**TRAINING VIDEO: Health Care**

**Title:** “Success is in the Forecast”  
**Sales Training Video**

After a Wall Street profit call-down of $100 million, Client determined that poor sales forecasting was partly to blame. Video is designed to stress the importance of accurate forecasting.

<table>
<thead>
<tr>
<th>VIDEO</th>
<th>AUDIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ext, nice suburban house, night. House is dark, except for one window. Camera pushes toward window</td>
<td>1A Narrator: This is Bill’s house. Bill is an Account Manager. As you can see, it’s late. In fact, it is the last hour of the last night before his monthly forecast is due.</td>
</tr>
<tr>
<td>Shot of computer screen, with forecast software. Info is being typed in</td>
<td>1B Bill knows the importance of the monthly forecast. So after dinner, helping Rusty with his homework…and four solid hours of television--it’s time to buckle down.</td>
</tr>
<tr>
<td>Camera tilts from screen to keyboard. We see little chubby child-hands typing. Cut to Little Girl at computer. She looks up.</td>
<td>1C Girl: How many dollars for overbed tables, daddy?</td>
</tr>
<tr>
<td>Bill is in his recliner, TV remote in hand.</td>
<td>1D Bill: OBT’s? Oh… I don’t know…</td>
</tr>
<tr>
<td>Closeup of hand, with TV screen in background. The channels</td>
<td>1E Bill: Let’s say ’11 thousand’ honey.</td>
</tr>
</tbody>
</table>
change, and the big on-screen numbers reach “11.”

**Girl, dubious**

1F  Girl: Is that a forecast, or an opportunity?

**Bill barely paying attention**

1G  Bill: Absolutely.

**She scoffs, rolls her eyes**

1H  Girl: Daaaad! “Forecast” means you’re 80% sure you’ll win it! Duh!

Bill looks bemused, then, slightly conspiratorial

1I  Bill: Whatever you think, kitten.

1J  Anyway, you know what Daddy says about forecasting…

Uncertain, she looks for the words

2A  Girl: Ummm, it’s a pointless paper chase, and filling the blanks is more important than getting the numbers right?

**He winks approvingly**

2B  Bill: That’s right, honey.

Offscreen voice: Is it, Bill?

**Bill does double take**

Bill: Who said that?

**OTS, Bill to TV. On screen, Black and white, we see a 1950’s corporate spokesman-type, in front of a ridiculously serious sign that says Success is in the Forecast**

2C  TV Guy: Right here, Bill. And we need to talk.

Bill, still trying to grasp the situation, calls to wife.

2D  Bill: Uh, Honey, what’s up with channel 11?

Wife, in robe and curlers, holding TV Guide, pops around doorway.

2E  Wife: Eleven? Here it is… Corporate videos that know your name and speak to you.

Oddly, this seems to satisfy Bill.
Then, Girl whines.

She shuffles behind his chair toward door. He calls after her.

She waves him off

TVG on screen

Bill Turns

TVG wide, with “Success” sign

Bill looks slightly hopeful

TV Guy smiles

TV screen snaps to snow, like changing channels (with SFX.)

Then...

Ext, auto repair place. Greaser wipes hands with rag.

Snow, then...

Office cubicle. Sign on wall says CABLE COMPANY. Woman wears headset, files her nails.

Snow, then...

EXT, fast food drive up.

Customer stares at speaker box

Snow, then...

INT, restaurant. Hostess holding menus speaks to (unseen) couple.

Girl: I wanna go to bed!

2G Bill: Goodnight punkin... Hey, don’t forget—I need that Mercy Health proposal tomorrow!

2H Girl: what-EVER!

2i TV Guy (impatient): Anyway…

2J Bill: Sorry. Um, please continue?

2K TV Guy: Bill, you think forecasting is a big chore…

3A Bill: You mean it’s not?

3B TV Guy: Of course it is! But it’s vitally important. Why, forecasting touches almost every part of our lives. Let’s look at a few random examples…

3C Mechanic: That’s gonna run ya between 75… and a thousand bucks.

3D Operator: Our guy will be there between 9am… and Christmas.

3E Voice on speaker: A double burger? Thank God! We made like a hundred of them and they’re just SITTING here!

