

## Notes / Action / sfx :

Customer browsing art  
+ price tags.

Knock back the artworks so they're pretty hazy until we get nearer.

See end notes.

Each customer group has a list (with gold squares, like the Buying Criteria bubbles later) which they consult before considering each picture.

1) < "mmm", "mmm", "yuck!" >

2) The Worker walks in, <dum de dum> pushes past the others, takes down a picture, puts it under his arm so we only see the back of it, and walks Right.

The Boss toddles in behind, trying to keep up.

We TRACK R with the Worker.



V2 revision: P 7,8,9,10  
animator: move gold "bullets" to the right and change end screen.

## "Discovering and Ranking Buying Criteria"

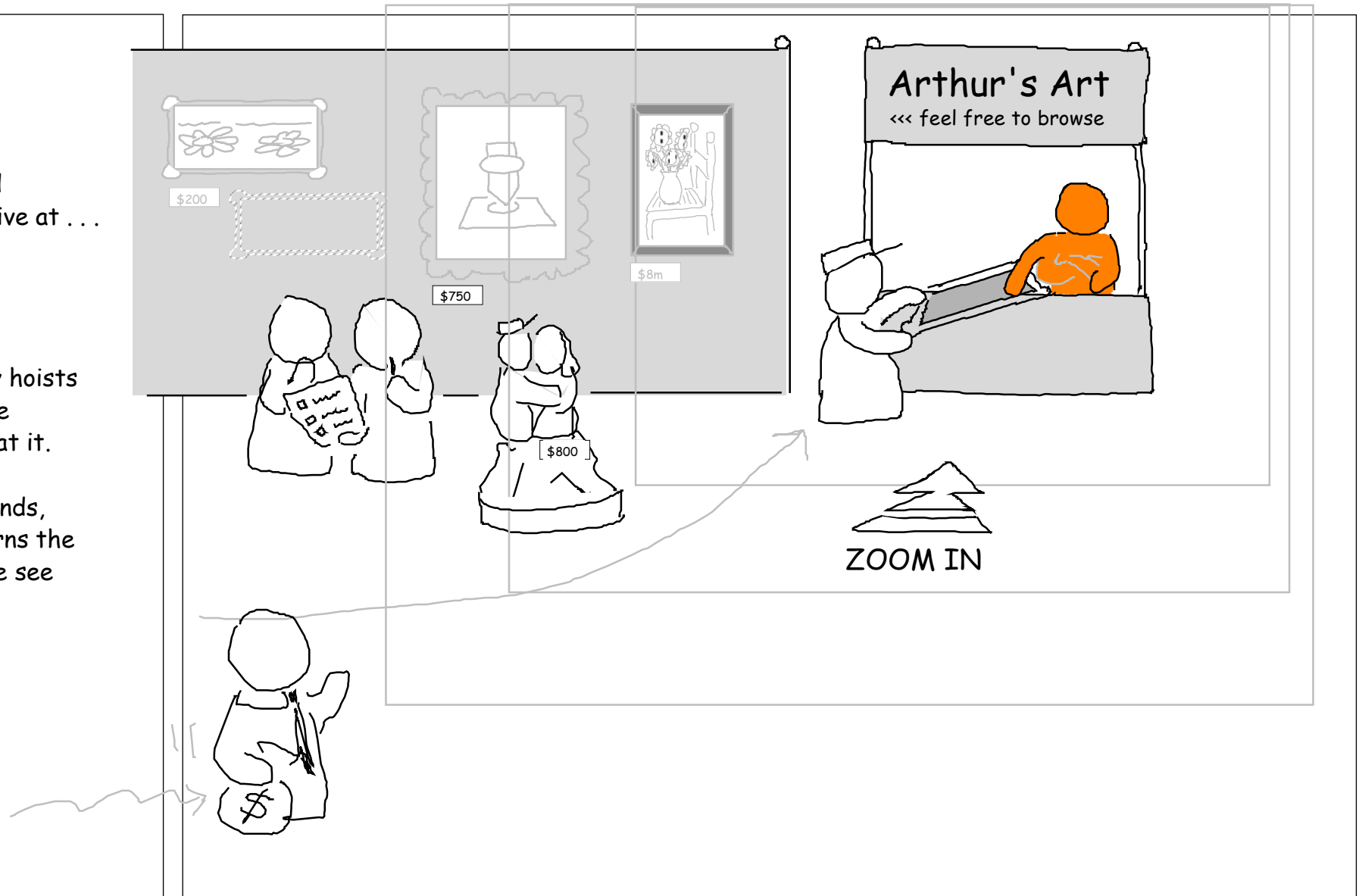
## Notes / Action / sfx :

Continue PAN R and  
PUSH IN as we arrive at ...

The counter + the  
Salesperson.

Worker confidently hoists  
the picture onto the  
counter and points at it.

