

Fade up from black into 3-D animation of the Motorola logo with original music track.

Dip to black.

MUSIC UP.

Fade up from black into, anecdotal satire of a scenario in a store setting wherein Jerry, the Salesperson, is overwhelmed, trying to assist four different customers. The announcer uses this example to set the stage for the program to follow.

MUSIC DOWN AND UNDER.

VOICE OF VALUE (VO)

In today's wireless marketplace, demand is high...

Mix in overlapping audio of customers who are badgering Jerry with demands. From Jerry's POV, shoot wide angle lens CU's of each customer (i.e. effect of Alka-Selzer commercial from past). From high angle OTS of customers, Jerry looks wearily from one to the next to the next customer.

CUSTOMER #1

I want...

CUSTOMER #2

I need...

CUSTOMER #3

Right now!

CUSTOMER #4

Your ad said...

VOICE OF VALUE (VO)

...and, competition is fierce.

Intercut CU's of various cellular ads touting cellular phone giveaways, special rates, etc. Effect VO's of customers from above to echo under the presentation of ads as they appear on screen.

CUSTOMER #1 (VO)

Free phone!

CUSTOMER #2 (VO)

Free service!

CUSTOMER #3 (VO)

Free battery!

CUT TO WS of Jerry performing a soft-shoe dance as he peddles the same basic Populous phone to Customers #1-3. Customer #4 stands with crossed arms, tapping his toe in discontent.

VOICE OF VALUE (VO)

As a salesperson, every sales transaction you handle provides you with an opportunity to maximize your company's profitability as well as your commission.

CUT back to Jerry tap dancing his way from Customer #3 to Customer # 4. Customer #4 holds up a competitor's ad in Jerry's face. Continue wide angle lens OTS of Saleperson on customer.

VOICE OF VALUE (Cont'd.)

But, when you're juggling more than one customer at a time, it's easy to fall into the same old song and dance.

CUSTOMER #4 (VO)
(Emphatically)

So, what are "you" gonna do for me?

Dramatic pause. Reverse OTS of customer on Jerry, who reads the ad, stops in his tracks, totally dumbfounded...then, gives Customer #4 a desperate answer.

JERRY
(sheepishly)

Well...uhm...I can give you a free phone, free airtime for three months...and, I'll even throw in a free mountain bike. How's that sound to ya?

Jerry smiles at the customer, then realizes what he just said and looks up into camera, horrified, as if he sees what's coming.

JERRY

Oh, no...not again!

Momentarily freeze frame on Jerry's expression and slam in GRAPHIC trap symbol (SFX) over his face.

JERRY

Ouch!

MUSIC UP.

DISSOLVE to moving graphic background.

*REVEAL title screen: **Motorola presents***

Wireless Sales Success

DISSOLVE to subtitle screen:

"Breaking The Commodity Trap"

DISSOLVE to montage of clips showing Jerry in selling situations wherein the GRAPHIC trap symbol slams down on him time after time. In the final montage scene, DISSOLVE to sales scenario wherein Jerry is busy assisting two customers at a time. As he moves from Customer #5, a male shopper, to Customer #6, a female shopper...the store phone rings. When he answers the call, Jerry hears the Voice of Value.

MUSIC DOWN AND OUT.

VOICE OF VALUE (VO)

(to Jerry)

Sorry to interrupt you, Jerry...but, selling for less, time after time, doesn't amount to more!

DISSOLVE to CU of Jerry looking up at camera out of the corner of his eye...unsure about who's calling; but, thinking it's a practical joke.

JERRY

Mom, is that you?

VOICE OF VALUE (VO)

No, Jerry. I'm the Voice of Value. You can call me Val if you like.

Jerry rolls his eyes, playing along with what he thinks is a practical joke.

JERRY

Oh, I see...well, I'm kinda busy, here...Val...so...

VOICE OF VALUE (VO)

Jerry, aren't you tired of getting pinched by the commodity trap over and over again?

Jerry nods his head yes, but seems to be baffled, wondering how the voice knows about the sales traps he's fallen into.

JERRY

Well, yeah, but...

VOICE OF VALUE (VO)

...then, maybe it's time to refocus your selling skills and learn to sell value over just price!

Jerry scratches his head in bemusement, and smiles sheepishly, then decides to hang up.

JERRY

Thanks for calling, Val. I have to go, now. Ba--Bye.

Jerry hangs up the store phone and walks closer to Customer #6. Again, the phone rings. This time, the call is coming in on Jerry's StarTAC. He unclips it from his belt and answers.

JERRY

This is Jerry.

VOICE OF VALUE (VO)

You know, Jerry, no two customers are exactly alike.