3F Hostess: Two for non-smoking? Wow, it’s gonna be, like, an HOUR.
<table>
<thead>
<tr>
<th>Camera pans completely empty restaurant. Then back to girl.</th>
<th>3G</th>
<th>Hostess: Maybe longer.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back to Bill</td>
<td>3H</td>
<td>Bill: Wow. Those WERE random examples!</td>
</tr>
<tr>
<td>Back to TV Guy</td>
<td>3i</td>
<td>TV Guy: You see, Bill, poor forecasting wastes time. It wastes resources and money. And it tries your patience.</td>
</tr>
<tr>
<td>Wide with Success sign</td>
<td>3J</td>
<td>This is true whether you are ordering a hamburger …or a hospital bed.</td>
</tr>
<tr>
<td>CU, dramatic</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bill, trying to grasp…</td>
<td>4A</td>
<td>Bill: What about a milkshake?</td>
</tr>
<tr>
<td>Close up: Very serious</td>
<td>4B</td>
<td>TV Guy: Even… <em>a milkshake</em>.</td>
</tr>
<tr>
<td>CU, Bill reax, hand on chin, nods knowingly.</td>
<td>4C</td>
<td></td>
</tr>
<tr>
<td>Back to TV Guy, MS on TV screen, then closeup for dramatic finger point on “your.”</td>
<td>4D</td>
<td>TVG: Just for fun, Bill, let’s take a trip through the Hill-Rom system, to get a true sense of the impact of YOUR monthly forecast!</td>
</tr>
<tr>
<td>Fade to EXT, Bill’s house, morning.</td>
<td>4E-7H</td>
<td>Deleted for purposes of client confidentiality.</td>
</tr>
<tr>
<td>INT, Bill’s kitchen</td>
<td>7i</td>
<td></td>
</tr>
<tr>
<td>Bill is in full golf regalia—visor, gloves, etc. Bag leans against the counter. He is pouring coffee. Behind him, at the corner of the frame, we see a TV on the counter. On screen is weather graphic. “Today’s forecast” and a huge glowing sun.</td>
<td>7J</td>
<td></td>
</tr>
<tr>
<td>CU Bill, takes a drink</td>
<td>8A</td>
<td>TVG (offscreen) Good morning, Bill!</td>
</tr>
</tbody>
</table>
Bill does spit take, then turns
Wide shot, TVG is on the screen
Bill: Pffft!
Bill: Wow. I thought it was all just a…really boring dream.

TVGuy assesses Bill’s dress
TVG: That what you’re wearing to work?

Bill talks to TV, Head tilted down
Bill: Staying up all night talking about forecasting—THAT was work. I’m hittin’ the links!

CU TVG, chuckling
TVG: Fair enough, Bill. But before you go, can you tell me what you’ve learned?

Bill throws bag over shoulder, heads for the door, away from camera.
Bill: That’s easy. In sales, as in life…

END

RECOGNITION/MOTIVATION: Automotive

Client: Toyota TMMK (Toyota Motors Mfg, Kentucky)
Title: Team Members—The Heart of TMMK!
Purpose: Recognition for length of service and perfect attendance, annual dinner

<table>
<thead>
<tr>
<th>Video</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td>FADE IN</td>
<td></td>
</tr>
</tbody>
</table>

Slow, to a tight shot of a digital alarm clock. The time reads 5:14am. It changes to 5:15, and an annoying, beeping alarm sounds. A hand slaps at it two or three times until it stops.

