



## Using Video to Certify Advisors Against a Broker-Dealer's Sales Process

### Equitable Advisors Video Coach Mobile Application

#### THE CHALLENGE

Jim Mellin, Equitable Advisors' Chief Sales Officer, wanted to establish consistent and uniformed utilization of Equitable's 5-step sales process. To do so, he decided to certify all of Equitable's 1,600 developing sales force (DSF) advisors and its 220 branch and sales managers on the process. There were several challenges for certifying DSF's, including the following:

- Equitable's sales organization was located in >50 branch offices across the United States
- The certification process needed to provide consistent delivery and review of individual DSF's presentations of each step in the sale process

- Each DSF presentation needed to be graded/rated
- The certification of each individual needed to be tracked and reported on in real-time
- The certification was taking place during a pandemic

These challenges dictated Equitable identify a partner to assist in defining and implementing an online certification process. Equitable turned to its learning management system (LMS) provider, Pinpoint Global Communications (Pinpoint), for assistance. Pinpoint translated Equitable's business requirements into a solution with the following functionality:

#### THE SOLUTION

##### Communications

- Set up customized webpages in EAVU (resource pages) which contained instructions for the advisors on the assignment, QRC's, sample videos and grading scale
- Email notifications to all users informing them of the assignment
- Promotion of the new initiative on the video coach page with deep links to quick guides
- Notification of the rating scale where each advisor must attain a 4-star rating or higher

##### Training

- Hosted Online videos of presentations on EAVU for advisors to review prior to their submission
- Provided training guides on EAVU educating users on the steps of the process and how to submit their videos
- Delivered guides for managers on how to review submissions and define grading scale

## HOW IT WORKS


- Demonstration of each advisors knowledge of the sales process was done through video submissions within EAVU's Video Coach tool
- Enhance the video coach tool to allow the advisor to select the category or step in the sales process they will be certifying in their submission.
- Advisors submit videos to the system recorded from their desktop or iPhone/Android/tablet
- Video submissions are automatically routed to their manager (coach) for review and rating using the existing hierarchy setup in the system
- Advisors and managers are notified automatically via email when a submission was created and when the review was complete
- Managers utilize the video coach platform to provide timestamped feedback of the video submission and rate the video on a scale of 1-5 stars
- Video Coach Watch parties – in order to promote adoption of the initiative, virtual “parties” were held via webmeeting where the group reviews each video and provides real-time feedback on each submission

**“THE USAGE OF PINPOINT’S VIDEO COACH HAS ENABLED EQUITABLE TO CERTIFY MORE THAN 85% OF THE DSF’S ON STEP 1 IN THE SALES PROCESS AND 65% IN STEP 2 OF THE PROCESS. THE IMPACT ON OUR DSF’S SALES SKILLS AND OVERALL UNDERSTANDING OF THE SALES PROCESS HAS IMPROVED GREATLY.”**

— Taylor Bishop  
Manager, Online Learning  
Equitable Advisors



### MY SUBMISSIONS

Click here to learn more about getting started



MY COACH'S VIDEOS


Filter by Year: 2020 CREATE NEW SUBMISSION

Title/Description	Submitted By	Duration	Date Submitted	Review Video
 <b>Overcoming Objections</b> Overcoming objections: No time to meet. Can I call them another time. They have no money.	John Wilson	02:32	9/22/2020	<a href="#">Enter Review</a>
 <b>Referral Talk</b> This referral talk will come towards end of discovery or profile if a prospect says this was helpful or they thank me.	John Wilson	00:16	9/22/2020	<a href="#">Enter Review</a>


*Video Coach Submissions, Desktop and Mobile*

### Video Coach – My Submissions


Filter By Year ▼


**Overcoming Objections**  
 Overcoming objections: No time to meet. Can I call them another time. They have no money.

02:32 N/R


**Referral Talk**  
 This referral talk will come towards end of discovery or profile if a prospect says this was helpful or they thank me.

00:16 N/R


**Cold Lead and Natural Market Call**  
 First attempt is a cold lead from a school district and the second is a natural market call someone I haven't


02:32 N/R

Create New Video




III ○ ◀

### WORK QUEUE

Click here to learn more about reviewing videos




SEND VIDEO TO MY STUDENTS MY COACH'S VIDEOS SEND VIDEO TO MY COACH

Title/Description	Submitted By	Duration	Date Submitted	Review Video
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 <b>Cold Lead and Natural Market Call</b> First attempt is a cold lead from a school district and the second is a natural market call to someone I haven't talked to in about a year.	John Wilson	04:46	9/22/2020	<a href="#">Enter Review</a>


*Video Coach Work Queue, Desktop and Mobile*

### Video Coach – Work Queue


Filter By Year ▼


**Overcoming Objections**  
 Overcoming objections: No time to meet. Can I call them another time. They have no money.

02:32


**Referral Talk**  
 This referral talk will come towards end of discovery or profile if a prospect says this was helpful or they thank me.

00:16


**Cold Lead and Natural Market Call**  
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02:32

III ○ ▶

## TRACKING AND REPORTING

Three Video Coach reports were made accessible to track user engagement and progress toward the goal of certifying the advisor population on the sales process. Each report was complete with a set of filters to allow the reporter to filter data in real time by hierarchy, status, submission date, submitter and video title.

