**Conversation guide or general training paper regarding telephone sales of explainer videos:**

The most important thing right at the beginning, the more you know about the topic of explainer videos and the more agile you are on the phone, the more likely you will be to close deals. Your conversation partners are often intelligent people in management positions and are usually reluctant to be fobbed off with a mechanical conversation guide. It is also not very likeable if you proceed mechanically. The more you know exactly what you are talking about, the more trust you can build with the person opposite. Professional competence, plus a sympathetic demeanor and agility on the phone regarding the various questions, are the guarantee for success in the long run to sell explainer videos.

This conversation guide is a thematic guide, but will often not be able to be covered in the conversations in chronology or overall topic, depending on who the person opposite is and what level of knowledge the person has on the subject of explainer videos or video productions.

**Conversation guide:**

Greetings, Mikulaschek is speaking, from the explainer video agency explain it simple. We have talked about LinkedIn regarding the topic of explainer videos, do you have time now?

(Wait for answer, make some small talk).

Mr. Huber, I have taken a look at your website and you could enhance your website communication enormously in the upper area if you were to position an explanatory video there.

It is important that your potential customers understand your topic as easily as possible in a minimum of time and do not have to read too much at the beginning. In a 1 to 2 minute explainer video, you can do the necessary convincing so that your website visitors will then read on your website willingly afterwards and contact you because you have understood the essential core issue of your business, how you can help them solve your problem.

However, you can use these explainer videos not only for the home page of your website, but also for emails you send out every day to give potential customers a first impression of your company in terms of your core competencies and for online marketing in the area of YouTube and Facebook advertising for new customer acquisition. But also for trade fairs or chat messages, explainer videos are an interactive multifunctional tool to pick up your customers on various levels in a minimum of time.

**How is an explainer video produced?**

You are on board with all production steps and have 2 correction loops included at no extra charge at each production step. We also get by with these correction loops in 90% of cases. At the start of the project you will receive detailed concept questions from us. Here we will determine, especially at the beginning, which style we will choose best for your explainer video. To better understand which style you like best, please send us an explainer video from our YouTube channel or from a competitor, or a video that generally appeals to you aesthetically, so that we can narrow down what aesthetic ideas you have at the beginning. We recommend color explainer videos to our clients because they are in tune with the zeitgeist and we know from reception research that color explainer videos are very popular. Once we have determined the style and the questions regarding the concept have been answered, we develop a script which we then send to you for review. After we have completed a coherent script, we will send you a selection of voice actors. After the text is recorded, we work out a storyboard and then we finish the explainer video.

**How long does it take to complete the explainer video?**

On average, it takes 2 to 8 weeks at the most. It mainly depends on how quickly you give us feedback regarding the individual production steps, since you are on board with each production step. The faster we receive feedback, the faster we can complete your explainer video.

**How much would such an explainer video cost?**

Mr. Huber, we have been producing explainer videos for 10 years now and have produced explainer videos for start-ups all the way to large corporations such as Wiener Wohnen or Bayer. The price range here is usually between 2,500 and 5,000 euros. However, we also produce explainer videos for 10,000 euros or more from time to time. The final price depends on various factors, such as the style of the video, how complex and detailed the individual drawings have to be, how much movement there is in the video, which narrator is chosen, what background music, etc. It's a bit like paying for a video.

It's a bit like buying a car, when you go to a car dealership you usually have a wide range of choices. Depending on how much you spend, you have to limit yourself a bit in terms of the plethora of options, or you can let the whole creative process run wild.

Our ambition is to produce an explainer video for you that meets your expectations, but of course also your financial possibilities. In order to be able to send you a precise offer, you could let me know the price range you would like to have, that would be an important reference point for me to be able to make you a detailed offer. If I would know your budget ideas approximately, I could determine accordingly regarding creative possibilities, right in advance, what we could pack everything in or not.

To make this even clearer. When a start-up comes to us, the main argument is usually to please make the price as low as possible, and we usually meet here at 2,500 euros. With corporate groups, on the other hand, the price is usually less important than whether we can meet their specific requirements. Often such productions have to be presented to a board of directors and here it is difficult to say that we have purchased the cheapest possible videos, but rather that it is primarily a matter of achieving the exact project goal and not limiting oneself in terms of creativity in order to achieve this goal.

**Note**: If the client does not want to give a price estimate, then simply point out that we will send them the best possible offer based on their concept responses. It is important to note that we do not offer explainer videos for less than 2.500.- Euro.

Mr. Huber, do you have any questions? No

Mr. Huber, then I would like to thank you very much for the nice initial meeting. I will send you the first essential information by e-mail today. It would be important that you could answer the concept questions as detailed as possible and please give me a price range, then I can make you an exact offer based on this information.

I look forward to hearing from you again soon.

Goodbye.