

gm
voices®
your voice to the world



The Benefits of Business Narration:

Using Professional Voice to Sell Your Story.

- Matt Strach, Brand Manager, GM Voices



Closing a sale can be complicated. We'd like it to be a straightforward transaction between salesperson and buyer where a business need can be fulfilled and life can go on. Nope. Prospects have other projects ahead of yours in the queue, they have colleagues that need convincing, and, oh, right, they'll get back to you when they budget for next year. Sigh. Looks like you're playing the wait-and-see game. It's an unavoidable aspect of selling, and it can be frustrating. Why? For lots of reasons, one of which being the complete loss of control. You have a story, a value proposition, that you've effectively communicated to your (often times only) contact. But that message is a temporal event; once you hang up the phone or leave the meeting, you've entrusted that contact to retain your value proposition, either for their own consideration or with others. That's a lot to ask of a harried businessperson, especially if that decision won't be made quickly. Maybe next year, you tell yourself.

To ensure that your story doesn't slip through the cracks, you need a medium with some permanence, a targeted vehicle with the same (or better) razzle dazzle as your in-person appeal. No, your post-meeting email won't suffice. Nope, not some promotional swag either. Gotta come stronger than a polite voicemail, too. For maximum impact and a sustained lifespan, consider a multimedia presentation or video with a professionally-recorded voice narration. There are many visual options—from on-demand services like Brainshark to hosted Flash- or video-based broadcasting Web sites like Vimeo, and, of course, YouTube (keep it "unlisted" for one-company viewing). But the voice component humanizes that presentation and keeps it pointed and relevant for as long as it takes to close the deal.

Before your next big meeting, consider a professional voice narration to ensure your message is retained. Here are several key benefits of a presentation vehicle highlighted by professional voice.

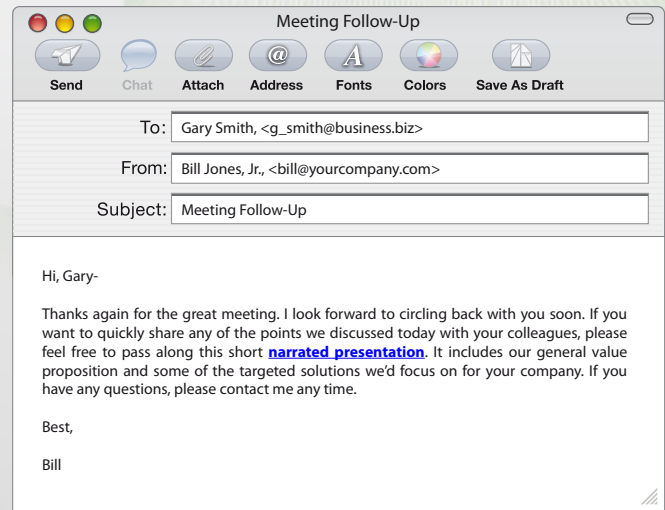
For this white paper, context is important. When you're done reading, a helpful link index gives you several examples to review.



Keep Control of Your Message

Once your call or meeting is concluded, your story is now in the hands of your contact. Even if this person is sold, will your message be articulated convincingly to colleagues or superiors? It's a crap shoot, so don't take the chance. Create an on-demand voice presentation, and follow your meeting with a message like this: →

It's not that you distrust Gary, but he's a busy guy, and he may have forgotten one or two important details. Frankly, you're doing him a favor by sending over a narrated recap—less work for him! And you've tastefully maintained control of your message—your company's own words, delivered cleanly and efficiently, perfect for upper management and C-level executives.

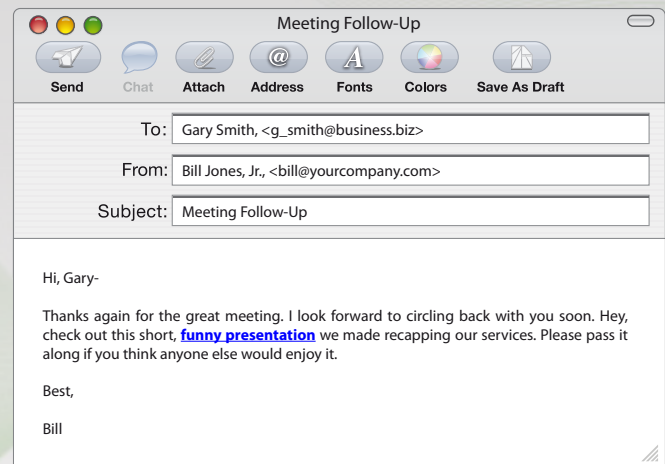


Go Viral

Businesspeople sometimes get caught up in their own insular world of trade jargon. They deliver dry, "businessy" content because, hey, that's what businesspeople do. The great thing about hosted or on-demand content is that it rewards creativity and outside-the-box thinking. As a professional, you mean business. Your company means business. But that doesn't mean you can't add a bit of levity to the conversation. If you deliver creative content highlighted by professional voice narration, your story has a better chance of going viral. Let's revisit our friend Gary. Maybe Gary is an empowered decision maker. Maybe he isn't. Either way, he'll feel even better about your pitch if he can pass along an entertaining presentation that promotes a buy-in and starts an internal dialogue.

So, what kind of narration or audio lends itself to up-the-ladder viral viewership?

- Quirky, humorous scripting
- Slice-of-life dialogue scenarios
- Exaggerated, cartoon-like voices
- Sound effects and music
- Corresponding creative visuals



Take your story straight to the CEO with a little targeted goofiness. It happens all the time!