### Video Coach Categories Report

Category: Discovery  
Region: All Show Inactive Locations: ☐  
Groups: All Users  
Completion Status: All  
Video Status: All  
Rating: All  
Date Range: All

RUN REPORT  
EXPORT

REGION	BRANCH	EQUITABLE AGENT ID	FIRST NAME	LAST NAME	SUBMITTED VIDEO TITLE	CATEGORY	SUBMITTED DATE	VIDEO STATUS	COMPLETION STATUS
Central Region	Pittsburgh	R12345	CORY	DUBOIS	Referral Talk	Discovery	9/22/2020	Submitted	Incomplete
East Region	The Liberty	R23456	HANK	WALTERS	Hank Walters Discovery	Discovery	9/22/2020	Submitted	Incomplete
New Dimension	Georgia	R34567	KALEB	TUCKER	09/21/2020	Discovery	9/22/2020	Submitted	Incomplete
New Dimension	Georgia	R12345	DONNA	WALLACE	Donna Wallace's Discovery	Discovery	9/21/2020	Submitted	Incomplete
New Dimension	Georgia	R23456	KATHY	KEWTON	Kathy Newton Discovery	Discovery	9/21/2020	Submitted	Incomplete
West Region	Southwest	R34567	BART	DANON	Bart Danon Discovery	Discovery	9/21/2020	Submitted	Incomplete
New Dimension	Georgia	R12345	IVAN	HEMONE	Discovery Video	Discovery	9/21/2020	Submitted	Incomplete
East Region	Central Florida	R23456	JONATHAN	MAHONEY	Discovery Jonathan Mahoney	Discovery	9/20/2020	Submitted	Incomplete

- Displays the results of each user's submission along with the category in the sales process, the rating that the user attained, the status of the submission (complete/incomplete) and who conducted the review
- This report was used to determine the number of users who have attained the goal of properly demonstrating the sales process by attaining 4+ stars in each step in the process

### Video Coach Summary Report

Region: Central Region All Show Inactive Locations: ☐  
Submitter:   
Video title:   
Groups: All Users  
Status: Completed  
Date Range: Custom 04/05/2020 to 06/14/2020  
☐ Include inactive users  
☒ Include hidden videos  
RUN REPORT  
EXPORT

FIRST NAME	LAST NAME	TITLE	SUBMITTED	STATUS	REVIEWED	RATING	COACH	ACTION
EIAN	KLAS	Eian Klad Discovery	6/12/2020	Completed	6/15/2020	4	MARY SMITH	<a href="#">View</a> <a href="#">Download</a> <a href="#">Hide</a>
JEREMY	VARNY	Jeremy Varny Yellow Pad	6/12/2020	Completed	9/17/2020	5	MARY SMITH	<a href="#">View</a> <a href="#">Download</a> <a href="#">Hide</a>
MIKE	KENT	Phone call objection handling	6/9/2020	Completed	6/27/2020	5	MIKE HURTZ	<a href="#">View</a> <a href="#">Download</a> <a href="#">Hide</a>
NELA	HARRIS	Yellow Pad Harris	6/9/2020	Completed	9/17/2020	5	MARY SMITH	<a href="#">View</a> <a href="#">Download</a> <a href="#">Hide</a>
CLARICE	HART	Clarice Hart Discovery	6/8/2020	Completed	6/9/2020	5	MARY SMITH	<a href="#">View</a> <a href="#">Download</a> <a href="#">Hide</a>
JON	GOULD	JG Discovery	6/8/2020	Completed	6/18/2020	5	ANDY CHASE	<a href="#">View</a> <a href="#">Download</a> <a href="#">Hide</a>
CLIVE	NORTON	Norton YP	6/8/2020	Completed	9/17/2020	5	MARY SMITH	<a href="#">View</a> <a href="#">Download</a> <a href="#">Hide</a>
MARTIN	NANDER	Martin Nander	6/7/2020	Completed	6/8/2020	4	MARY SMITH	<a href="#">View</a> <a href="#">Download</a> <a href="#">Hide</a>
BILL	WENT	Bill Went Yellow Pad	6/7/2020	Completed	6/8/2020	4	BILL WENT	<a href="#">View</a> <a href="#">Download</a> <a href="#">Hide</a>

- Displays a list of all Video Coach submissions including rating, coach and the ability to view comments and download the video for sharing of best practices

### Video Coach Dashboard Report

Region: East Region All Show Inactive Locations: ☐  
Date Range: All  
RUN REPORT  
EXPORT

REGION	BRANCH	BM SUBMISSIONS	BM CC VIDEOS	DM SUBMISSIONS	DM CC VIDEOS	DSF SUBMISSIONS	ESF SUBMISSIONS	TOTAL SUBMISSIONS	# OF UNIQUE USERS
East Region	Atlantic	10	1	25	0	0	36	72	10
East Region	Carolinas	10	1	80	11	0	102	204	10
East Region	Central Florida	11	1	42	0	1	53	108	7
East Region	Jacksonville	8	2	5	5	4	16	40	4
East Region	Long Island	28	1	46	4	2	59	140	12
East Region	New England	1	0	20	2	0	23	46	8
East Region	Philadelphia	9	0	44	0	5	48	106	14
East Region	Puerto Rico	8	0	16	0	0	24	48	4
East Region	South Florida	1	0	18	1	0	20	40	11
East Region	Texas/Calif	6	1	28	0	0	35	70	10

- Displays a breakdown of number of submissions to view utilization of the video coaching tool based on location and group.

## THE RESULTS



# 1,600

## DSFs Registered

1,600 DSF and 220 Sales Managers registered for Video Coach



# 3,150+

## Videos Submitted

Submitted videos



# 80%

## DSFs Certified

DSFs certified on discovery step in process



# 65%

## DSFs Certified

DSFs certified on profile step in process

Results are based on information 9 months after deployment