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About: Sage 50 Software Product Differentiator Explainer Video Script

Sage Software develops Sage 50 Accounting software (formerly Peachtree Accounting). To boost consumer confidence at the point of purchase online, the web marketing team wanted a video series to summarize and differentiate the features and functionality of each flavor of software. Each video targets a specific customer persona, from single-user to enterprise-level businesses.

I gathered input from sales, marketing, user experience, product, and legal to establish a base script, and crafted variations that speak to our four products. I then directed, recorded, and edited voice-over, working with a guy I discovered in our QA department who has a great voice and prior broadcasting experience. I roughed out storyboards and developed four animated promos in sync with the audio tracks, then edited in a musical selection by my friend, Pat Strawser.

Voiceover script: Sage 50 Quantum Accounting (1:47 minutes)

You're looking for an enterprise-level solution that handles heavy data and transaction volume without the hefty price tag.

Sage 50 Quantum Accounting is a powerful and flexible all-in-one system that reduces your total cost of ownership without sacrificing functionality.

Perfect for service businesses, and for wholesale and retail trade, Sage 50 Quantum Accounting also includes industry-specific features for manufacturing, distribution, and construction businesses.

Sage 50 Quantum Accounting delivers performance and saves transactions faster than QuickBooks Enterprise. So, you'll complete more work in less time.

Overwhelmed trying to keep up with the details of your different accounts? You'll improve your customer service when you can see what needs your attention, all in one customizable dashboard.

Where are the goods now? You'll track inventory from backorder to receiving, and stay on top of your customer service from order to shipment.

Want to compare financials across your entire operation? View your business as a whole, or break it down by location, department, or however you choose.

Is your business profitable? How's your cash flow? With Sage 50 Quantum Accounting, you'll understand how money is coming in and going out of your business for better budgeting. And customizable, Excel-based reporting offers comprehensive insight into your operations.

Role-based security and workflow puts your team to task right from the start. Save personalized settings for up to forty users.

Converting from QuickBooks is fast and easy. It's a seamless transition to other Sage 50 products, and our service, support, and online training will help you along the way.

No matter where you want to take your business, Sage 50 can help get you there.

View sample videos here:
https://www.andymcintiredesign.com/sage-50-product-differentiators