As the ZOOM IN ends,  
the Salesperson turns the  
picture over, and we see  
that it is ...



## "Discovering and Ranking Buying Criteria"

Notes / Action / sfx :

The Rest Room sign!

3)  
The Boss, tired, catches up.  
He looks at the "picture".



## "Discovering and Ranking Buying Criteria"

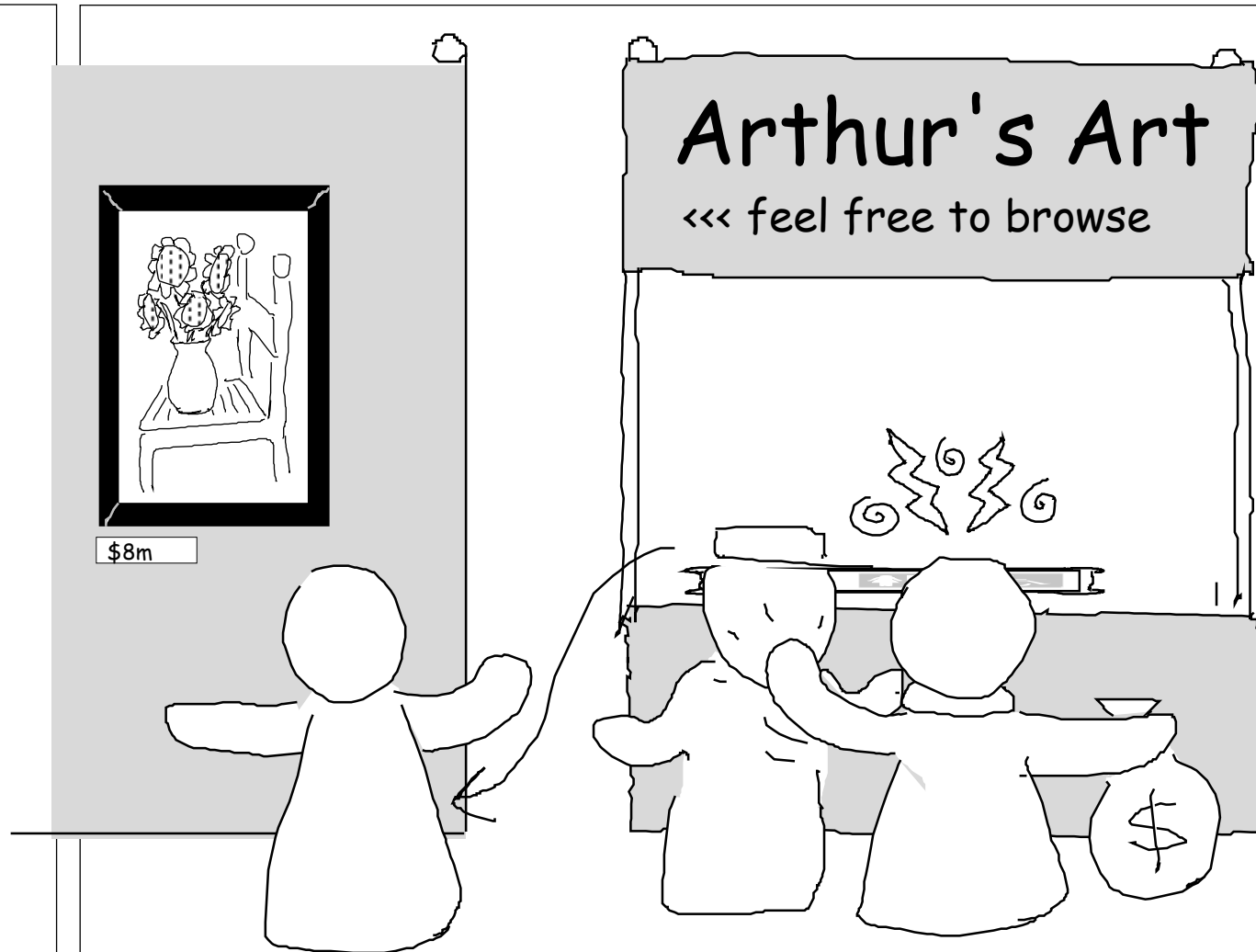
### Notes / Action / sfx :

4) Worker turns to Boss and shrugs.

Boss holds the money away from the Worker and Slaps him in the face.

5) Salesperson slips through to the front.  
Gestures for the customers to come for a look.

6) The customers stop squabbling and look over.



