

How Blenditup Adds Ydraw To The Mix In Order To Increase Sales



The blenditup experience with
whiteboard animation videos.

Blenditup adds Ydraw to the mix in order to increase sales —

The blenditup whiteboard animation experience

<https://ydraw.wistia.com/medias/oy2tuzi6jy>

<https://ydraw.wistia.com/medias/316xcdc8zt>

Backstory

Blenditup knows that the recipe for successful sales goes beyond just offering great products. The usual Blenditup sales process also offers a fun and delicious introductory experience to potential customers.

In fact, you've probably seen a Blenditup demonstration at places like Costco—a demonstration of fruits, vegetables, and mixes all blended and available for sampling—if you can get past the crowd of onlookers and free sample grabbers.

The Opportunity

The challenge of training hundreds of sales representatives on how to offer a consistent, professional, and fun experience—one that would also be profitable—sent a worried Rod Stuart (not to be confused with Rod Stewart) to Ydraw.

The Idea

“I approached Ydraw because I needed help communicating our company story (the value we add and our best practices) to 400+ sales reps,” said Rod. “My message needed to be fun (or they wouldn't listen), concise (or they wouldn't listen to all of it), and effective (or it wouldn't grow sales). It was a huge challenge to say the least. Ydraw offered me a unique solution.”

Getting To Work

Rod worked closely with Lesa, Ydraw's Script Writer on the scripting and story concepts. “One thing I particularly liked was Lesa's ability to take my jumbled ideas and put them on paper in the most eloquent way. She organized my

<http://ydraw.com>

info@ydraw.com

energy, passion and crazy ideas into beautiful power statements that said it all! I was blown away.”

The Result

Rod continues, “The result was an inspired sales force and increased sales! Reps and managers were texting and emailing us saying “great video!” and “this is going to help me a ton!” and “It works!” I continue to use the video at trainings for on-boarding new reps. I even use it "business to business" to show our clients how we add value to their business and customers and create a win-win strategy.”

“I would recommend Ydraw to people who need to inspire a team or sell an idea or product. You will be happy with the results!”



Ydraw wants to tell your story. We are an Explainer Video Company that loves creating inspiring videos.

Ydraw + Your Message = Amazing Results.

Are you ready to get started?

info@ydraw.com

<http://ydraw.com>

info@ydraw.com