Jerry makes eye contact with Customer #6...and, motions that he'll be off the phone momentarily to assist her. Customer #6 acknowledges and turns away from the counter with the promotional Populous in hand. She appears to be having some concerns about the phone. Jerry concludes that the Voice is actually his girlfriend, named Sarah, disguising her voice.

JERRY

I'd love to talk, Val, but I have work to do. Comprendé?

VOICE OF VALUE (Cont'd.)

And, each customer has his or her own specific preferences and needs.

JERRY

(lashing out at the Voice)

I know that!

Customer #6 thinks Jerry has ended his call and is talking to her. She turns to face him, just in time to see Jerry fumble and accidentally drop his StarTAC on the counter. The flip is still open and the call is still in tact. The StarTAC lands next to the customer's small-sized purse.

CUSTOMER #6
(surprised)

Know what?

JERRY
(gaining composure to address Customer #6)

I know that, uhm....you're going to love that free phone!

CUSTOMER #6
(hesitantly)

I'm not so sure. It's a little too big to fit in my purse...

JERRY
(encouragingly)

Yeah, but, you can't argue with the price tag!

Customer #6 looks at the Populous in frustration, then back at Jerry. Just then, the Voice of Value is heard coming from Jerry's StarTAC on the counter. Customer #6 looks at the small size of the StarTAC compared to the Populous in her hand. Jerry scrambles to pick up the phone.

VOICE OF VALUE (VO)

Jerry...Jerry...are you there?

As he picks up the StarTAC, Jerry tries to maintain a professional demeanor in front of Customer #6.

JERRY
(awkwardly, to Customer #6)

Excuse me a moment.

Jerry turns slightly away from Customer #6...and, almost whispers into his StarTAC.

JERRY

Look, Sarah...or Val...or whoever you are...you're blowing my sale.

VOICE OF VALUE (VO)

I think you're doing a pretty good job of that yourself, Jerry.

JERRY
(taking offense)

Am not!

VOICE OF VALUE (VO)

Are so! As a salesperson, isn't it your responsibility to uncover your customer's preferences and needs before you try to sell a product or service that will best match those preferences and needs?

JERRY
(to Voice of Value)

Okay, then...listen to this...

Jerry holds his StarTAC out so the Voice of Value can hear his sales dialogue with Customer #6. Customer #6 interprets that Jerry wants her to listen to his StarTAC.

CUSTOMER #6
(leaning her ear to the StarTAC)

To what? I don't hear anything.

Flustered, Jerry pulls the StarTAC away from Customer #6 and lays his hand on the counter...with the phone facing up.

JERRY
(to Customer #6)

Exactly.

Thinking quickly, Jerry falls back on one of his standby sales lines.

Now...uhm, how much airtime do you think you'll be needing on a monthly basis?

Jerry proudly glances down at the StarTAC thinking the Voice of Value will be impressed by how smoothly he transitioned to what he considers a strategically sound sales question.

CUSTOMER #6
(confused)

I don't know.

JERRY

90...175...300 minutes?

CUSTOMER #6
(very confused)

I really don't know!

VOICE OF VALUE (VO)

What about the phone, Jerry?

JERRY
(to Voice of Value)

What about it?

Still puzzled by the airtime question, Customer #6 thinks Jerry is rushing her to make a decision.

CUSTOMER #6

I'm thinking...give me a minute.

JERRY

Sure. Take your time.

Jerry lifts the StarTAC to his ear.

VOICE OF VALUE (VO)

Are you sure the advertised phone is the best phone for this customer, Jerry?

The door opens, and another customer enters the store with an ad in his hand.

JERRY

Sure, I'm sure. Everybody wants the free phone. See, here comes another one, now!

Customer #6, still confused, looks over her shoulder toward the door where Customer #7 is entering the store. Jerry glances in the direction of Customer #7, but doesn't appropriately acknowledge him.

You're here for the free phone, right?

Customer #7 glances down at the ad in his hands, then back up at Jerry.

CUSTOMER #7

Possibly.

Jerry glances at his StarTAC with an "I-told-you-so look on his face." Meanwhile, Customer #5 is becoming restless in the background...as he waits for Jerry to come back to assist him.

VOICE OF VALUE (VO)

You're missing my point, Jerry. The specially priced phone doesn't always meet the customer's needs and expectations, does it?

JERRY

(to Voice of Value)

Look, I don't have that much time to spend with each and every customer that walks in the door...especially on a busy day, like today. And, I certainly don't have time to waste with you. Goodbye!

