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## Be clear...

*SysEnvir's product is about helping you get your sales message across quickly and clearly using an up-to-the-minute medium.*

*What you get is a video file to embed onto your website.*

*If required, SysEnvir can help set up a simple non-transactional website for little cost with the video sales product using a UK based third – party ISP.*



Typical background to video



### SysEnvir

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## Product/Service Information

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### SysEnvir

Get your message across with an “Elevator Pitch” sales video on your website... →



# Get your new “Elevator Pitch”

The key to success on the web is getting your message across to the right person in the time it takes them to surf the net.

Key to any sales pitch is being succinct and accurate, but getting the hook in nonetheless.

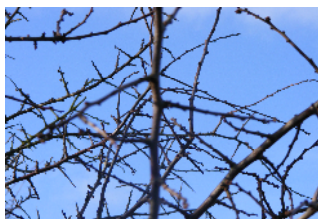
Hence the idea of an “Elevator Pitch” which has been described on the web-based Wikipedia as being:

“...is an overview of an idea for a product, service, or project. The name reflects the fact that an elevator pitch can be delivered in the time span of an [elevator](#) ride...”

[http://en.wikipedia.org/wiki/Elevator\\_pitch](http://en.wikipedia.org/wiki/Elevator_pitch)

That timespan is in line with peoples reported attention expectations on the web. Hence it is important to get your message across quickly, clearly and effectively.

SysEnvir’s embedded web videos are designed to do just that, on a budget. They are presentational in format, have voiceovers and backing music, if required.



Simple images...

## Initial thoughts

It is important that the process of selling comes from those who understand and are actively involved in the product’s development lifecycle. They will know what the essence of their product is, it’s strengths and weaknesses, and your key players will know what pitch to give. If however you find this part of the process onerous or excessively difficult (We say excessively because it is an important step), then SysEnvir can help provide some sample copy to get things going. Ultimate responsibility for the copy resides with all parties involved, so a good relationship from the start is both worthwhile and necessary.

## The Process...

What happens is that SysEnvir asks for a basic storyboard of how many screens (four or five are recommended) with which to pin the basic story down. Then we make sure that all the product and company information is included.

We then ask for a script for a voice over. This can be in email or MS-Word document format. If you prefer, SysEnvir can suggest a script. It is recommended that this be kept simple. The voiceover comes in either US male or female accents or a Scottish male accent (Subject to availability). This may seem a little daunting for UK only markets, but it does in fact sound effective with UK syntax and vocabulary.



Stay focused...

The next step is to choose the background music from a small range of mood music, and then the production process begins. The fee payable is transferred to SysEnvir and on receipt a file containing the video is sent, probably as an email attachment.

And then you as the client contact your web provider and ask them to embed the video prominently on your website.

**For UK Customers only:** If you do not have a website, or want a new one, SysEnvir can assist in this process by referring to a third-party UK -based ISP.

All this starting at £40, 45 euros, or US\$65 per project.

All productions subject to UK advertising standards...see website [www.sysenvir.com](http://www.sysenvir.com)

We hope you will choose SysEnvir as your “Elevator Pitch” video provider.

Simul Systems Ltd trading as SysEnvir.

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download the free trial online at [nitropdf.com/professional](http://nitropdf.com/professional)