## "Discovering and Ranking Buying Criteria"

## Notes / Action / sfx :

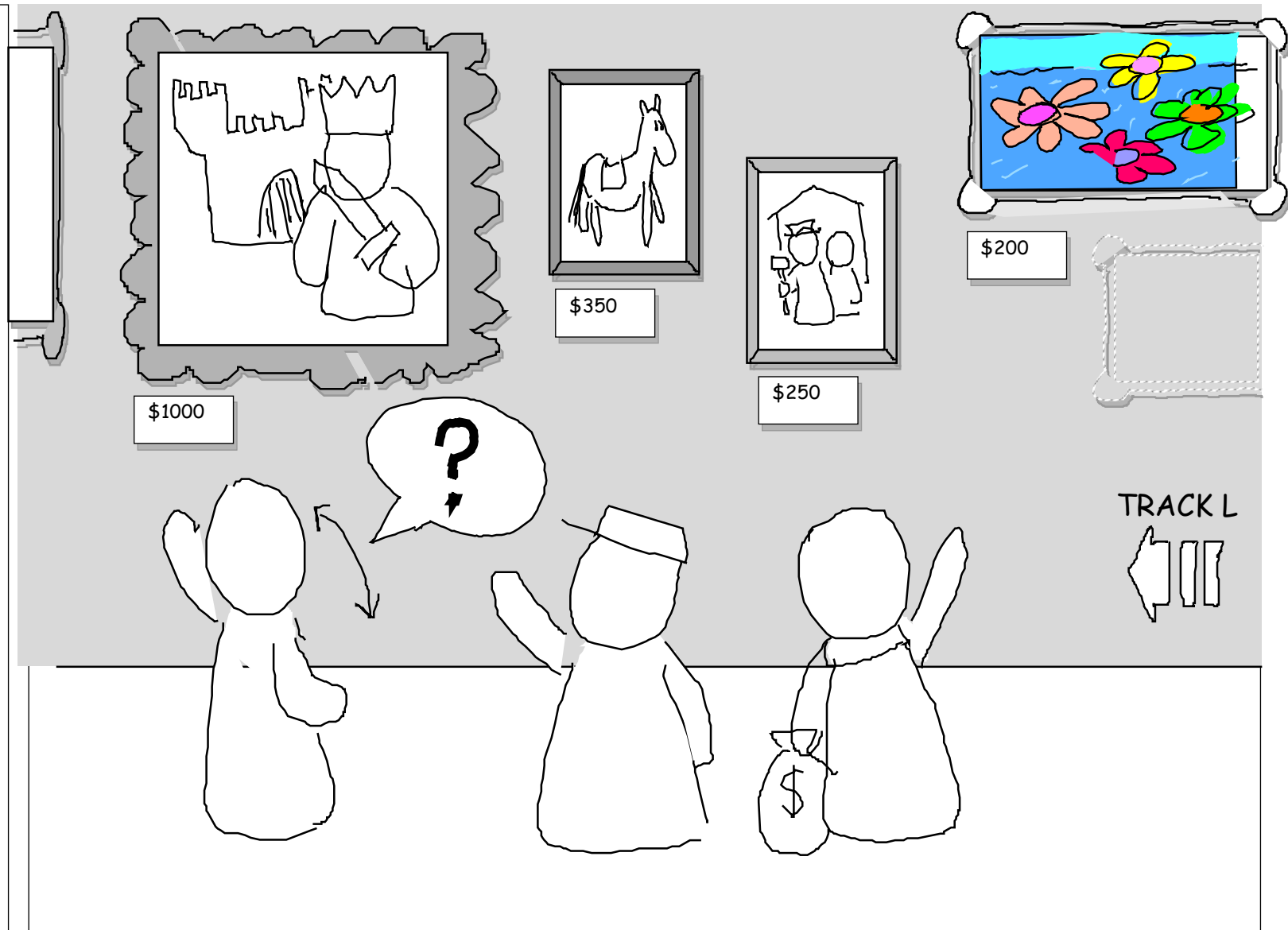
7) Salesperson leads them (walking backwards) past the pictures, gesturing.

8) He stops and asks them a question.

Worker points at the King picture.

Boss points at the Monet picture.

Salesperson nods slowly.



## "Discovering and Ranking Buying Criteria"

## Notes / Action / sfx :

We TRACK L as ...

The Salesperson leads them past the remaining paintings, to ...

9) A Competitor, with his work displayed on the railings.