All three customers overhear Jerry. Jerry slams the flip shut...and, places the StarTAC on the counter. Customer #5 looks at his watch, and shakes his head in disgust. Customer #7 raises his eyebrows...and, Customer #6 is offended by Jerry's behavior.

CUSTOMER #7

Is this a bad time?

JERRY

(flatly, with a shallow smile on his face)

No worse than usual. Take a number, and I'll be with you in a minute.

Jerry looks back at Customer #6.

Have you decided on an airtime package?

Customer #6 looks at the StarTAC lying next to her purse on the counter. Then, she places the Populous next to the StarTAC, and looks back up at Jerry.

CUSTOMER #6

(flustered)

I think I need to think about this purchase a little longer.

JERRY

(without remorse)

No problem. Why don't you take a walk...and, come back when you've decided what will work for you.

Customer #6 turns to leave, glances at Customer #7 and rolls her eyes in disbelief as she leaves. Meanwhile, Jerry turns his attention to Customer #5 who's been waiting all along.

JERRY

Now, you said you need an extra phone?

SFX of a whistle blowing. All customers freeze in their tracks. The clock on the wall stops ticking. Special EFX Jerry is lifted from the set.

VOICE OF VALUE (VO)

Time out, Jerry.

JERRY

Hey, what's going on, here?

EFX to Jerry falling into an elevated seat looking down on Jerry's store environment. The Voice of Value is seated next to Jerry...and, a TV monitor is positioned in front of them.

VOICE OF VALUE (OC)

Jerry, it's clear that you need my help...but, you keep hanging up on me. So, if you won't listen to reason on the phone...we'll just work through this together until you understand what I'm talking about.

JERRY

Oh, boy... You're that voice...but, you're not Sarah or my mom.

The Voice of Value shakes her head no.

JERRY (Cont'd.)

I'm being punished for not listening to you. I'm in Wireless Hell, aren't I?

VOICE OF VALUE (OC)

No, Jerry. You're not being punished...and, you're not in Hell. We're just taking a breather from your busy day so you can focus on the concept of selling value rather than just price.

JERRY

But, I already told you...I don't have a lot of time to spend with every customer that walks in the store.

She hits the remote play button, and a GRAPHIC representation of the Wireless Sales Success Process action steps reveals on screen.

VOICE OF VALUE (OC)

You don't need a lot of time, Jerry. You just need to learn how to

use your time more productively. And, that's where learning how to sell value comes into play.

The Voice of Value motions toward the screen. Jerry frowns, then looks toward the monitor.

Let me show you an approach that will help you begin to sell value in every sales transaction you handle.

DISSOLVE TO full screen GRAPHIC. HIGHLIGHT each action step phase as it's mentioned.

VOICE OF VALUE (VO)

Selling value depends on your ability to properly:

- Greet
 - Qualify
 - Present Recommendations
 - Close the sale
- and • Follow-Up after the sale with your customers.

JERRY
(skeptically)

Sounds like that basic sales stuff we learned when I was first hired...*(under his breath)* but I never remembered.

VOICE OF VALUE

Think of it as basic sales with a twist of value. I'll show you what I mean.

DISSOLVE to CU of monitor with reprisal of previous scene in which Customer #5 is waiting impatiently, Customer #6 is confused and frustrated by Jerry's antics...and Customer #7 reacts with surprise as he enters the store and overhears Jerry's remarks. SLOW MOTION EFX to reprisal scenes.

VOICE OF VALUE (VO)

An appropriate greeting is a very important first step toward earning a customer's business. Take the three customers that are currently in your store, for example.

JERRY (VO)

What about them?

CUT to OTS 3-shot of Jerry, the Voice of Value and the monitor.

VOICE OF VALUE (OC)

What are their names?

JERRY

I don't know...I haven't signed them up for service yet.

VOICE OF VALUE

Do they know your name?

REVERSE TO MCU of Jerry.

JERRY

I suppose so...it's on my badge.

CUT TO MS of Voice of Value.

VOICE OF VALUE

And, what about this customer. Do you think you made him feel welcome when he entered your store?

REVERSE to OTS 3-shot.

Jerry looks at the reprisal scene showing on the monitor. In the slow motion reprisal montage, the audio is exaggerated to make the Voice of Value's point more obvious to Jerry.

JERRY

Sure. I'm a likeable guy.

CUT TO CU of monitor showing Reprisal scene in which Customer #7 is feeling uncomfortable just after entering the store.

CUSTOMER #7

Is this a bad time?

JERRY

No worse than usual. Take a number, and I'll be with you in a minute.

CUT TO CU of Customer #7. His thoughts are heard as he reacts to Jerry's abrupt introduction.

