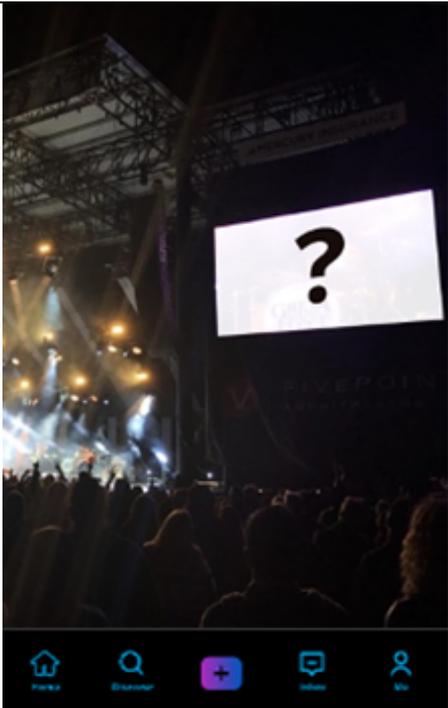


Project Information (PRIME# and Title of the Video)	P128226 – BCS&S Videos for Agendas Video Title: Sincerely Thank
Description	<p>TikTok style videos to facilitate discussion about BCS&S Sales Techniques</p> <p>Some videos will have one actor playing out multiple roles to follow TikTok styles and add humor. Graphics and text pop-ups will further enhance the interactions on the screen. Music will be light and fun. These videos are intended to be edutainment. Accordingly, some practices are exaggerated to add humor.</p> <p>All images below are placeholder images.</p> <p>Sellers depicted in videos will be compliant with all dress codes and masking/distancing protocols.</p>
Shoot Date	TBD
Shoot Location (For TU Media Reference only)	TBD
Talent	TBD
Tools/Materials Needed	TBD

Sincerely Thank

Scene	Visual	Script	Notes/Location
0		<p>Top Tip Music Music and animation</p>	<p>Music and animation</p> <p>Overview: This video will demonstrate examples of how to make a customer contact more personable and memorable.</p>
1		<p>Talent: "Let me take you to a concert! If you think about a concert, what's the most memorable part? In the beginning of a show, an artist usually plays an upbeat song to set the mood."</p>	<p>Upbeat music throughout.</p> <p>Stock video of a concert happening on a screen behind the person talking to the camera.</p>

Scene	Visual	Script	Notes/Location
2		<p>“During the encore, the artist will usually play one of their biggest hits and finish it with a bang to make the concert memorable!”</p>	<p>Background shows concert in a grand finale</p>
3		<p>“The fans may not remember the entire show, but they will certainly remember the feeling they had after they heard the last note!”</p>	<p>Background shows concert in a grand finale</p>

Scene	Visual	Script	Notes/Location
4		<p>"In customer contacts, the same approach should be used. You want to get off to a great start at the beginning and at the end, you want to make it personal and memorable."</p>	<p>Concert footage</p>
5		<p>"So, at the end of the contact, how do you make it memorable?"</p>	<p>Background screen shows question mark.</p>

Scene	Visual	Script	Notes/Location
6		"Here you want to sincerely thank the customer for their time, do a final check for any questions they may have before you close the contact, and also create excitement for the sale!"	Tik-Tok style text appears listing out 3 tips. On-screen text: Here you want to: <ol style="list-style-type: none">1. Sincerely thank the customer2. Do a final check for any questions3. Create excitement!

