

Deal Closer Series

Customer Proof Video Assets for Late-Stage Enterprise Sales

Enterprise deals rarely stall because the product is weak. They stall because the buying committee lacks confidence. Risk perception grows, internal alignment breaks down, and momentum fades.

The Deal Closer Series is designed to solve that exact moment.

Instead of generic marketing content, we create highly credible customer-story video assets engineered for the final stages of complex B2B sales cycles. These assets help sales teams demonstrate real-world outcomes, build trust with multiple stakeholders, and move decisions forward with confidence.

What the Deal Closer Series Delivers

The Deal Closer Series focuses on producing a small number of high-impact customer proof videos designed to support real sales conversations.

Each video is structured to answer the questions enterprise buyers actually ask during late-stage evaluation:

- Why did the customer choose your solution?
- What problem were they solving?
- What results did they achieve?
- What changed after implementation?

The result is a set of concise, credible assets that can be used directly by sales teams in live conversations, follow-ups, executive briefings, and internal stakeholder discussions.

Designed for Real Sales Usage

Unlike traditional brand content, the Deal Closer Series is built specifically for sales activation.

These videos are optimized to support the real dynamics of enterprise deals:

- Multi-stakeholder buying committees
- Risk-averse decision environments
- Long evaluation cycles
- Internal alignment across teams

By giving sales teams clear customer proof they can share at the right moment, these assets help reduce perceived risk and reinforce the business case for moving forward.

Our Approach

We work as a strategic partner, not an outsourced vendor.

From discovery and narrative strategy to production and delivery, our process is designed to capture authentic customer experiences and translate them into compelling proof that resonates with enterprise buyers.

The process is intentionally focused and efficient:

4 steps. One sprint.

1. **Deal Acceleration Diagnostic**
A focused working session to identify where deals stall and what proof is missing.
2. **Proof Narrative System**
We design the narrative structure that addresses the buying committee's real concerns.
3. **Production Sprint**
A fast, senior-led shoot capturing credible customer stories with clarity and authenticity.
4. **Sales Activation**
Final assets delivered with guidance for real-world use across the sales process.
- 5.

The Outcome

The Deal Closer Series provides enterprise sales teams with the one asset that often makes the difference in late-stage deals: credible customer proof.

When used at the right moment, these videos help build trust, reduce perceived risk, and give decision-makers the confidence to move forward.

Book a Deal Acceleration Diagnostic

If your enterprise deals slow down during late-stage evaluation, the first step is understanding where proof is missing.

Book a Deal Acceleration Diagnostic to explore how the Deal Closer Series can help your sales team move complex deals forward with confidence.