CUSTOMER #7 (VO)

Nice to meet you too, Jerk! *(As he pulls the numerical tag from the ticker tape)* What is this, a deli or something?

REVERSE back to 2-shot of Voice of Value and Jerry.

JERRY

Okay, so he wasn't thrilled with me. What was I supposed to do? I was helping a customer, with another waiting...and trying to talk to you on the phone all at the same time!

VOICE OF VALUE

Well, this may sound elementary, my dear Jerry...but, no matter how busy you are...you can make a big impact with every customer that enters your store, just by using a few courteous sales skills.

Watch this...

The monitor reveals the same situation in which Jerry is on the phone with a customer, while helping two other customers, when a third customer enters the store.

JERRY

(To Customer on phone)

I'm sorry Val, I'm with another customer at the moment. Could I get your number; and, I'll be happy to call you back in a few minutes to answer all of your questions.

Jerry writes down a telephone number as Customer #7 enters the store. Jerry looks up at Customer #7, acknowledges him with smile and a head nod.

JERRY

Thank you. I'll call you back today!

As Jerry ends the call...he pulls a customer questionnaire from under the counter and moves toward Customer #7.

JERRY

(Pleasantly to Customer#6)

Excuse me, Ms. Martinez. I'll be right back.

Jerry introduces himself by first handing his card to Customer #7.

JERRY

(To Customer #7)

Hello. Welcome to Electronic City. I'm Jerry Scott...a wireless specialist. Your name is...?

CUSTOMER #7

John Jarvis.

JERRY

Are you shopping for a phone, today, John?

CUSTOMER #7

Yes, as the matter of fact, I am.

JERRY

Great! I'm with another customer right now, but I'll be with you shortly. Help yourself to coffee or a soft drink, and take a look at our

display wall.

CUSTOMER #7

Okay. Thanks.

JERRY

And, in the meantime, if you don't mind...it would be helpful if you could take a moment to fill out this brief questionnaire.

Jerry hands the questionnaire to Customer #7. Customer #7 nods in approval.

CUSTOMER #7

Sure.

Jerry returns to Customer #6.

JERRY

Now, Ms. Martinez, you said you weren't sure about...

Audio fades out. CUT back to 2-shot of Jerry and the Voice of Value.

JERRY

Hey...he...I mean, I made that look easy. But, I didn't really do or say those things, did I?

VOICE OF VALUE

No, Jerry, you didn't. But, can you see how differently this customer would have responded to you had you greeted him more courteously?

JERRY

Yeah. I already know his name...and, I haven't even filled out a service agreement yet.

VOICE OF VALUE

That's because you presented yourself professionally...and, made him feel welcome in your store. And, that's a small way you can begin to differentiate yourself from your competitors.

JERRY

(thoughtfully, then with reservation)

H-m-m. I never thought of it that way. Makes sense, though. But, I don't know about that questionnaire...

VOICE OF VALUE

The customer questionnaire is a tool you can use to get your customer involved and thinking about the information you need to expedite the sale...

JERRY

(hesitantly)

Okay.

Jerry listens as the Voice of Value continues to explain the benefit of the questionnaire.

VOICE OF VALUE

...especially when you're busy with another customer.

Jerry nods his head in agreement.

JERRY

I see your point. I'll give it a try.

VOICE OF VALUE

Good. Now, let's take a look at some other ways you can use value-based questions to qualify a customer....for example, your current customer, Ms. Anderson.

The Voice of Value refers back to the monitor. A reprisal of Jerry interfacing with Customer #6 appears on screen.

JERRY

I know you're going to love that free phone!

CUSTOMER #6

I'm not so sure. It's a little too big to fit in my purse...

JERRY

Yeah, but, you can't argue with the price tag!

CUT to MCU of Customer #6 as she looks at the Populous in frustration, then back to Jerry, then at the Jerry's StarTAC on the counter. She says nothing, but her thoughts are heard via Voice-over.

CUSTOMER #6 (VO)

Hello, Mr. Clueless...anyone home upstairs? I need a smaller phone...like, the one on the counter, maybe!

CUT to reverse angle of Jerry and Voice of Value as they look at the monitor.

JERRY

I don't get it...she said she wanted to see the free phone, so I assumed...

VOICE OF VALUE

What?...that you didn't need to qualify her properly...or offer her any other options?

Jerry searches for a good excuse, but can't find one.

JERRY

Hey...an activation is an activation towards my quota.

VOICE OF VALUE

So, that's why you tried to sell the service before you knew which phone she needed?

JERRY
(trying to defend himself)

No. That's not what I was doing.

