



Video Production

“SELS Customer-Focused Sales Guidelines Training Video ”

Content Summary and Shooting Order – Detail

Single-Camera Video Crew Shooting on-site in Senior Living Community

Rehearsal and Video sequences completed in one day

One day of post-production editing

	Content	Description	Who Where	Duration Estimate
1.	Talking Head #1	Overview of content and thank-you to participants	Company VP Library	2 min 10 sec
2.	Talking Head #2	Preface to MOD Section	Company VP Library	2 min 15 sec
3.	Talking Head #3	Closing	Company VP Library	1 min 20 sec
4.	CFSG #4 Manager On Duty With Walk-in Prospect	<p>The Activity Director (MOD) meets with the walk-in prospect in the Private Dining room. They Explain their role in the community and that they are acting as the Manager-on-Duty. They xxxxxxx</p> <p>They ask 4 questions. 1) How xxxx? 2) What xxxxxx today? 3) What is your xxxxx? 4) What is most xxxxx?</p> <ul style="list-style-type: none"> • The Prospect will say they heard about the community from a friend. <ul style="list-style-type: none"> • Mom had hip xxxxx. • Mom will be xxxxxx • Mom is a very xxxxxxxxxx <p>The MOD – as Activity Director – Assures xxxxxxxx</p>	Manager on Duty Walk-in Prospect Private Dining Room	

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	Content	Description	Who Where	Duration Estimate
5.	CFSG #7 & #8 First Face-to-Face meeting with prospect	Scheduled appointment with the adult-child with the 82 year old Mom. Sitting down with the prospect to ask questions about their situation. Provides a plan of action for their hour together. Purpose: "Thanks for coming today. I want xxxxxx Process: "What we've found xxxxxxx?" Payoff: "I want to be sure that we xxxxxx.	Salesperson Prospect Private Dining Room	
6.	CFSG #7 & #8 First Face-to-Face meeting with prospect Continued	I can imagine that you may have some questions about me and my background as well as ____s. I have been with ____ for ___ years, but I have ___ years of experience working with older adults (or working in senior living). Before I came to Oakdale Heights, I worked as a (job title) for (name of company or organization). (Mention additional, relevant experience.) I joined xxxx <ul style="list-style-type: none"> ▪ Our business model xxxxx locations. <p>I would like to learn more about your situation – is it alright with you that I take notes?</p> <ul style="list-style-type: none"> • How did you xxxxx? • What sparked xxxxx ? • What is a typical xxxxx? • What does she most pxxxxx? • What is most annoying xxxxx ? • What concerns xxxxn? • What im xxxxxxxx? • If you could xxxxxxxxxx? • What is your xxxxxxxx? • Who else will be xxxxxxxx? • What is most xxxxxxxx? <p>Questions to uncover what is important about the situation with the prospect's Mom and siblings. Mom, widowed 82 lives alone, forgetfulness and frailty is xxxxxxxx . The salesperson sets xxxxxx.</p> <p>The salesperson will then xxxx right. Then the salesperson will xxxxxx and the family.</p>	Salesperson Prospect Private Dining Room	



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	Content	Description	Who Where	Duration Estimate
7.	CFSG #12 Salesperson Introduces Prospect to Activity Director	The tour of the community focuses on xxxxxxxx <i>bulletin board.</i> "Let me introduce you to xxxxxxxx	Salesperson Activity Director Prospect Private Dining Room	
8.	CFSG #13 & #14 Salesperson sits down to discuss the prospect's appropriate next steps	Back sitting in the "Discovery Area" (Private Dining room) the salesperson answers the prospect's questions from their interaction with the Activity Director and what would be the next steps. "xxxxxxxxxxxxxxxxx"	Salesperson Prospect Private Dining Room	

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	Content	Description	Who Where	Duration Estimate
9.	CFSG #9 & #10 Salesperson responds to new prospect phone inquiry (A)	Salesperson at their desk wearing a telephone headset responds to a customer information inquiry Gets Name Address, Phone cell and email Prospect drives by community on the way to their office. "I'm curious – What xxxxxxx you" "Customer Will Make Appointment IN the Community" graphic is in the video field at the bottom for 9 sec	Salesperson Inquiring Caller Sales Office	
10.	CFSG #9 & #10 Salesperson responds to new prospect phone inquiry (B)	Begins where they are resisting coming into the community... Salesperson at their desk wearing a telephone headset responds to a customer reluctant to make an appt – and offers to deliver the materials --- "Customer Resists Community Appointment Will See Salesperson Out" graphic is in the video field at the bottom for 9 sec	Salesperson Inquiring Caller Sales Office	
11.	CFSG #9 & #10 Salesperson responds to new prospect phone inquiry (C)	Salesperson at their desk wearing a telephone headset responds to a customer reluctant to make an appt – and offers to deliver the materials. Customer is unwilling to meet at this time. Gets cell number and email address. --- "Customer Insists on Getting Brochure First" graphic is in the video field at the bottom for 9 sec	Salesperson Inquiring Caller Sales Office	
12.	CFSG #2 Call-in to Salesperson Request for Information (Humorous)	Salesperson at their desk wearing a telephone headset responds to a customer information inquiry Offers to send prices, floor plans, activity schedule, several books – has a large box that will come by UPS ground– will follow –up in 2 months to see how they are doing	Salesperson Inquiring Caller Sales Office	