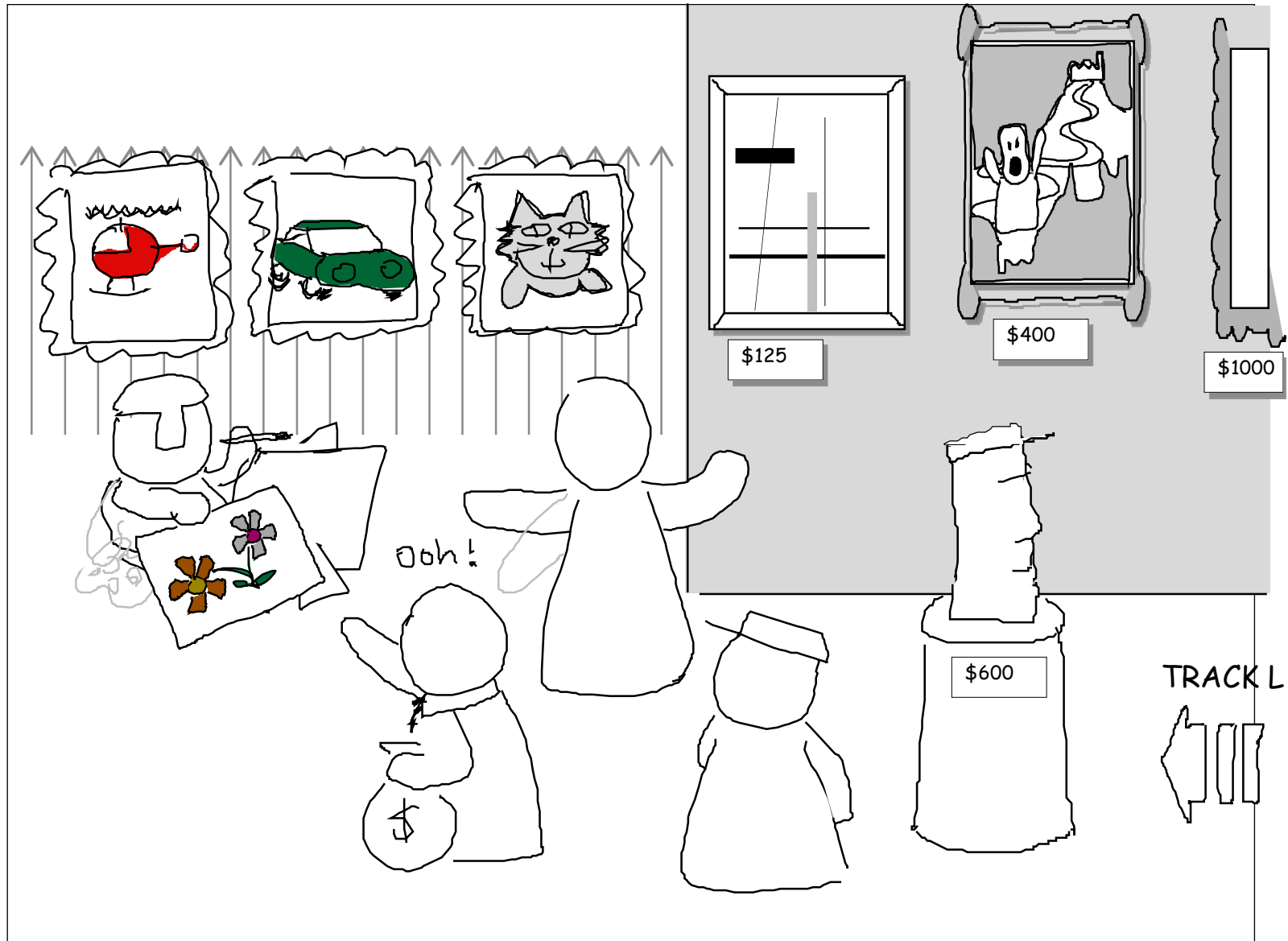
His pictures are:  
a red Helicopter,  
a British-racing-green Jaguar XJ8  
and  
a fluffy silver-grey Persian cat.

(see Course-ware designer for details)

The competitor turns round the picture he's working on. It's some pretty flowers.

Boss points. < ooh! >

Salesperson steers him back into the gallery.



## Notes / Action / sfx :

FADE OUT gallery as we  
TRACK RIGHT and PULL BACK  
to positions as shown.

Add label :  
"BUYING CRITERIA"