Voice of Value refers Jerry back to the screen.

VOICE OF VALUE

Oh really...

Reprisal scene appears on monitor.

JERRY

Now...uhm, how much airtime do you think you'll be needing on a monthly basis?

CUSTOMER #6

I don't really know.

JERRY

90...175...300 minutes?

REVERSE to 2-shot on Jerry and Voice of Value. Reprisal scene audio fades out.

JERRY
(reluctantly)

Okay...so maybe I was selling her on service too soon...but, I thought she wanted the free phone!

VOICE OF VALUE

First of all, Jerry...there's no such thing as a free phone.

JERRY

Oh, I know that...but, that's the way we advertise it...so, that's the

way I sell it.

VOICE OF VALUE

Well, Jerry...the role of advertising is to get the customer to come in the store. What do you consider your role to be?

JERRY

I'm a sales consultant.

VALUE OF VALUE

Oh, I see. If you're doing such a good job as a sales "consultant" ...then, can you tell me why Ms. Martinez left your store dissatisfied, without a purchase.

CUT to monitor reprisal of Customer #6 exit scene.

CUSTOMER #6

I think I need to think about this transaction a little longer.

JERRY

No problem. Why don't you take a walk...and, come back when you've decided what will work for you.

Customer #6 turns to leave, glances at Customer #7 and rolls her eyes in disbelief as she leaves.

CUSTOMER #6 (VO)

Yeah, right...in your dreams, buddy!

REVERSE to 2-shot of Jerry and Voice of Value.

VOICE OF VALUE

What do think just happened here, Jerry?

JERRY

I don't know. I thought she just needed some more time to think...

and, I didn't want to pressure her.

VOICE OF VALUE

Do you think she's really going to come back now that you told her to take a hike?

JERRY

(somewhat sarcastically)

We'll have to wait and see, won't we?

VOICE OF VALUE

Well, in the meantime, let's see what could have happened if you had effectively qualified this customer.

CUT to monitor showing Jerry interacting with Customer #6 at the counter.

CUSTOMER #6

I'm interested in seeing the free phone that was advertised in the paper.

Jerry moves toward the advertised phone...and, places it on the counter in front of Customer #6.

JERRY

I'll be glad to explain that phone to you, Ms. Martinez. It's actually a \$298.00 value that we're offering for free with a 2 year service agreement.

May I ask you where and how you'll be using the phone?

CUSTOMER #6

Well, I spend a lot of time on the road in the car...and, it seems like I'm always needing to call somebody.

JERRY

How much of your time is spent on the road each day?

CUSTOMER #6

I'd say I'm away from my home office about 70% of the time.

JERRY

Describe a situation in which you wished you'd had a wireless phone.

CUSTOMER #6

I'm on my way to see a customer...and, traffic's stacked up...and, I need to call because I'm going to be a few minutes late...or, I'm on my way home...and running late, so I need to call my babysitter and let her know.

JERRY

Okay. So, would you say that the main purpose for you to use a wireless phone is business-related...personal...or both?

CUSTOMER #6

More business than personal, but I'll use it to call my husband or to check in with the sitter, too.

JERRY

What type of business are you in?

CUSTOMER #6

I just started my own business as a manufacturer's rep for a housewares product line.

JERRY

Congratulations!

CUSTOMER #6

Thank you. It's a lot of work...but, I'm enjoying it.

JERRY

Now, it sounds like you're pretty active and on the go a lot
...so, tell me, how are you currently keeping in touch?

CUSTOMER #6

Well...that's the problem. Right now, I borrow my husband's cellular phone a lot...but, most of the time I have to either stop at a pay phone...or use a customer's phone to make calls when I'm away from my home office.

JERRY

So, you've used a wireless phone before...and, it sounds like you're somewhat familiar with how the wireless phone service operates?

CUSTOMER #6

Yeah...but, believe me, I'm no technical genius. I'm a little confused with how to compare one phone to another. I don't really know which gadgets I need and which I don't need.

JERRY

I understand. Buying a phone can be confusing. It's like buying a computer.

CUSTOMER #6

Tell me about it. You're the first sales person who's asked me any questions that make sense to me.

JERRY

Well, thank you. That's good to know. I'm asking you these questions because I want to make sure I recommend the right phone for you.

CUSTOMER #6

I appreciate that. I don't want to regret the purchase I make!

JERRY

I'll make sure you don't! Now, tell me, what do you feel is most important to you in terms of communicating when you're away from the office?

CUSTOMER #6

Well, I want something that's easy to use and allows me to concentrate on driving rather than on the phone.