SFX: Alarm Clock
<table>
<thead>
<tr>
<th>Scene Description</th>
<th>Narration:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Then, a series of quick cuts, with nat sound. Maybe two seconds each.</td>
<td>Every day, whether it’s early morning or early afternoon TMMK team members rise to start the day.</td>
</tr>
<tr>
<td>Bare male feet hitting wood floor next to bed</td>
<td></td>
</tr>
<tr>
<td>Squeaky bathtub faucet, male hand turns</td>
<td>For some. It’s a short drive. For some, it’s a daily road trip.</td>
</tr>
<tr>
<td>Female hand hits kitchen cracks egg, drops into spitting skillet</td>
<td>Wherever they come from, everyday they arrive at the same place.</td>
</tr>
<tr>
<td>Toast pops</td>
<td></td>
</tr>
<tr>
<td>Toyota Camry door slams</td>
<td>This place: TMMK.</td>
</tr>
<tr>
<td>Car key turns</td>
<td></td>
</tr>
<tr>
<td>Wheel on gravel as car takes off</td>
<td></td>
</tr>
<tr>
<td>Long traffic line turning into TMMK plant</td>
<td></td>
</tr>
<tr>
<td>Empty frame, then car pulls in, Toyota hood ornament settles in frame</td>
<td></td>
</tr>
<tr>
<td>Wider shot as Team Member gets out of car, walks toward camera. As he passes, camera pans to show TMMK Exterior.</td>
<td></td>
</tr>
<tr>
<td><em>(Dissolve)</em></td>
<td></td>
</tr>
<tr>
<td>Shots of cars rolling off the line</td>
<td></td>
</tr>
<tr>
<td>Beauty shots from sales videos</td>
<td>For over 15 years, TMMK has built the finest cars on the road. And it has the awards, the sales figures, and the accolades to prove it.</td>
</tr>
<tr>
<td>Shots of JD Power awards</td>
<td></td>
</tr>
<tr>
<td>Trade magazine headlines such as:</td>
<td></td>
</tr>
<tr>
<td>“Camry #1 Again.”</td>
<td></td>
</tr>
<tr>
<td>ColossalGrams, etc.</td>
<td></td>
</tr>
<tr>
<td>Team Member in locker room, putting on PPE gear. Stands, walks out.</td>
<td></td>
</tr>
<tr>
<td><em>(Dissolve)</em></td>
<td></td>
</tr>
<tr>
<td>But none of these things would have been possible without the dedication, the hard work, the COMMITMENT of TMMK Team Members.</td>
<td></td>
</tr>
<tr>
<td>Shot of production line, focusing on Team Members</td>
<td>People committed to producing quality products that are in demand.</td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>-----------------------------------------------------------------</td>
</tr>
<tr>
<td>Group Leader taking attendance</td>
<td>People who show their commitment by showing up every day, year after year.</td>
</tr>
<tr>
<td>Faces</td>
<td>People who manage to find the balance between work and family.</td>
</tr>
<tr>
<td>Habitat for Humanity construction shot</td>
<td>People who give back to their neighborhoods…</td>
</tr>
<tr>
<td>Volunteer firemen (Team Members)</td>
<td>…to their communities…</td>
</tr>
<tr>
<td>Military Reservists (Team Members)</td>
<td>….to their country.</td>
</tr>
<tr>
<td>(DISSOLVE)</td>
<td>These people--who show their commitment each and every day--are the heart of TMMK.</td>
</tr>
<tr>
<td>Series of recognizable management types, from various areas, representing manufacturing, safety, SMK, VIP, diversity, environmental, etc.</td>
<td></td>
</tr>
<tr>
<td>High-up executive (Wil James)</td>
<td>For all you do…</td>
</tr>
<tr>
<td>Mayor of Georgetown</td>
<td>For being a part of our community…</td>
</tr>
<tr>
<td>Judge Executive</td>
<td>For making it a better place…</td>
</tr>
<tr>
<td>Superintendent of schools</td>
<td>For all your support…</td>
</tr>
<tr>
<td>Manufacturing person</td>
<td>For the long hours…</td>
</tr>
<tr>
<td>An Safety person</td>
<td>For working safer…</td>
</tr>
<tr>
<td>A continuous improvement person</td>
<td>For working smarter…</td>
</tr>
<tr>
<td>A diversity person</td>
<td>For working together…</td>
</tr>
<tr>
<td>Marketing or Sales exec</td>
<td>For your commitment to making the customer happy.</td>
</tr>
<tr>
<td>Plant CEO</td>
<td>For making TMMK the kind of place where you never want to miss a day</td>
</tr>
</tbody>
</table>
| Art Niimi (USA VP)  
(Disolve)        | You are the Heart of TMMK, and we thank you.” |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>KY Gov. Martha Layne addresses camera.</td>
<td>If you can remember, it was a hard-fought competition. Kentucky was going up against (6?) other states to win the Toyota plant. I told the Toyota management, if you build here, you will never regret it. The people of Kentucky are good folks. They’re hard-working folks. And they will help you build the best cars out there. To the TMMK team members, I want to thank you for keeping that commitment. And I want to say, keep up the good work—you are the heart of TMMK.</td>
</tr>
</tbody>
</table>
| MUSIC DOWN,  
5-7 seconds of team members walking in from the main aisleway – slow mo | Building quality products…meeting production numbers…these are the building blocks of a successful business. But without your efforts, without your commitment, none of this would be possible. |
| Music up  
Aerial of TMMK, slow dissolve out | Tonight, we recognize our team members. We thank you from the heart for your hard work. And please, take a moment…stand and look to your neighbor…and give yourselves a hand. |

**PROMOTIONAL VIDEO: Health Care**

**Title:** “Hill-Rom Services: From the Starting Line to the Winner’s Circle”  
**The Purpose:** To encourage salesmen to sell service contracts at the time of the capital sale.  
**The Treatment:** “Just as the Formula 1 driver depends on his pit crew, a salesman needs his service team to keep the customer happy, facilitating future business.”

<table>
<thead>
<tr>
<th>VIDEO</th>
<th>AUDIO</th>
</tr>
</thead>
</table>
| 1. Stock footage, racing.  
Driver’s POV | **NARRATOR (VOICE-OVER):**  
Narration:  
The driver is strapped inside a million dollar |
automobile—so tightly he is almost a part of the machine itself. He hurtles down the track at breakneck speed, his senses ablaze: the intense vibration, the whine of the engine, the smells of fuel and burning rubber. For 90 grueling minutes he battles for position. Finally, on the next straightaway, the finish line approaches.

For many people that image, man and machine versus man and machine, is what they see when they think of Formula 1 racing.

But an equally important story is told in the pit. There we see that, while one man gets all the glory, it is truly a team sport. There, when each fraction of a second counts, the pit crew’s precisely timed choreography can be the difference between going home with the cup—and just going home.

In today’s hospital there is no flag, no cup, no finish line. There is only the race—a daily struggle to keep patient care equipment performing effectively, and the pit stops as infrequent as they can be.

But when it IS time for a pit stop, where will your account turn? Theoretically, the driver could pull into any one of the pits that line the track. They all have fuel and tires, right? But he pulls into the pit where he trusts absolutely that the crew’s precise teamwork, and their intimate knowledge of HIS
car, will have him back in business in a matter of seconds.

The relationship between the driver, the car and the pit crew is not unlike that of the hospital, its equipment and its maintenance staff. Regular maintenance—the pit stop—is essential. And our purpose today is to help you establish Hill-Rom Service as the pit crew of choice in your accounts.

Sc 7-52 removed due to client confidentiality

(TRANSITION BACK TO RACING)

The finish line lies dead ahead. The driver presses on, overtaking his rivals one by one until he crosses that line alone, the checkered flag waving madly in his rear-view mirror.

