

The 90 Second Corporate Overview Video

INTRO

Tell the viewer EXACTLY what they are about to hear, and EXACTLY how many seconds its going to take.



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WHAT YOU DO

What business impacts do you provide to your client? Do you save them time or money? Do you increase their revenue? Do you ensure compliance? Be clear and concise and think of their own end goals for their business.

HOW YOU DO IT

What are the services you provide that lead to your client's business objectives? This can be very effective in a simple list form.



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CHECK THE BOXES

Many organizations require specific capabilities, compliances and certifications from their vendors. This is the time to list them.

YOUR TEAM

What are you experts in? What kind of customer support can your clients expect when working with you?



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BUILD AUTHORITY

How many years have you been in business, and how many organizations have you helped over these years?

CLOSE THE DEAL

Wrap it all up. Why should an organization hire you? Tell the prospect you are excited to work with them and accomplish their business objectives.



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