JERRY

Okay. You mentioned that you use your husband's phone sometimes. What do you like or dislike about the wireless phone that your husband owns?

CUSTOMER #6

It's okay, I guess...but, it's just a basic phone he's had for years.

JERRY

Nothing like these newer model phones?

CUSTOMER #6

Not even close. It's clunky and seems like it weighs a ton. And, it doesn't have any speed dialing features or anything like that that would make communicating easier.

JERRY

Would speed dialing and some other more advanced capabilities, like a built-in answering machine or maybe a call feature that discreetly alerts you that a call is coming in...would those kinds of capabilities be beneficial to you in your line of work?

CUSTOMER #6

Sure. If I miss a call, I might be missing a potential order which means I'm losing a commission.

JERRY

So, what you're saying is that, you'd consider a phone that's more advanced, yet lighter than a basic model phone if it could save you time and help you be more productive, right?

CUSTOMER #6

Yes. But, it needs to be small enough to fit in my purse and carry with me when I'm out of the car.

REVERSE to 2-shot on Jerry and Voice of Value.

VOICE OF VALUE

Are you learning anything new about this customer, Jerry?

JERRY

Boy, am I!

VOICE OF VALUE

Like what?

JERRY

Well, like a lot of reasons why the free phone might not be the best phone for Ms. Martinez to buy.

Voice of Value looks at Jerry with a pleasant smirk on her face.

VOICE OF VALUE

Oh, really?

Jerry reflects on his telephone conversation with her earlier when he was originally selling to Customer #6.

JERRY

Okay. You were right. I didn't originally know enough about her

communication challenges to be sure that the free phone was what she really needed. There, I said it.

VOICE OF VALUE

And, what else have you learned.

JERRY

That it's easy to uncover information by asking a few, strategic questions...and, it doesn't take a lot of time to do that.

VOICE OF VALUE

Anything else?

JERRY
(proudly)

Yeah. That Ms. Martinez really seemed to appreciate me taking time to understand her communication needs.

VOICE OF VALUE

Once again, Jerry, that's because you earned her trust by presenting yourself in a confident, professional manner as you qualified her. And, it seems to me that by asking value-based questions, you were also able to uncover a few other sales opportunities, weren't you?

JERRY
(enthusiastically)

Yeah. I think her husband may be a possible referral candidate. And, she said she wanted to concentrate on driving rather than the phone...so, I'm going to suggest a hands-free kit in addition to a new phone.

VOICE OF VALUE

I think you're beginning to catch on, Jerry. Knowing what you now know about this customer, which two phone options would you recommend to her?

JERRY
(*confidently*)

Since she seems to be keen on a smaller phone with advanced capabilities... I'd suggest either a Motorola StarTAC phone or one of the more advanced MicroTAC models.

VOICE OF VALUE

And, what about the advertised phone, Jerry?

JERRY
(*scoffing at the thought of it*)

I'd just end up wasting my time taking the phone back...filling out a return form...and, groveling to try to keep her business!

VOICE OF VALUE

And, how do you know that, Jerry?

JERRY

I've fallen into that trap one too many times, remember.

VOICE OF VALUE

Okay, let's see how your predicted solutions would fare with Ms. Martinez!

Jerry and Voice of Value look back to the monitor. CUT to scene in monitor as Jerry presents recommendations to Customer #6.

JERRY

You mentioned that, as a manufacturer's rep, you're on the road traveling to customer sites most of the day...and, that you need a phone that allows you to be more accessible and productive. Right?

CUSTOMER #6

Yes, that's what I need.

JERRY

Okay. You also mentioned that you'd like a phone that's lightweight, compact, user friendly...and one that offers some more advanced capabilities than the basic phone. Is that correct?

CUSTOMER #6

That's right.

Jerry takes a StarTAC and a MicroTAC product from the case as he talks to Customer #6.

JERRY

Well, based on your needs for a management tool that will allow you to increase accessibility and productivity, save time and keep in touch with your family...I'd recommend either a Motorola StarTAC phone or an advanced MicroTAC model phone...rather than our promotional phone.

Jerry hands the MicroTAC phone to Customer #6.

CUSTOMER #6

Are either of these phones free with a service agreement?

JERRY

No, I'm afraid they're not. But, I know you'll be much happier with one of those phones. And, I'll tell you why.

CUSTOMER #6

Okay.

JERRY

Both phones are made by Motorola...and our experience with Motorola has been that customers really like the quality and reliability of their products!

Plus, if you carry a small purse, like the one you're carrying today, the promotional phone won't always fit in your purse.

CUSTOMER #6

I noticed that. (*Referring to the StarTAC*) Can you tell me a little more about this phone?