In the Winner’s Circle he hoists the Cup. The flashbulbs pop, and history is recorded. And, though there is one man in the picture, it is a victory celebrated by the entire team.

Imagine yourself standing in that Winner’s Circle, and think of the Circle of Care—Hill-Rom’s integrated approach of products, information and services. It is a philosophy that helps the hospital to deliver a consistent, reliable, safe and efficient quality of care.

Hill-Rom Service Contracts, and the CARE asset management program, are vital components of that Circle—make them a vital part of your success.

END
**SALES/MERCHANDISING: Graphic Arts**

Client: Aquaflex Press Manufacturer  
Title: Servo FPC Printing Press Introduction  
Contribution: Writer, Producer, Director

| Video |
|---|---|
| Montage: brand packages on paper labels, flexible films and folding cartons. |
| Beauty shots of press, with logo super. Close-ups of gee-whiz features like sleeve change, control panel, etc. |

**Billboard: 100% Servo-Driven**

* Art or video of servo. Super: NO: Clutch…Motor…Gearbox …Gear Train…Lockout Circuits …Performance Decay

**BB: Inline Print Head**

*Guy adjusts registration. Mix with shot of readout indicating incremental changes  
*Print Head in Action. Super: No Pneumatics/No Hydraulics/No Rebound

*Sleeve going on to cylinder  
Sleeve/cylinder lowering into position

*Shot of individual print station. Super: Reverse Configuration

<table>
<thead>
<tr>
<th>Sc.</th>
<th>Audio</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1A</strong></td>
<td>Today’s packaging opportunities come in all shapes and sizes, utilizing a broad range of substrates. To compete for this business, printers must be flexible in their capabilities and deliver the highest quality at the lowest per unit price. Speed, precision and consistency are mandatory. To win in this competitive packaging market you need the most advanced and most efficient printing technology available.</td>
</tr>
<tr>
<td><strong>1B</strong></td>
<td>Introducing the Servo FPC Multi Substrate Printing Press from Aquaflex. With its superior flexibility, repeatability and advanced servo technology, the FPC will help you turn virtually any packaging concept into reality.</td>
</tr>
<tr>
<td><strong>1C</strong></td>
<td>Unlike other designs that combine servo technology with geared systems, the FPC is completely servo-driven. Servo technology eliminates the wear-and-tear problems of clutches, motors, gearboxes, gear trains, and lock-out circuits. It also eliminates the performance decay associated gear wear, providing consistent results over the life of the press.</td>
</tr>
</tbody>
</table>

1E The FPC’s inline print head design offers unmatched stability and exceptional reproduction.  
1F Ball screws enable micro adjustments of hundredths, thousandths—even ten-thousandths of an inch.  
1G There are no pneumatic or hydraulic cylinders used for print head functions. Rebound effect is eliminated.  
1H Both the anilox rolls and plate cylinders feature advanced sleeve technology, for faster changeovers and make-readies.  
1X The unique design of the FPC impression cylinder diameter allows the FPC to achieve near-offset-quality dot reproduction.  
1J Each print station can be configured for reverse printing.
Slowness creep on print head in motion, with substrate (high speed?)

* Close of steel frame, pull to wide beauty.

**BB: Printing Versatility**
* Wide, head on, showing width, with supers
* MCU of substrate in action
* Open Frame design??

**BB: Drying Versatility**
* Impression chamber, super: 32” Rollout Diameter
* UV light in action
* Hot air dryer, pull out, then dissolve.

**BB: Repeat Versatility**
* Wide of FPC, super 12”-32” Repeats, (304mm-812mm)
* MCU of guy programming

**BB: Die Versatility**
Generic FPC in operation, DVE Supers of various finished products.

**BB: Operator Friendly**
* Wide, FPC
* MCU, Guy walks down line, checking components, walks out
* MCU, Guy at station, looking down line. He reaches for panel.
* Close-up, swinging panel into frame

---

1Z | Also, unlike conventional presses that must be readjusted as speed increases, the FPC’s computer driven servos automatically adjust the print head, with no operator intervention.

1K | Supported on 1-1/2” thick steel frames, the FPC has the most rigid, robust, and solid inline print head design in the industry.

1A | In packaging, change is inevitable. Printing versatility equals long-term viability. The Servo FPC is available in 20-, 24-, 28-, and 32-inch web widths. It prints substrates ranging from 60-gauge film to 24-point board. The open frame design allows you to add combination-printing capabilities like inline gravure print stations. The Servo FPC is a great investment. It will hold its value as a high-performance production platform, regardless of future packaging trends.

2F | As your inks and substrates vary, so do your drying needs. The chilled impression cylinder has a 32” rollout diameter.

2G | UV light, applied directly to the impression cylinder, immediately cures UV inks. Hot air infrared driers are used for water-based inks. Other drying options are also available.

2J | One great advantage of servo printing is the elimination of special repeat gearing. With the Servo FPC you can handle repeats from 12- to 32 inches-- or their metric equivalents-- by simply programming the repeat on the touch-screen control console. The press does the rest.

2K | As jobs change, so do your die requirements. The Servo FPC offers the flexibility to meet your various demands for labels, cartons, and flexible packaging.