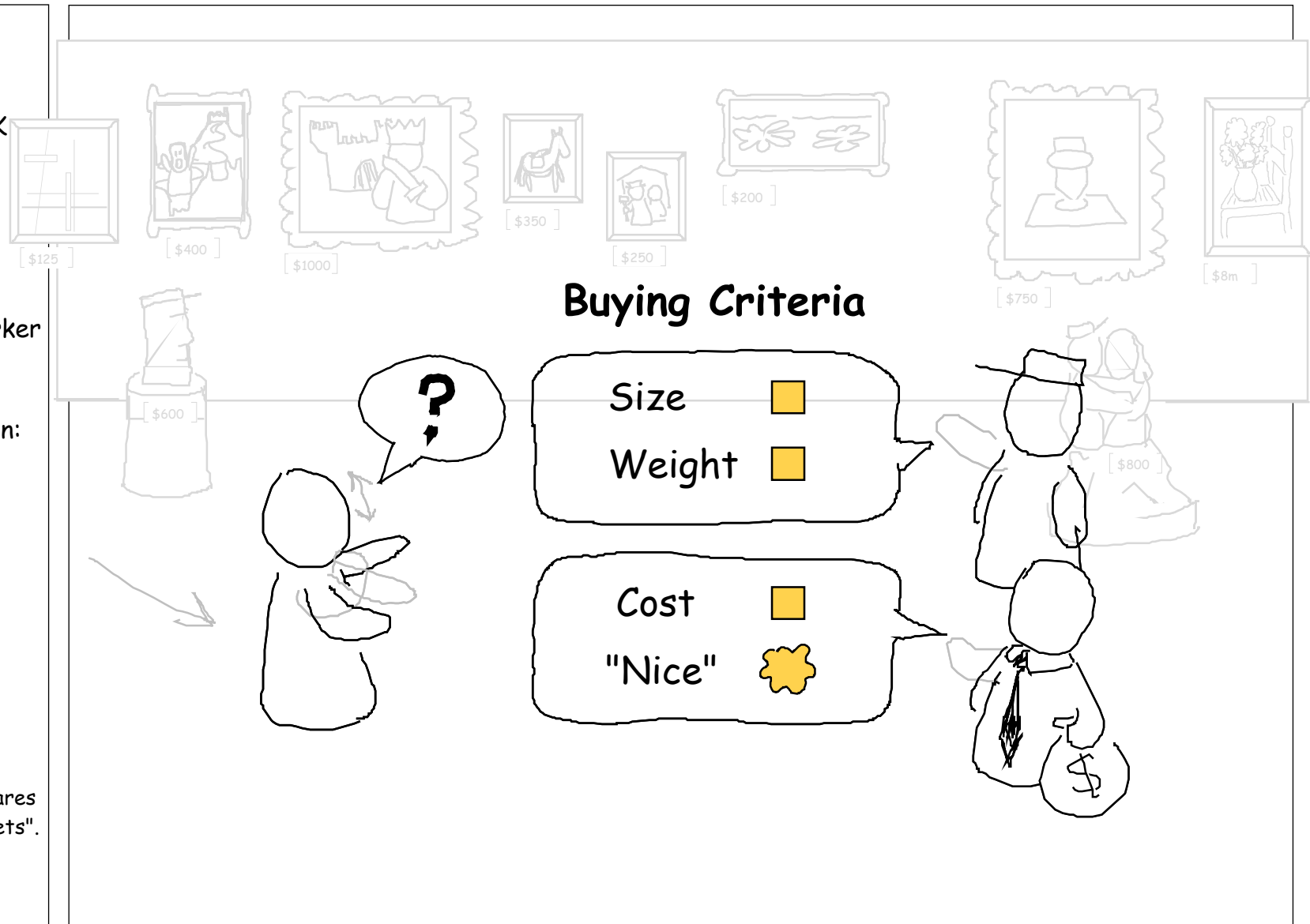
10) Salesperson points at Worker  
and asks him a question.

Worker arm waves, explanation:  
Size. then Weight.  
Salesperson nods slowly.

Salesperson points at Boss  
and asks question.

Boss arm waves, explanation:  
Cost. then Nice.  
Salesperson nods slowly.

Note Value-Gold-coloured equal squares  
and irregular shape, like "large bullets".



## Notes / Action / sfx :

11) Salesperson asks "Nice?"

Boss thinks.

Boss arm waves.