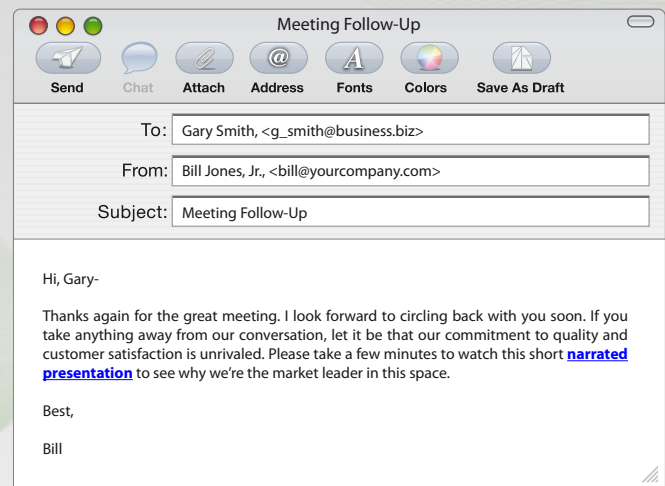
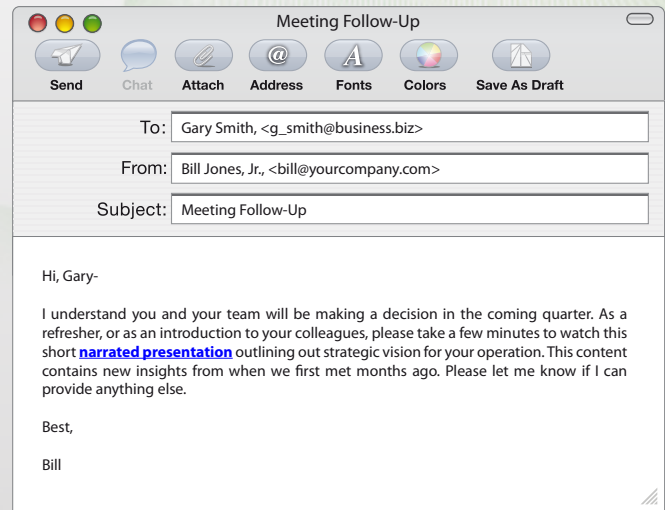
Extended Sales Cycle

Large opportunities often take time to pay dividends. Especially if your solution is technical or expensive (a relative term, to be sure), you can bet you'll have to continually stoke the embers in the face of persistent waffling. Hang in there! A professionally-narrated presentation is an essential tool as you slowly (but surely) chip away towards a sale. Permanence and on-demand access are key to your prospects. As internal meetings take place and your solution picks up converts, a narrated presentation is revisited time and again as a decision nears. You can drive the conversation and distribute the content as a reminder, or, if your contacts are solid and committed, they can even do this for you.

This quick check-in ensures your story remains front and center. Keep the presentation URL in every subsequent email for the best results—viewership, and, yes, closing rates.

Branding, Professionalism, Prestige

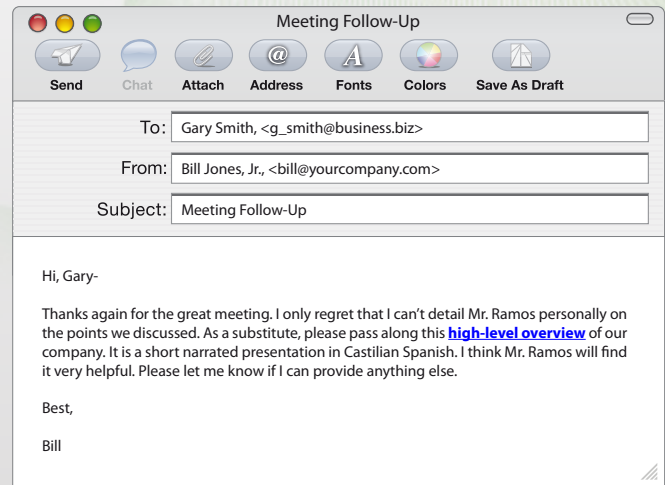
Not only does professional narration allow you to maintain your message (as in content), it lets you present a consistent brand image to every viewer. With time to craft your script word by word and choose a voice actor that best represents your brand identity, a perception of prestige and authority is created. Having a professional speak for your product, service and brand sets you apart from competitors and assures your prospect you mean business about their business.



Go Global with Any International Language

Likely, you and most people in your company speak one (maybe two) languages proficiently. And that language is likely the primary language of the country in which you currently reside. It's a global marketplace, however, and your ambitions are greater than your international vocabulary. When the right words fail you in other languages, localize your presentation with translation and narration services in your other target international markets. Currently, GM Voices offers localization and narration service in over 100 languages and dialects. A localized narration is a significant goodwill gesture, making a huge difference throughout EMEA, APAC and beyond.

Keep control. Go viral. Stay relevant. Professional voice is the difference between a great meeting and a great sale. Talk to GM Voices about your next opportunity. We have the expertise to make your sound and vision come to life.



For Further Viewing:

- [Business Storytelling Narrated Presentation](#)
- [Video Marketing Services Webpage](#)
- [Neutral Spanish Narrated Presentation](#)
- [Voice Branding Overview](#)

GM Voices provides business narration services in any sound, any style and any language, helping you tell your story more effectively, from first contact to continuous follow up. For more information, or to discuss your upcoming project, please contact us at 770.752.4500 or sales@gmvoices.com.