2M | Superior press ergonomics is a hallmark of Aquaflex design. The Servo FPC is built with the operator’s safety and ease-of-use in mind.

2N | The walk-through design places all the printing components at waist level.

2O | The operator has a straight-on view of the printing process.

2P | A print station touch-screen control panel swings into position for input and adjustments.
<table>
<thead>
<tr>
<th><strong>BB: Fast Changeover and Make-ready</strong></th>
<th><strong>3A</strong></th>
<th>With the Servo FPC, changeover is simple, quick and accurate. The Servo FPC features advanced sleeve technology for both the anilox roll and print cylinders. The cantilevered cylinders lift up with the touch of a button. This provides a tool-less slide-off/slide-on exchange of plate and anilox sleeves—all at waist level.</th>
</tr>
</thead>
<tbody>
<tr>
<td>*MCU zoom into cylinders, super: Advanced Sleeve Technology</td>
<td><strong>3B</strong></td>
<td><strong>BB: Pre-register and Automatic Registration</strong></td>
</tr>
<tr>
<td>*CU panel, press button…then</td>
<td><strong>3C/D</strong></td>
<td>The Servo FPC features a Pre-register and Automatic Registration function. The operator enters the desired repeat, and then presses a button. The new sleeved print cylinder lowers into position and everything comes back on impression. The press automatically pre-registers the plate. Once the press starts up, the print cylinder remains in registration, regardless of speed. With automatic registration, your make-ready is completed in just a few minutes. It’s that easy!</td>
</tr>
<tr>
<td>*MCU, cylinders raise</td>
<td><strong>3E</strong></td>
<td>With optional RFID Tag Job Storage Technology, the Servo FPC will automatically keep a record of job printing specs. Critical information like print head settings, tension and infrared settings, job run and waste statistics are stored in the computer’s memory. This helps assure perfect run repeatability.</td>
</tr>
<tr>
<td>*Wide, guy slides off sleeve</td>
<td></td>
<td>Simply scan the identification tag on the plate cylinder sleeve. The press will recall the job and all of the operating specifications. It will even tell you where to install the plate. Just install the job’s plate sleeves and the make-ready specifications are automatically recalled and applied. You’re ready to start your print run. This is a must-have option for companies who do short-run or high-volume repeat printings.</td>
</tr>
<tr>
<td><strong>BB: Pre-register and Automatic Registration</strong></td>
<td><strong>3i</strong></td>
<td><strong>3J</strong></td>
</tr>
<tr>
<td>*CU panel, guy enters info, hits GO</td>
<td><strong>3K</strong></td>
<td><strong>BB: RFID Tag Job Storage</strong></td>
</tr>
<tr>
<td>*MCU, sleeve lowering into position</td>
<td><strong>3L</strong></td>
<td>*shot of readout. Super build: Stores: print head settings, tension settings, infrared settings, job run statistics, waste statistics</td>
</tr>
<tr>
<td>*CU, print cylinder starts to turn</td>
<td><strong>3M</strong></td>
<td>*same shot, new super: Perfect Run Repeatability</td>
</tr>
<tr>
<td>*Wide FPC</td>
<td></td>
<td>*Cu, guy scans sleeve</td>
</tr>
<tr>
<td><strong>(FADE)</strong></td>
<td><strong>3N</strong></td>
<td>*CU screen calling up info, incl. sleeve location</td>
</tr>
<tr>
<td>*Wide FPC</td>
<td><strong>3o</strong></td>
<td>*MCU guy install sleeve</td>
</tr>
<tr>
<td><strong>(FADE)</strong></td>
<td><strong>3P</strong></td>
<td>*Wide FPC</td>
</tr>
<tr>
<td>In demo, we can use alternating tights and widers, with clock super, or just go for one wide continuous shot.</td>
<td><strong>3Q</strong></td>
<td><strong>BB: Changeover Demonstration</strong></td>
</tr>
<tr>
<td><strong>BB: Changeover Demonstration</strong></td>
<td><strong>3R</strong></td>
<td>*MCU of control area, guy enters. When he touches screen for first time, a clock appears in corner, starts at 12...</td>
</tr>
<tr>
<td>*MCU of control area, guy enters. When he touches screen for first time, a clock appears in corner, starts at 12...</td>
<td><strong>3S</strong></td>
<td>(Audio spaced to match real-time video) Servo FPC changeovers and make-readies are fast</td>
</tr>
</tbody>
</table>

**Page 13**
MEETING OPENER: Health Care

Title: “007: A View to a Sale”

The Purpose: Sales Meeting Opening Module

The Treatment: A medical device manufacturer, after years of focusing on consultative and partnering programs, finally gives the “sales agents” what they really want: new toys.

Here, in an idea used a thousand times before, James Bond is the salesman, and Q is New Product Development. Bond is played by the VP of Sales who, surprisingly, looks the part.
Scene 3:

Up from title montage:

Stock footage, exterior of typical EVIL ISLAND LAIR. *(From Austin Powers III)*

DISSOLVE TO:

Stock, interior of cavernous lair, complete with machinery, conduit, blinking lights and lab equipment. *(Perhaps from “Dr. No.”)*

DISSOLVE TO:

*Dolly shot, pushing in toward an elevator door with mock signage: “FREEZING CHAMBER.”* The door whooshes open, dry ice tumbles out. A very stiff and blue DR. EVIL stumbles out. Annoyed, he brushes the “snow” from his jacket.