Scene	Visual	Script	Notes/Location
7		<p>“Here’s what it sounds like: Mr. Lea, I am so happy that I was able to get super fast internet ordered for you today! I can’t wait for you, your employees and customers to see the difference with the speed! You’re going to be able to stream the Chiefs NFL highlights that your customers love effortlessly! Do you have any other questions for me? (Allow customer to respond) No questions? Okay, well I want to Thank you for choosing AT&T, and we appreciate your business! Go Kansas City!”</p>	<p>Talent has a headset on and starts talking as if there’s a customer on the other end of the line.</p>

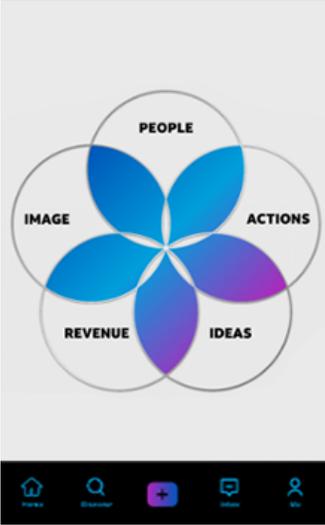
Scene	Visual	Script	Notes/Location
8	 A photograph of a large crowd at a concert at night. The stage is brightly lit with blue and orange lights, and there are large speakers on either side. The sky is dark with some clouds, and there are fireworks or light effects visible. The image is framed as if it were a video player, with a navigation bar at the bottom containing icons for Home, Search, Add, Share, and Profile.	"Make sure you use these tips when closing the contact to finish with a bang and make it memorable!"	Fireworks GFX and SFX. Sound of a concert crowd going wild!

Project Information (PRIME# and Title of the Video)	P128146 - BCSS Sales Videos Video Title: The Communication Framework
Description	<p>TikTok style videos to facilitate discussion about defining business categories.</p> <p>Some videos will have one actor playing out multiple roles to follow TikTok styles and add humor. Graphics and text pop-ups will further enhance the interactions on the screen. Music will be light and fun.</p> <p>These videos are intended to be edutainment. Accordingly, some practices are exaggerated to add humor.</p> <p>All images below are placeholder images.</p> <p>Sellers depicted in videos will be compliant with all dress codes and masking/distancing protocols.</p>
Shoot Date	TBD
Shoot Location (For TU Media Reference only)	TBD
Talent	TBD
Tools/Materials Needed	TBD

The Communication Framework

Scene	Visual	Script	Notes/Location
		<p>Top Tip Music Music and animation</p>	<p>Background music throughout the video.</p> <p>Overview: This video will talk about five components of the communications framework.</p>
1		<p>Owner: “It was always a dream of mine to start my own business. It wasn’t easy, but it’s so satisfying to bring my ideas to life.</p> <p>I am meeting a vendor today to expand my business. Why don’t you come along?”</p>	<p>The business owner is talking to the camera.</p> <p>The camera follows the owner, and the salesperson walks in and shakes hands. Transition to them sitting together.</p>
2		<p>Salesperson: I am going to ask you some questions about you and your business.</p> <p>“How many employees do you have?” “Are your employees working from home or at the office?”</p>	<p>Interaction between owner and salesperson (in business casual) in a generic conference room.</p> <p>“People – Who they interact with daily” graphic pops up on the screen.</p>

Scene	Visual	Script	Notes/Location
3		<p>Salesperson: "We want to help your business thrive. What is the biggest challenge your company is currently facing?"</p>	<p>"Actions – Daily operations of the business" graphic pops up on the screen.</p>
4		<p>Salesperson: "Tell me more about your business."</p>	<p>"Ideas – What the business is all about" graphic pops up on the screen.</p>
5		<p>Salesperson: "How do you take payments from your customers?"</p>	<p>"Revenue – How the business handles finances" graphic pops up on the screen.</p>

Scene	Visual	Script	Notes/Location
6		<p>Salesperson: “How would you like your company’s brand to be portrayed?”</p>	<p>“Image – Business’ brand reputation in the marketplace” graphic pops up on the screen.</p>
7		<p>Owner: “Wow, he/she knew exactly what to ask to learn more about my business. How did he/she know what questions to ask?”</p>	<p>The owner and salesperson shake hands again, both look satisfied. The salesperson leaves, and the owner talks to the camera again.</p>
8		<p>VO (off-screen): Following the communications framework will help you think like a small business customer and help uncover the information you need to identify a customer’s need. Make sure you ask questions around these five components to connect with your customers.</p>	<p>On-screen graphic of the Communications Framework animated.</p>