SHOWCASE

Process for Client Management
October 24, 2019

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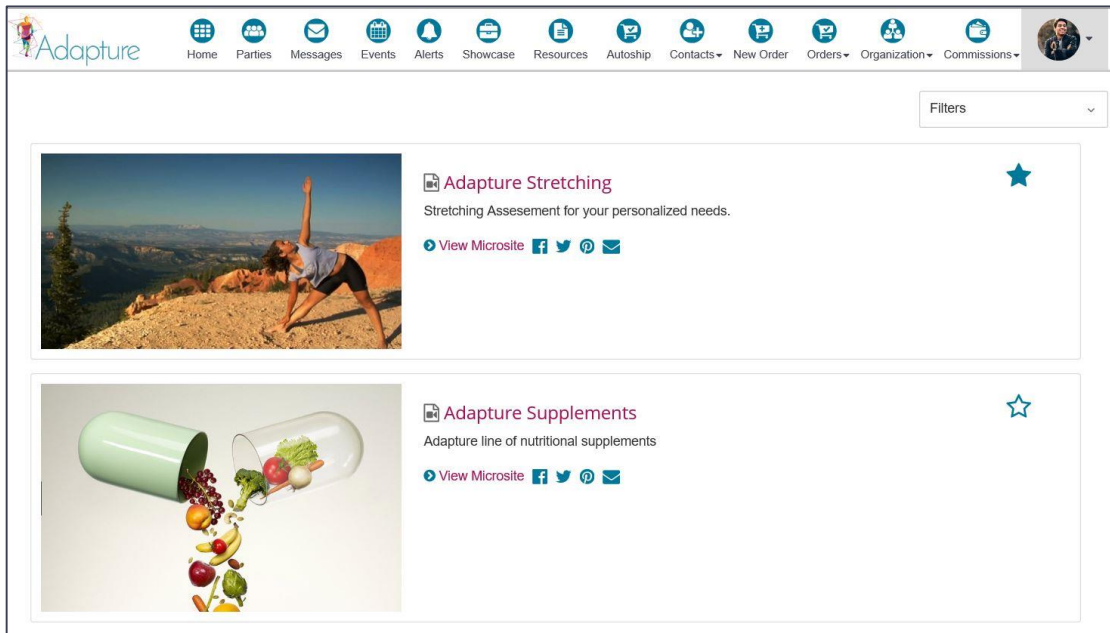
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SHOWCASE

OVERVIEW

Share videos and slideshows with your field for training, recognition, and motivation purposes. Additionally, provide tools to support them in sharing product info, announcing promotions, offering the business opportunity, and more.

Consuming video content is simple, and each video plays within our Showcase page – not in a social video platform (YouTube, Vimeo, etc). This prevents your field from getting distracted by additional video offerings that aren't income-producing or educational toward their business.

When your Reps share a video, each Recipient sees the video in a 'Microsite' or landing page. That site is tied back to the sending Rep, with options to SHOP, JOIN, or REQUEST MORE INFO. This ensures that your Rep will receive the order, the recruit, or the lead that comes as a result of sharing.
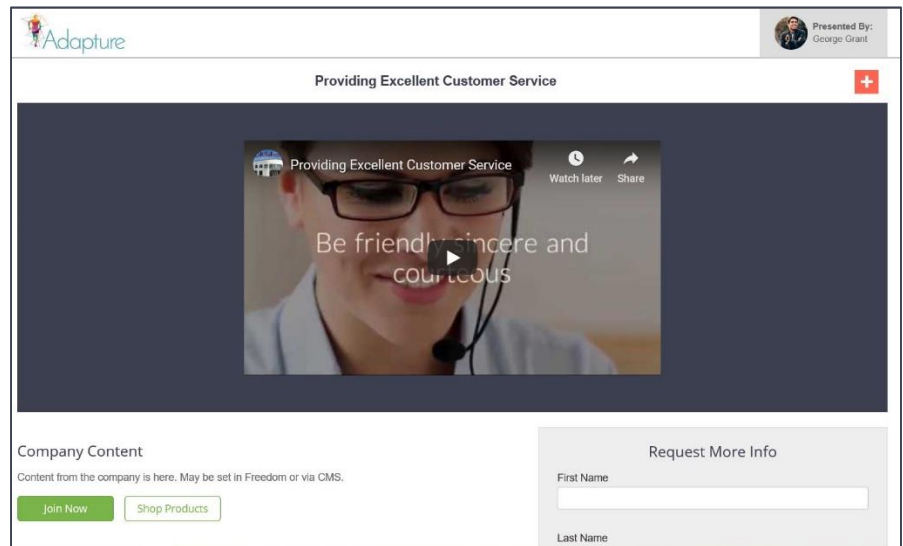
CONFIGURATION