**DR EVIL:**

It’s freakin’ COLD in there!

*He walks out of frame.*

CUT TO:

INT. CONFERENCE ROOM

Various HENCHMEN sit, nervously awaiting Dr Evil’s arrival. Dr. Evil enters, and sits in his impressive leather chair. He is all business, cold—even menacing.

**DR EVIL:**

Gentlemen, I have the latest intelligence….

*He looks helpless as his chair rolls away from the table. The imposing mood is shattered as he duck-walks his chair back to the table. Re-situated, he gives his henchmen the evil eye, but only manages to look desperate.*

**DR EVIL:**

As I was saying, I have the latest corporate intelligence on my arch nemesis Hill-Rom. They are attempting to dominate the market by providing an integrated approach of products, information and services – all designed to deliver greater efficiency and effectiveness to meet the changing needs of the healthcare environment.

**HENCHMAN 1:**

*(alarmed)*

Diabolical!….

**DR EVIL:**

Here are some of their very latest weapons…
He picks up a “futuristic-looking” remote (futuristic in the clunky, 1950’s sci-fi sense) and points it off-camera, clicking it.

On a beat-up projection screen we see a scratchy, dirty slide. Perhaps one of the earliest slides of Advance 2000, circa 1991. Dr Evil walks in front of the screen.

DR EVIL:
Gentlemen, the Advance 2000 bed.

The henchmen look at one another, puzzled.

DR EVIL:
Its fiendishly clever name suggests the far-off tomorrow-land of the year 2000! Or, as I call it….

(he uses “air-quotes”)
“Y-2-K.”

HENCHMAN 2:
(uncomfortable)
Ahem….

Dr Evil ignores him and continues. He clicks the slide, and a picture of the original COMposer, circa 1994, appears.

DR EVIL:
The COMposer nurse call device. It utilizes a disc operating system…

(he uses “air-quotes”)
…which I call “DOS”….

HENCHMAN 2:
(uncomfortable)
Uh, sir…

DR EVIL:
WHAT?

HENCHMAN 2:
Sir, these products were hugely successful in the nineties, and, um… have been discontinued.

DR EVIL:
(throws up his hands)
Throw me a freakin’ BONE, people! Been FRO-zennin’! Need the IN-fo!

HENCHMAN 3:
Sir, Hill-Rom has great products, but they are also a solutions provider. We could copy their successes in, say, Ergonomics programs.

DR EVIL:
Hmm… an EVIL ergonomics program?

HENCHMAN 3:
I…guess so…

HENCHMAN 1:
Or service contracts!

DR EVIL:
An EVIL service contract?

HENCHMAN 1:
Um, well…

WIDE SHOT. Silence. They’re out of ideas. Suddenly…

DR EVIL:
Screw it. We’ll just do what we always do: copy one of their products and sell it for half the price.

Close on Dr Evil. He points the remote directly at the camera and clicks. The picture jumps, goes snowy for an instant, and then returns, now more pixilated. We are now watching the scene on a monitor.

DR EVIL:
Do you hear that, Hill-Rom?

CUT TO:

INT. Q’s LABORATORY
Wider. We are watching the previous scene on a monitor in Q’s laboratory. Q watches with alarm.

On screen, Dr Evil continues. The rest of the henchmen now flank him.

DR EVIL:
Your MEEELIONS of hours of research and engineering are no match for our me-too knockoff approach!
Dr Evil begins to laugh maniacally.

```
Q:
Bloody Hell!
```

Continue to scene four….

* * * *

**Promotional Video: Food Retail**

*Client: Kroger Supermarkets*

*Title: Celebrate the Crush!*

<table>
<thead>
<tr>
<th><strong>VIDEO</strong></th>
<th><strong>AUDIO</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Mr. Dillon, to one side, with Kroger Logo over shoulder. Name and title</em></td>
<td><em>Hi, I'm Dave Dillon. I'd like to say hello to our all off our associates</em></td>
</tr>
<tr>
<td><em>Name and title super lower third.</em></td>
<td><em>across the country, and tell you about an exciting wine promotion</em></td>
</tr>
<tr>
<td><em>Same, but Kroger logo fades, replaced by September Crush Logo.</em></td>
<td><em>coming your way soon.</em></td>
</tr>
<tr>
<td><strong>B-roll of customer in Wine section</strong></td>
<td><strong>It's called Celebrate the Crush, and throughout September every store</strong></td>
</tr>
<tr>
<td></td>
<td><em>in the Kroger family will be offering and promoting discounts for multi</em></td>
</tr>
<tr>
<td></td>
<td><em>ple bottle wine purchases. This program arrives just in time for one</em></td>
</tr>
<tr>
<td></td>
<td><em>of the busiest wine-purchasing periods of the year.</em></td>
</tr>
<tr>
<td></td>
<td><strong>Before I get into the details of this program, I want to</strong></td>
</tr>
<tr>
<td></td>
<td><em>tell you why I am so excited it.</em></td>
</tr>
<tr>
<td></td>
<td><strong>You see, it’s about more than increased sales and margins. It’s about</strong></td>
</tr>
<tr>
<td></td>
<td><em>the way that this program fits within our Customer First strategy.</em></td>
</tr>
<tr>
<td></td>
<td>*<em>The customer who visits our wine section is a discerning wine consumer.</em></td>
</tr>
<tr>
<td></td>
<td><em>They appreciate our selection and they are extremely loyal. Our goal</em></td>
</tr>
<tr>
<td></td>
<td><em>is to reward that loyalty and make our stores their top-of-mind</em></td>
</tr>
<tr>
<td></td>
<td><em>destination for wine.</em></td>
</tr>
<tr>
<td></td>
<td><strong>Aside from selection, we offer them an inviting atmosphere and expert</strong></td>
</tr>
<tr>
<td></td>
<td><em>service. Providing suggestions and advice as to their wine choice is</em></td>
</tr>
</tbody>
</table>
another way we add value to the shopping experience. We’re not just selling, we’re consulting, and our customers appreciate it.