11b) from behind "Nice"  
slide out

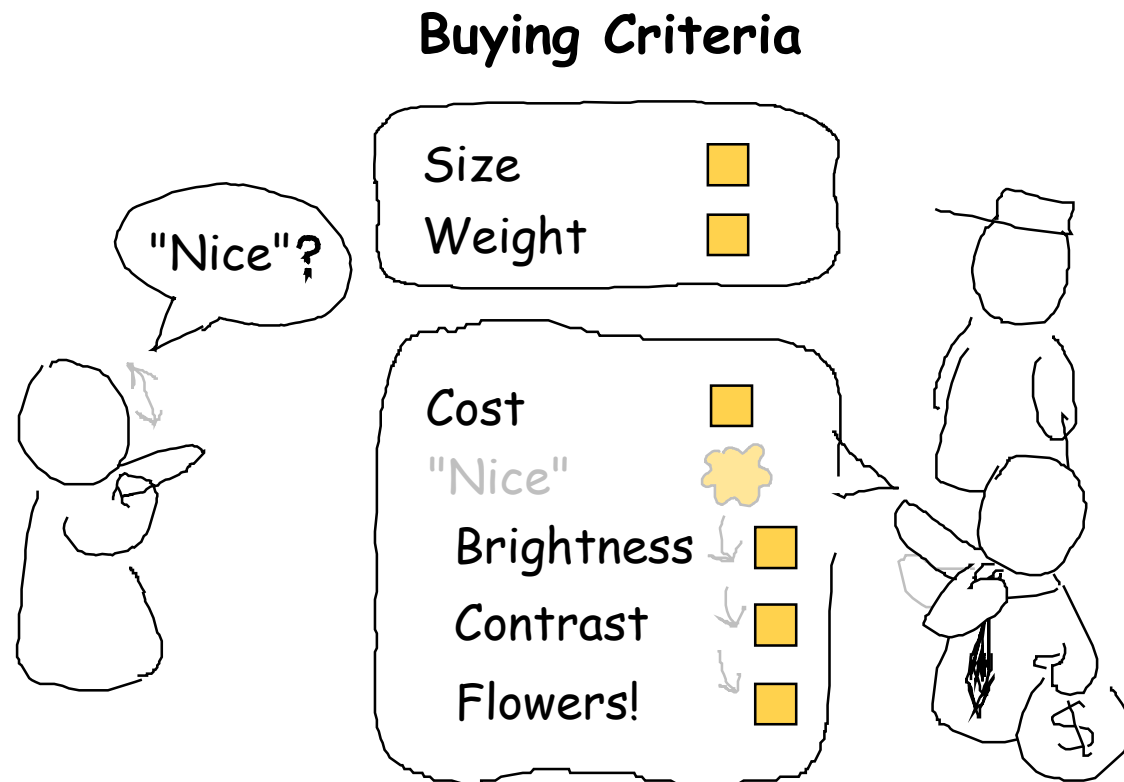
- Brightness
- then
- Contrast

12) Then, with a bold  
gesture:

- Flowers!

With each word that slides  
out, "Nice" becomes fainter  
until it disappears.

Salesperson nods slowly.



## Notes / Action / sfx :

13) The two speech bubbles merge.

14) Salesperson points at *Cost*,

15) and then *Contrast* as well

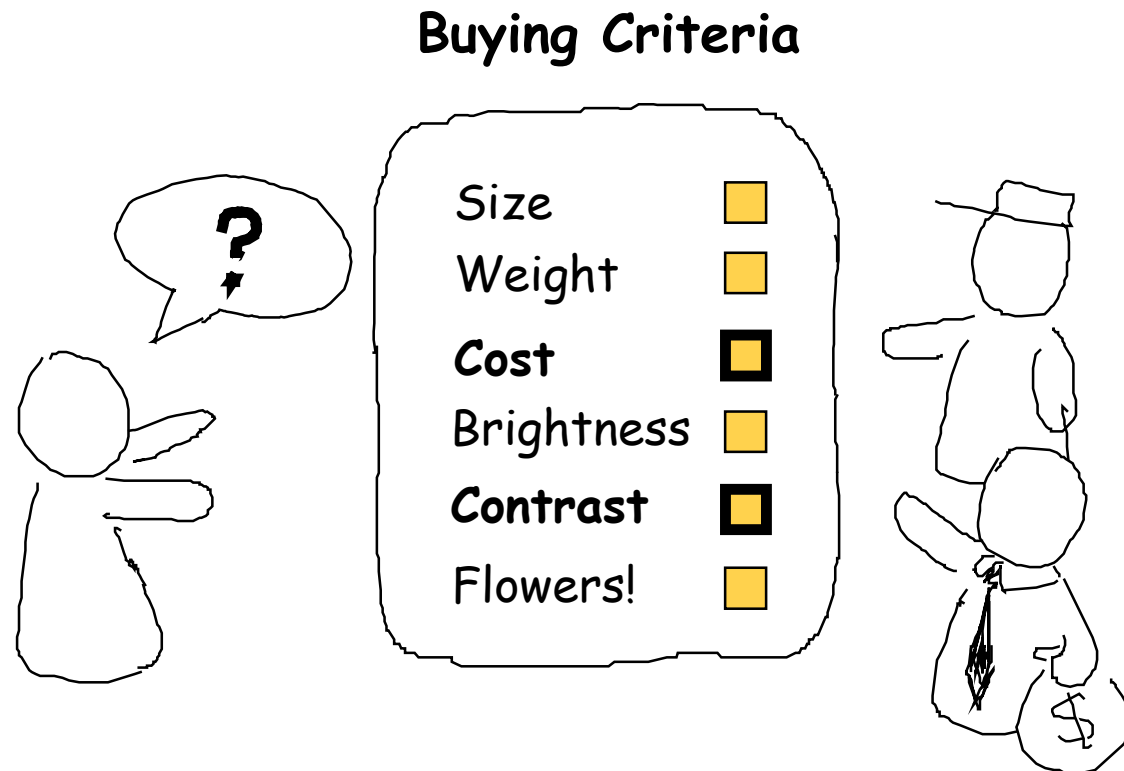
Outlines thicken to highlight the pair.