JERRY

Sure. The StarTAC phone is Motorola's smallest, lightest phone...and, it has a unique dual battery system that allows you to talk longer without having to change batteries.

Jerry points to the dual battery system.

JERRY (Cont'd.)

And...as you can see, the StarTAC phone will easily fit in your purse...or, you can wear it like a pager like I do...or you can even wear it with a necklace accessory.

Jerry refers to the StarTAC clipped onto his belt, then shows Customer #6 the necklace accessory. Ms. Martinez puts the necklace and StarTAC phone around her neck.

CUSTOMER #6

I like that idea. Does it have any other capabilities that the MicroTAC phone doesn't have?

JERRY

Yes...this particular StarTAC model has what Motorola calls a Smart Button that's conveniently located on the side of the phone.

Jerry points to the Smart Button as he involves Customer #6 with the phone.

CUSTOMER #6

What's so smart about it?

JERRY

Well, for example, you can use the Smart Button along with the side keys to quickly scroll through your phone directory. If you press the button and use the side keys, you'll see what I mean.

Customer #6 uses the side keys and the Smart Button to select the phone book feature and begin scrolling through the phone directory programmed into the phone.

JERRY

Now, let's say you want to call me. When my name and number appears in the display...

Jerry's name and phone number appears in the display.

JERRY (Cont'd.)

...all you have to do is press the Smart Button to send the call.

Customer #6 presses the Smart Button and the call is placed to Jerry's phone. Jerry's phone rings and he answers it.

JERRY

Hello, Ms. Martinez. Then, when you're ready to end the call...just press the Smart Button again.

Customer #6 presses the Smart Button again to end the call...then, looks at the phone gleefully.

CUSTOMER #6

Hey, that's really a handy feature!

Customer #6 picks up the MicroTAC phone.

CUSTOMER #6 (Cont'd.)

But, the MicroTAC phone doesn't have a Smart Button, right?

JERRY

Well, with this MicroTAC model, you use the front panel for scrolling.

Jerry points to the front panel arrow keys on the MicroTAC phone.

CUSTOMER #6

Oh yeah, I see!

JERRY

Just so you know...both phones have Motorola's active keypad cover which allows you to answer or end a call without pressing a button.

Jerry flips cover shut. Customer #6 opens the keypad cover.

CUSTOMER #6

That's a nice feature too!

JERRY

And, both can be programmed with up to 99 names and phone numbers...so you can conveniently access and dial your most frequently dialed numbers without entering the number every time.

CUSTOMER #6

That would make my life a lot easier. I'm always forgetting numbers...or leaving my customer directory at home.

Jerry reaches into the case and pulls out a CLA and places it on the counter in front of Customer #6.

JERRY

Plus, both phones are equipped with an internal rapid charger which allows you to charge your phone in the car using a cigarette lighter adaptor.

CUSTOMER #6

Great!

JERRY

I'm confident that you'll enjoy using either phone...it's just a matter of which phone you feel most comfortable handling.

Customer #6 holds the StarTAC in one hand and the Elite in the other. Her eyes keep going back to the StarTAC. Audio fades out on monitor scene. REVERSE to 2-shot on Jerry and Voice of Value.

VOICE OF VALUE

Your suggestions seem to be right on target with Ms. Martinez' needs, Jerry.

Jerry looks anxious to get back to his store and start selling value.

JERRY

Can I go now?

VOICE OF VALUE

Not just yet. There are two more steps in the approach for us to review in the before I turn you loose.

JERRY

Closing and Following Up, right?

VOICE OF VALUE

That's right. So, what are you going to do to wrap up the sale with Ms. Martinez.

JERRY

Well, my guess is she's going to go with the StarTAC phone ...because it's smaller and lighter and offers the most advanced

features. So, it's just a matter of getting her to fill out the paperwork, now.

VOICE OF VALUE

In that case, what kind of closing statement will you use?

Jerry's feeling very confident in his newfound value selling skills.

JERRY

Something like...It seems like the small size and lightweight of the StarTAC phone really appeals to you. Would you like me to have our inventory person set one aside while we determine the best airtime plan for you?

VOICE OF VALUE

Not bad, Jerry. What else?

JERRY

Well, while we're filling out the paperwork, I'll ask her for a few referrals...and, see if she thinks her husband might be interested in an upgrade. And, I'll stress that we're a financially sound company that prides itself on being there to service our customers over the long term.

VOICE OF VALUE

Very good, Jerry.

JERRY

I'll even program our toll free Customer Service number into her phone before she leaves the store!

VOICE OF VALUE

(approvingly)

Now, you're thinking about the kind of value initiatives that nurture customer satisfaction and repeat business, Jerry.