Celebrate the Crush is modeled after a very successful wine program at Fry’s, one of our banners based in Phoenix. I’d like to recognize two Fry’s associates: VP of Merchandising _____, and Grocery Merchandiser _____ for some outstanding results—which I will share with you in a moment.

The name Celebrate the Crush refers to the traditional harvest period for European wines. In wine-making areas all over, September is the time when the grapes are being crushed and processed into your favorite vintage.

September is also a natural ramp-up period to the busiest wine-buying season of the year, October through December. This is the time of year when people are stocking up on wine. They’re preparing for holiday entertaining and gift-giving. And it’s a time of year when they will definitely appreciate a price break on those multiple-bottle purchases!

Here are some of the particulars of our September’s Celebrate the Crush promotion. The program will:

- Run from weeks 3 of 8 through 2 of 9.
- It will promote discounts on multiple-bottle wine purchases. (The definition of a multiple-bottle purchase and the percentage of discount will be determined by each division.)
- The program will feature attractive, themed, point of sale displays to create interest in-store.
- It will feature mass displays in center aisles, to be programmed in the sales plan.
- It will feature two gatefold ads, planned corporately, during week 3 of 8 and 1 of 9.
- Also, the signage and ads will reflect the final purchase price of the wine.

Those are some of the details of September’s Wine Crush promotion. You’ll receive further info soon. I want to urge every associate in each of our
Kroger Wine Centers to get behind this exciting program. I urge you to embrace it, to use that famous Kroger creativity and to make it your own.

September’s Wine Crush promotion will add value for our most loyal customers. It will help reinforce our image as a wine destination. And it will drive increased sales and higher margins.

I mentioned that this is based on a successful promotion at Fry’s. How successful? How about a 97% increase in sales, with a 28% increase in gross margin dollars?

With numbers like these, I have a feeling you’ll be raising a glass to one of your best Septembers ever!

TRAINING SCRIPT: Health Care

Title: Ergonomics

The Purpose: Sales Training

The Treatment: Medical supply company instituted an ergonomics consultancy program, designed to teach proper body mechanics in health care and prevent health worker injuries. As the program became more popular, the Specialists could no longer handle the load. It was decided to train the Sales jocks…who had to be introduced to the idea gently.

A meeting in a hospital Purchasing Director’s office. As we come through the door a Hill-Rom Account Manager finishes his pitch. The purchaser looks skeptical.

Close on AM. That word is vaguely familiar.

Purchaser: I don’t know, Jim. These TotalCare beds aren’t cheap, and there are so many considerations. Terms, return on investment, ergonomics issues…

Account Manager: Ergonomics?

Purchaser: Yeah. Know anything about it?
Not really. The AM appears at a momentary loss. Then the Account Manager BS kicks in.

Close on Purchaser, annoyed.

Close on AM, busted.

Wide two shot. Looong silence. A clock ticks in the distance.

Finally, it hits the AM. He practically shouts, scaring the purchaser.

Big-shot AM leans in, suddenly confident. Very cool.
Purchaser flips thru his planner
AM winks coolly.

DISSOLVE TO:
1. AM stands in corridor outside office. He calls back confidently to Purchaser.

Close up of cocky AM
AM closes the door. Immediately his cool façade melts, and he has a look of terror.
CUT TO:
2. Long corridor shot. AM races toward, and then past camera.
CUT TO:
3. Pay phone. AM skids into the frame and grabs handset.
CLOSE up of keypad. In exaggerated fast-motion, he dials Batesville in about a second.
Slow creep on AM as phone rings. He is slightly panicked.
CUT TO:
4. Exterior, Hill-Rom HQ
5. Empty interior corridor, Hill-Rom HQ

AM: Of course, you can't overstate the importance of ergonomics, Bill. That's why we at Hill-Rom have... have led the way in... in...
Purch: Like I asked, do you know anything about it?

AM: (tiny voice) Uhh, bend the knees, lift with ease...?
Purch: Look, Jim, I'm sorta busy here...

AM: Hey! (regains composure) We've got a guy...
Purch: Another Specialist, huh? (pause...) Can't hurt, I guess. How soon can you set up the meeting?

