was not good enough to easily watch a video.
- ✓ Most got distracted when they went online with Facebook, email, or texting friends.

What we learned was that all the people -  
**WHO DID NOT SEE THE VIDEO** were better prospects  
than those in the next group.



**What killed the most potential sales was GOOGLE!**

and prospects doing their own research on (IAQ) Indoor Air Quality, and then blind siding the Tech with questions they were NOT prepared for.

The Tech put the idea of (IAQ) in the prospects mind - and what do people do when they are trying to learn about something? **They GOOGLE it.**

**Try it for yourself right now. Go to "Google.com" and type in: Indoor Air Quality**

Google

indoor air quality |

indoor air quality **near me**

indoor air quality **testing**

indoor air quality **monitor**



indoor air quality testing phoenix az

Arizona Indoor Air Quality & Environmental Testing LLC · Mesa, AZ

indoor air quality **testing near me**

indoor air quality **standards**

indoor air quality **products**

indoor air quality **meter**

indoor air quality **testing equipment**

indoor air quality **sensor**

**These are Google's suggestions**

*Report inappropriate predictions*

Time after time - Techs would come back into the home and instead of having a discussion about their companies (IAQ) products they were thrown into an UNWANTED DISCUSSIONS about:

- ★ Should I have the air in my home tested first?
- ★ What about those Ion Air Purifiers at Amazon, Walmart and Target?
- ★ Do you handle the same (IAQ) products that your competition down that street carries? They were mentioned on Home Advisor & Angie's List.

**Potential Sales  
Were Destroyed**

# The Simple Solution - That Gives You Control of the Situation

## The Solution: "The Perfect Persuader" No Internet Needed, In-Home Video Persuasion System

There's NO Googling or Distractions - because everything is in the Video Book.



The Perfect Persuader is a custom branded video brochure, in a hardcover book or folder, **that automatically starts playing your video message** the second the customer opens it.

It includes a state-of-the-art, built-in micro-thin LCD video screen, hard drive, speakers, and controls - and runs on a rechargeable battery. (Recharging is done through a USB cable.)

**The system does NOT require an internet connection, a computer or smart phone!**

AND because the video starts automatically ... **it does not require anyone to turn it on for your customer.** Customers love the "Cool Factor" they experience when they open the device, and it starts talking to them.

### The Fab 4 Advantages of the Persona Persuader.

1. Instantly gives your customer an immediate "Buying Motive" for your product or service.
2. Creates an engaging one-on-one presentation - your customers will NEVER forget.
3. Your presentation actually gets watched, and there's nothing competing with it!
4. **Helps make "average salespeople" GREAT!**
  - The perfect Persuader takes the STRESS out of selling ... by automatically doing the 2 hardest things for most technicians; bringing up the sales topic, and then consistently educating the customer on the reasons WHY the topic is so important.
  - You'll finally have consistency ... because the perfect persuader, never gets tired, never forgets to say all the right things, and never is in a bad mood from fighting with traffic or their spouse.

## Prospects Are Finally Paying Attention to Our Message (NO Distractions)

The Perfect Persuader video engages prospects in a "Fun and Cool Way" they have never seen before. People love it. The results PROVE it. All they need to do is open the book, no internet connection or special equipment needed.

We've spent a fortune on beautiful brochures, but they NEVER gotten this level of engagement with the prospects or with the Techs. Using the video book makes the Techs proud of their company.

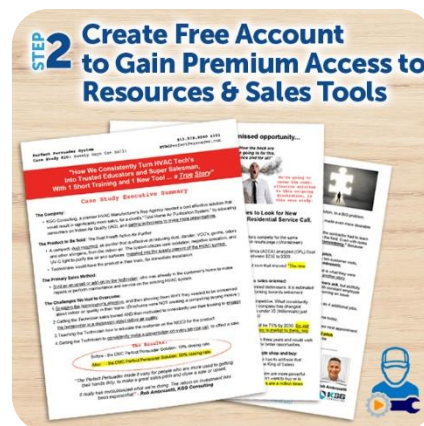
There's NO distractions.

"We have had videos online for years - but we would lose people trying to give them instructions, and worse yet - when they went online, they shopped our competitors. Never happens with the Perfect Persuader."

### Steve Mores

VP of Training and Sales  
Dynamic Air Quality's  
Residential Division

## Get Started with our 3 Step Plan!



Book Your Strategy Call with Founder, Devin Herz at [www.HVACperfectpersuader.com](http://www.HVACperfectpersuader.com)



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