CONFIGURATION/SETUP

1. Go to Admin > Revolution > Menu
2. Activate SHOWCASE menu item

MANAGEMENT

TO ADD A RESOURCE TO SHOWCASE:

1. In the upper right menu, under DEPARTMENTS, choose ADMINISTRATION
2. On the top menu, choose REVOLUTION
3. Under ADMINISTRATION, choose SHOWCASE MANAGER
4. From the left side navigation menu, either select an existing category to add a new resource, or click NEW CATEGORY.
5. After clicking on the appropriate category, from the menu that appears, select NEW PRESENTATION

   - Provide a name and description for your resource.
   - Indicate whether the resource will be linked or uploaded
     - Uploaded asset – indicates that the file will be uploaded and stored on ByDesign servers. Note that this will result in data usage for the upload and for each view of that resource.
     - External asset – indicates that the file is already hosted on another server, and will be linked from there. Currently, YouTube and VIMEO hosting is supported. This is the recommended method for resources, as there is no resulting data usage for uploading or viewing.
       - If utilizing an external asset, indicate the source of the video (YouTube or Vimeo)
   - Paste the URL of the video into the appropriate field.
   - Select images to be used for icons
     - If using YouTube – these will be pre-selected for you
     - If using Vimeo – you will need to create an image to use for these icons. Please choose a saved image with the size requirements listed on this page, and add them to the appropriate fields.
   - Click SAVE at the bottom of the screen.

TO EDIT A RESOURCE IN SHOWCASE:

1. In the upper right menu, under DEPARTMENTS, choose ADMINISTRATION

2. On the top menu, choose REVOLUTION

3. Under ADMINISTRATION, choose SHOWCASE MANAGER

4. From the left side navigation menu, select the resource to be edited.

   - Make all necessary changes

   - Click SAVE at the bottom of the screen.

TO REMOVE A RESOURCE FROM SHOWCASE:

1. In the upper right menu, under DEPARTMENTS, choose ADMINISTRATION

2. On the top menu, choose REVOLUTION

3. Under ADMINISTRATION, choose SHOWCASE MANAGER

4. From the left side navigation menu, right click on the resource to be removed.

   - Choose Delete

     o A dialog box will appear asking if you really want to delete, click OK

RECOMMENDATIONS

Showcase items

To maximize the value of Showcase, offer videos with a variety of topics and uses:

- **Training**: your Reps can view videos to reinforce training topics such as offering their products/services, interviewing prospects, understanding the comp plan, and more. Leaders can share these trainings with their downline teams via microsites, or share them at team meetings.

- **Product**: videos that demonstrate your product, highlight the benefits/features, and/or speak to the quality/design are great for both internal training (Reps) and customer awareness. Often used for marketing, your Reps can post to social media, or send individually via email, messaging, and more.

- **Business Opportunity**: similar to product, videos highlighting/demonstrating the business opportunity can be great for training and sharing with prospects. By watching themselves, your Reps will pick up key words and language to use when speaking to prospects. Plus, they can share socially and/or individually.

- **Promotions/Incentive**s: Increase the reach of your next product promotion by creating a video asset describing it. Your Reps can share with all their contacts, and you'll experience higher participation and sales as a result. Likewise, highlight your next incentive to get your

field excited and motivated to achieve it. Plus, they can use this as one more recruiting tool by sharing with prospects considering the opportunity.

Be sure to keep your videos up to date. When adding a newer version of any one, remove the outdated version immediately. Schedule a recurring task to review annually/monthly to identify any outdated/irrelevant items.