JERRY

You ain't seen nothin' yet, Val. Send me back home...and, I'll show you just how good I can be at following up after the sale.

VOICE OF VALUE

Alright, Jerry...but, don't disappoint me. You'll be hearing from me!

EFX Jerry back into his store environment. A few days have past since Ms. Martinez, John Jarvis and Customer #5, Ron Wilson were shopping in Jerry's store. The store phone rings and Jerry answers it as the store door opens and Customer #5 enters in golf attire, with his new Elite cellular phone and day timer in hand. Jerry looks a little startled.

JERRY

Electronic City...this is Jerry...how can I help you?

VOICE OF VALUE

Jerry, it's Val.

Customer #5 is all smiles.

CUSTOMER #5

Hey, Jerry...you were right...I love this phone!

JERRY

(to Customer #5)

Oh hi, Mr. ---

VOICE OF VALUE

Wilson...his name's Ron Wilson, Jerry.

JERRY

Wilson...I mean, Ron...I'll be right with you. *(to Voice of Value)*
what's going on here, Val...where's Ms. Martinez?

VOICE OF VALUE

Remember, Jerry...in the real world, you lost Ms. Martinez as a customer when you told her to take a walk...but, it wasn't too late to salvage John Jarvis or this customer, Ron Wilson.

Jerry motions to Mr. Wilson to bring the phone up to the counter.

JERRY

Okay...I remember he needed a spare phone for his golf cart. It looks like I sold him an advanced MicroTAC model instead of the free phone.

VOICE OF VALUE

You got it...and, as a value-added follow-up activity, you invited him bring in his daytimer...so you could help him program in his most frequently called numbers.

Jerry looks surprised, but proud of himself.

JERRY (VO)

(as if in his head to himself)

Man, I'm good.

JERRY (OC)

Well, thanks for the call, Val. And, thanks for your help!

VOICE OF VALUE

You're on your own, kid. See if you can sell him some accessories or get a few more referrals while he's here.

JERRY

Exactly what I was thinking. Bye now! *(to Customer #5)*
So, it sounds like you're pleased with your purchase, huh Ron?

CUSTOMER #5

Thrilled!

JERRY

Well, let's get some of those numbers programmed into your directory to make it easier for you to make calls.

Customer #5 opens his daytimer to a page with phone listings.

CUSTOMER #5

I've highlighted the ones that I call most often.

Jerry starts programming in a number.

JERRY

Have you had a chance to use your phone while you're golfing?

CUSTOMER #5

Sure have.

JERRY

I bet your golf buddies are a little jealous of your new phone, huh?

CUSTOMER #5

Yeah. In fact, I know two guys that you could probably sell one to without even trying.

JERRY

Great. Would you mind giving me their names and numbers so I can give them a call?

CUSTOMER #5

Not at all. You just programmed in one of their numbers...Tom Turner. And, my brother-in-law, Mike Zack, is another one that's coming up on the list.

JERRY

Thanks, Ron. Do you mind if I use your name when I call them.

CUSTOMER #5

Not at all. In fact, I told them I was gonna give you their names.

JERRY

I appreciate that, Ron. You know, I was thinking about the wide range of accessories that are available for your phone...and, I was wondering if you'd be interested in purchasing the Cigarette Lighter Adaptor that I showed you the other day. That way, you could charge your phone just by plugging it into a cigarette lighter.

CUSTOMER #5

You think it's a good buy?

JERRY

I think it's a terrific buy. You can plug the phone in while you drive to the golf course...or, if you have a cigarette lighter in your golf cart, plug it in while you play...and, you won't have to worry about running out of power and missing an important call.

CUSTOMER #5

I trust you, Jerry. If you think I need it, I probably do.

Jerry looks up at camera with a smile on his face...as if he's smiling at Voice of Value. Just then, Customer #5's phone rings in between programming functions. Jerry hands the phone to Customer #5.

CUSTOMER #5

Ron Wilson. Sure, hold on a minute.

Customer #5 hands the phone to Jerry.

It's for you, Jerry!

Jerry looks surprised.

VOICE OF VALUE (VO)

Nice job, Jerry. Keep up the good work!

MUSIC RISES. Jerry ends the call. Audio fades as Jerry and Customer #5 continue to converse. Jerry pulls a CLA from under the counter for Customer #5.

VOICE OF VALUE (VO)
(to audience)

By taking time to understand your customers, you too can sell value instead of just price.

Good luck and good selling!

MUSIC UP. Roll credits.

MUSIC DOWN AND OUT with fade to black.

The End.