

**Sponsored By:**



**Selling with Video Proposals**

**Derek Hayden**

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**Meet Derek...**



**THE PROTÉGÉ**  
KILL OR BE KILLED

**Season 1 Winner of The Protégé**

- Announced as the winner of Season 1 of The Protégé in September of 2021
- Coached the winner of The Protégé Season 2

**vidyard®**

**2020 Video in Business Awards Finalist**

- Selected as a finalist in the 2020 Vidyard Video in Business awards for accomplishing a 91% close ratio using video proposals

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**Why Video Proposals?**

Why are video proposals so effective and why are more and more agents using them to sell?



Increased Close Ratio



Fresh & Innovative



Customizable & Flexible



Protect You and Your Agency

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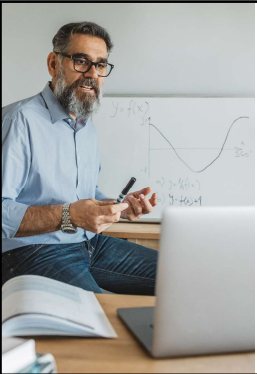
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### Video Equipment

- Computer
- Microphone
- Web Camera
- Ring Light
- Mic Arm

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### Video Proposal Platforms, Tools, & Resources

- Insurance Agency-Specific Website Platforms
- Vidyad
- BombBomb
- Loom
- Zoom
- Just GOOGLE it!



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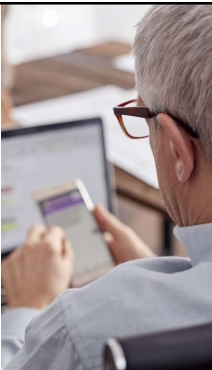
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### Creating & Sending Your Video

- Customize, Customize, Customize!
- Subject Line  
VIDEO  
Client Name
- Don't Attach Copies of the Quote!
- Text
- Track Opens and Follow Up
- Give Bind Instructions (Call to Action)

Subject VIDEO Re: Smith Home Insurance



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## Other Uses for Video Proposals

- Renewal Reviews
- Social Media Posts
- Open Enrollment Meetings
- Safety
- Data Review
- Client Onboarding
- Employee Onboarding
- Team Updates
- Underwriter Narratives
- Timeline Updates
- ANYTHING YOU WANT!!

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## Contact Information

HOW TO REACH OUT

- LinkedIn  
Derek Hayden, CIC
- Linktree  
[linktr.ee/DerekHayden](https://linktr.ee/DerekHayden)



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