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	Content	Description	Who Where	Duration Estimate
13.	CFSG # 6 & 7 Appointment Preparation	(This is self-talk) Salesperson in her office reviewing the pre-appointment checklist and her REPS notes in preparation for the upcoming first appointment with an adult-child with an 82 year-old Mom whose husband has recently passed away. Includes letting the front desk know the anticipated arrival of the customer and their name.	Salesperson Sales Office	
14.	Call-in Receptionist for Information <i>(Humorous)</i>	(Show the customer on the phone in the office – and the sound of the receptionist. The Prospect is rolling their eyes and can barely ask a question – quite turned off and befuddled by the end.) Receptionist does a poor job of handling a telephone inquiry for information – Tells them the salespeople are out and in a meeting. Very enthusiastic about the community <i>“Goes on a non-stop commercial about how wonderful it is, Mrs. Jones stopped complaining about the food, got that smell out of the elevator, Bingo 5 times a week...”</i> Does not get their name or number and tells them to call back later.	Receptionist Inquiring Caller Sales Office	
15.	CFSG #1 Receptionist takes phone inquiry (A)	Receptionist demonstrates the correct way to answer the phone and transfer to sales. <i>“Welcome home to xxxxxxxr?”</i> --- <i>“Salesperson is IN”</i> graphic is in the video field at the bottom	Receptionist Inquiring Caller Front Desk	
16.	CFSG #1 Receptionist takes phone inquiry (B)	Receptionist demonstrates the correct way to answer the phone and transfer to sales. --- <i>“Salesperson is NOT IN</i> <i>Customer Offered Message or Voice Mail’</i> graphic is in the video field at the bottom	Receptionist Inquiring Caller Front Desk	

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	Content	Description	Who Where	Duration Estimate
17.	CFSG #1 Receptionist takes phone inquiry (C)	Receptionist demonstrates the correct way to answer the phone and transfer to sales. --- "Salesperson is NOT IN <i>Customer Provides Telephone Number</i> " graphic is in the video field at the bottom	Receptionist Inquiring Caller Front Desk	
18.	CFSG #1 Receptionist takes phone inquiry (D)	Receptionist demonstrates the correct way to answer the phone and transfer to sales. (xxxxxxx)" --- "Salesperson is NOT IN <i>Customer Reluctant to Give Telephone Number</i> " graphic is in the video field at the bottom	Receptionist Inquiring Caller Front Desk	
19.	CFSG #3 Walk-in Prospect Inquiry (A)	Receptionist responds to a walk-in prospect xxxxxxx --- <i>"Receptionist NOT on Phone"</i> graphic is in the video field at the bottom for 9 sec	Receptionist Walk-in Prospect "Resident" Front Desk	
20.	CFSG #3 Walk-in Prospect Inquiry (B)	Receptionist responds to a walk-in prospect xxxxxxx --- <i>"Receptionist ON Phone"</i> graphic is in the video field at the bottom for 9 sec	Receptionist Walk-in Prospect "Resident" Front Desk	
21.	CFSG #3 Walk-in Prospect Inquiry (C)	Receptionist responds to a walk-in prospect <i>She stands greets, shakes his hand,</i> xxxxxxx. --- <i>"Receptionist Interrupted by Phone"</i> graphic is in the video field at the bottom for 9 sec	Receptionist Walk-in Prospect "Resident" Front Desk	



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	Content	Description	Who Where	Duration Estimate
22.	CFSG #3 Walk-in Prospect Inquiry (D)	Receptionist responds to a walk-in prospect <i>She xxxxxxxx...</i> --- <i>"Receptionist Using Guest Registration Form"</i> graphic is in the video field at the bottom for 9 sec	Receptionist Walk-in Prospect Front Desk	
23.	CFSG #3 Walk-in Prospect Inquiry (E)	Receptionist responds to a walk-in prospect <i>She xxxxxxxxxx..</i> --- <i>"Receptionist Using Guest Registration Form Salesperson NOT In – Manager On Duty Available"</i> graphic is in the video field at the bottom for 9 sec	Receptionist Walk-in Prospect Front Desk	

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	Content	Description	Who	Run Time Duration
		Graphics Pieces – Not in Order		
24.	CFSG#7 & #8 Appointment Planning Guide & Pre-appointment Checklist <i>Inside Salesperson</i>	Description Graphic w/music	Graphic	10 sec
25.	CFSG #1 Call-in Receptionist for Information <i>(Humorous)</i>	Description Graphic w/music	Graphic	10 sec
26.	CFSG #10 Discovery Tips and Question Sequence <i>Inside Salesperson</i>	Description Graphic w/music	Graphic	10 sec
27.	CFSG #13 Guidelines for Linking Presentation to Discovery <i>Inside Salesperson</i>	Description Graphic w/music	Graphic	10 sec
28.	CFSG #15 Return to the Discovery Area and Potential Next Steps <i>Inside Salesperson</i>	Description Graphic w/music	Graphic	10 sec
29.	Oakdale Heights "SELS Customer-Focused Sales Guidelines Training Video" Title Shot	Company logo with Title/music	Graphic	Opening 10 sec
30.	CFSG #1 New Prospect Call-in Inquiry <i>Receptionist's Script and Guide</i>	Description Graphic w/music	Graphic	10 sec
31.	CFSG #2 New Prospect Call-in Inquiry Appointment Setting and Next Steps – Inside Salesperson	Description Graphic w/music	Graphic	10 sec
32.	CFSG #3 New Prospect Walk-in Inquiry <i>Receptionist's Script and Guide</i>	Description Graphic w/music	Graphic	10 sec

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33.	CFSG #4 New Prospect Walk-in Meeting <i>Manager On Duty</i>	Description Graphic w/music	Graphic	10 sec
	Content	Description	Who	Run Time Duration
		Graphics Pieces – Not in Order		
34.	CFSG #9 Establishing Rapport and Credibility <i>Inside Salesperson</i>	Description Graphic w/music	Graphic	10 sec
35.	Oakdale Heights "SELS Customer-Focused Sales Guidelines Training Video " Title Shot	Company logo with Title	Graphic	to end