AM: For my biggest account? I'm sure I can get my guy in here sometime next week.
Purchaser: Fine. Thursday, maybe?

AM: Done.

AM: See you next Thursday...

AM: (audible GULP!)

SFX: Screeching brakes.

SFX: Sped up key punches

AM: (sotto) pick up pick up pick up...

SFX: Phone rings

SFX: Phone rings
6. **Outside Rick Barker's empty office. Nameplate is visible on wall**

SFX: Phone rings, then, Barker's voice mail picks up.

Barker Voice Mail: Hi, this is Rick Barker. Today is September 17th. I'm out of the office until the 28th. If you would like to schedule an Ergonomics presentation in one of your accounts…

…my first availability is November 4th.

7. **Closeup of large desk blotter calendar. Camera dollies down days of the week. Each are filled with messages like "ERGO PRES DALLAS, HOUSTON, LITTLE ROCK, etc.**

Voice Mail Lady: Are you still there? I'm sorry you're having trouble. Please try again later.

8. **Close on AM, in anticipation. AM's expression sinks.**

CTS: Jim?

9. **Profile shot as ASM slides down the wall, until he is seated on the floor. The Phone dangles in front of him**

CTS: You look…*relaxed*. AM: Relaxed? No, this is just depressed.

10. **Wide shot, AM still seated on floor. From an adjacent hallway, a woman appears. It is his Hill-Rom CTS.**

CTS: Uh-oh. Bad news?

AM: I'm trying to pull Ergonomics out of my sleeve to save this TotalCare deal, but the guy from Batesville is booked six weeks out!

11. **Close on CTS. She looks puzzled Jim manages a smile. Close on CTS, concerned. AM rising to his feet.**

CTS: That's your problem? Geez, do the presentation yourself!

AM: Dammit, Sue. I'm a salesman, not a… a… CTS: An ergonomist?

AM: Whatever. I mean, what do I know about it?

12. **Medium shot of AM. Hand on chin, he is imagining his desk at home. (Split screen) The Ergonomics Toolkit sits in his IN box. He shakes his head.**

CTS: I thought all you guys got the ergonomics toolkit in sales mail.

AM: Nope.
13. The scene changes.  
   Now the Toolkit is under six inches of other papers.

14. The scene changes.  
   Now the Toolkit is under a FOOT of papers.

15. Angle on CTS. As she speaks, the camera begins to pull away.  
   Slowly at first, then much faster. She raises her voice as she recedes in the distance, until she is practically shouting.  
   When she finishes speaking, we hear the unmistakable sound of a car peeling away.

16. A pause, then close on the CTS.  

   CTS: Anyway, I heard it explains how to do everything the ergonomist does—only you don't have to wait six weeks. It's got a CD-ROM that familiarizes you with the whole process. There's an Excel spreadsheet so you can plug in real numbers and...and... Jim?

   AM: That's more like it.

   CTS: At least he didn't ask me to do it.

   Narrator: Like Jim, you have probably received the Ergonomics Selling Strategy Guide and Selling Resource Manual in the mail.

   Unlike Jim, you have probably given it a glance, at least.

   Regardless, we think you will find that these sales tools contain a knockout process for selling the Ergonomics Value Proposition.

   JIM: Useful, informative sales mail. Who would have guessed?

   Narrator: The Selling Strategy Guide is a like a blueprint for building the dream deal. The Selling Resource Manual places every ergonomics tool at your disposal.

   But the biggest takeaway, as Jim will soon discover, is that selling with the Ergonomics Value Proposition is a PROCESS...

   ...not something you pull out of your sleeve.

   Jim: Uh, yeah. Sorry about that.

   (proceed to live classroom instruction)
CONCLUSION: A WEEK LATER

**VIDEO**

Hospital corridor outside an executive conference room. The Clinical Therapy Specialist from the opening scene stands waiting, briefcase in hand. She nervously checks her watch.

She hears footsteps approaching, along with a cheery whistling. She glances up and immediately registers surprise.

CTS: (muttering) I hope he's ready for this…

SFX: FOOTSTEPS, WHISTLING

CTS: …Jim?…

AM: (upbeat) Morning, Sue. Ready to get **Ergonomic**?

CTS: Uhh, sure. Dude, you look about 80 percent less suicidal than the last time I saw you.

AM: (ignores) Sue…did you realize that there is a lot of **useful, informative** stuff in sales mail?

CTS: (mock alarm) Jim? What have you done with Jim?

AM: This Ergo stuff is great! Did you realize that nursing has the highest risk of injury of any profession?

CTS: Well, yes, actually…

AM: And HALF of all nurses will have a back injury during their career?

CTS: Jim…

AM: Our ergo initiatives can reduce caregiver injuries by up to 79 percent!

CTS: I'd say he's ready.

AM: And worker's comp costs by as much as 90 percent! And…

Close on CTS. As he rants, she turns and speaks to camera

Back to wide. Jim is actually holding up a chart, pointing to it.

She grabs him by the...
CTS: Save some for the presentation, Tiger!

AM: Oh, yeah…right.

AM: Come on, Sue…

AM: …Let's build some awareness.

FADE