16) He asks a question.  
(please vary so the questions don't look all the same)

17) The customers point to the more important of the two criteria.

The more important one gets taller (inc. text) and rises to the top.

The less important one gets shorter and moves down.

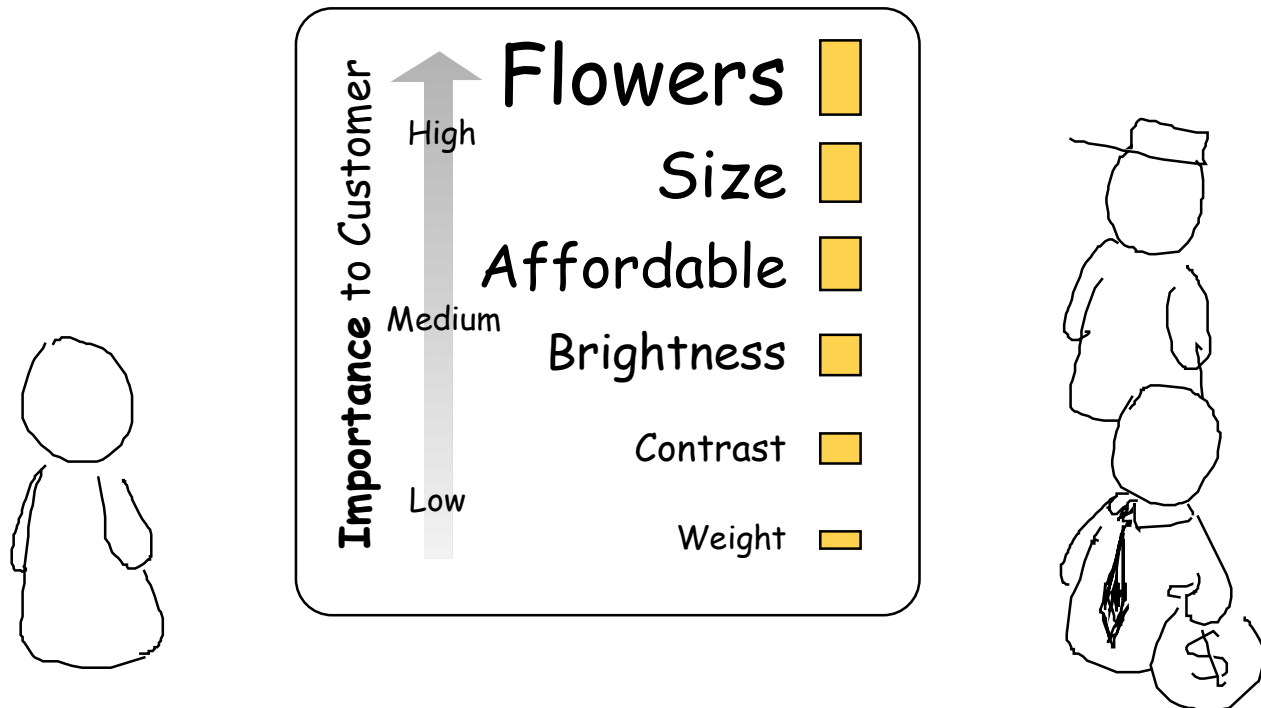


Notes / Action / sfx :

18) They repeat this process with other pairs until all the criteria in the bubble are sorted.

19) Everyone stands back.  
Add labels

## Ranked Buying Criteria



## "Discovering and Ranking Buying Criteria"

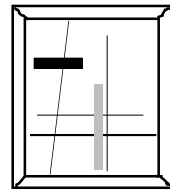
## Notes / Action / sfx :

Some of these are existing assets from other anims. (indicated)

The key notes are:

a) make them as simple as they can be, but so the jokes still work.

b) make sure they can be easily shrunk - eg. thin lines - and easily "knocked back". - eg. with a 50% alpha mask on top.



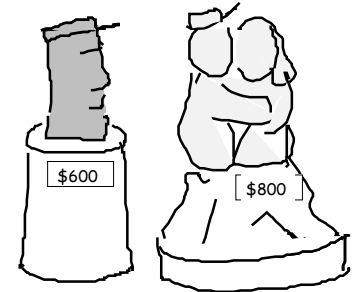
\$125

Mondrian style lines and colours, with one skew line.



\$250

Quaker Blobbies with Hammer, in front of house. Like that famous American picture. You know the one.



\$600

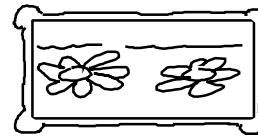
\$800

from CCV0210.



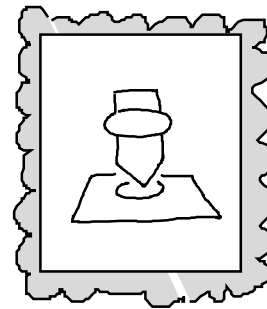
\$400

Like Münch's (?) "The Scream". But an orange salesperson running from a factory on a hill.



