



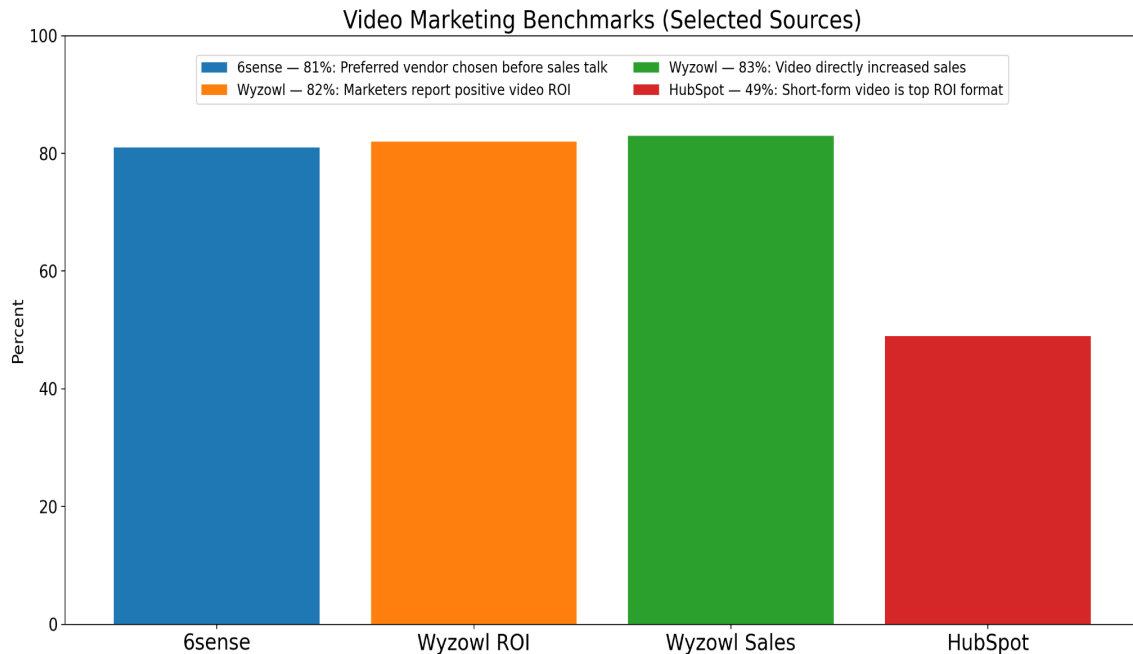
MARKET. PRESENT. CLOSE

## Your First Meeting Is Happening... And You're Not in the Room

In modern buying, the first meeting often happens without you in the room. Buyers complete a significant portion of their evaluation independently—forming impressions, narrowing options, and defining what matters before engaging with sales. By the time a wholesaler arrives, the conversation is no longer about deciding—it's about validating. Preferences are already forming, and trust is already being built elsewhere. Video enables firms to meet buyers in that early research window. It compresses time, increases clarity, and builds credibility at scale—allowing your message to influence decisions before the conversation begins.

### Key Industry Benchmarks:

- 81% of buyers choose a preferred vendor before speaking with sales (6sense)
- 82% of marketers report positive ROI from video (Wyzowl)
- 83% say video has directly increased sales (Wyzowl)
- 49% say short-form video delivers the highest ROI (HubSpot)



**The firms that win are present before the meeting ever happens.**