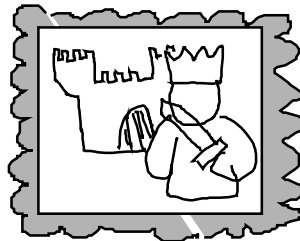
\$200

Monet style water lily flowers. Pretty pastel colours.



\$750

The main diagram from "Strategy CoPilot" in the style of Ellery, 1999.



\$1000

A big heavy picture. A solid king with a sword and a castle. Possibly early Rembrandt.



\$350

Dobbin, from CCV0360.



\$8m

Mock Van Gogh. Vase of sunflowers on one of his slightly wrong perspective chairs. Van Gogh colours.



The Rest Room sign

Hazy from a distance.



Leaves a faint mark when removed.



## "Discovering and Ranking Buying Criteria"

**VoiceOver:**

When Assessing Alternatives, most customers use Buying Criteria - a list of factors that they are looking for in a product or service and that they can use to evaluate what's on offer. (1)

Without a clearly thought-out set of Criteria (2), a customer's choice may not be the best choice. It may not satisfy all the needs (3); and it will certainly be hard to justify to others. (4)

So the main way that salespeople can create value in this stage (5), is by helping customers to define their buying criteria and apply them logically to the different options (6).

(7) The starting point is to work out the Buying Criteria of the decision-makers.  
This will involve questioning and discussion about your offerings (8)  
- and possibly those of the competition. (9)

Different people have different priorities, so make sure you hear from all the key participants.  
(10)

Vague criteria are hard to compare (11). So ask for clarification in terms of something measurable or countable. (11b) See below for Detail on "definitional" questions.

You may uncover new criteria that you, or your Marketing department, have never considered before! (12)

When you feel you've uncovered all the significant Criteria, (13)  
the next step is to find out how much Value the customer attaches to each one.  
Ask "How important is this?" (14) and "Is it more important than that?" (15)  
Rank each buyer's criteria in order (16), with the most Important, or Valuable, at the top, then  
Medium, with Low importance at the bottom. (17)(18)(19)

## Voiceover/Notes:

End frame of CCV0300.

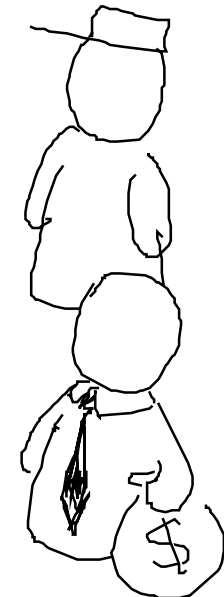
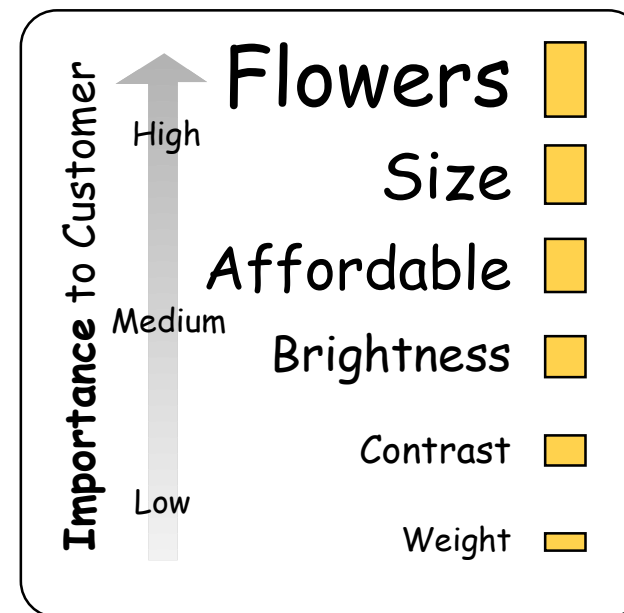
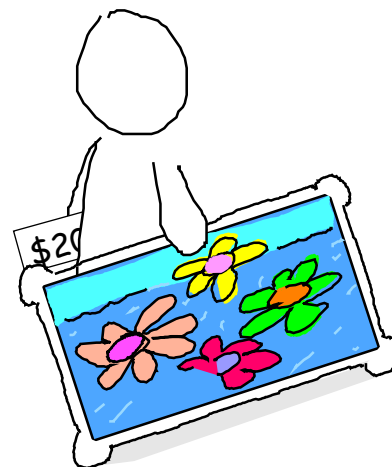
Now salesperson is holding the Monet.

Revisions in V2(all pages) :

animator:

- gold bullets on the right
- Performance scale at bottom.
- outline highlight, not question mark

## Ranked Buying Criteria



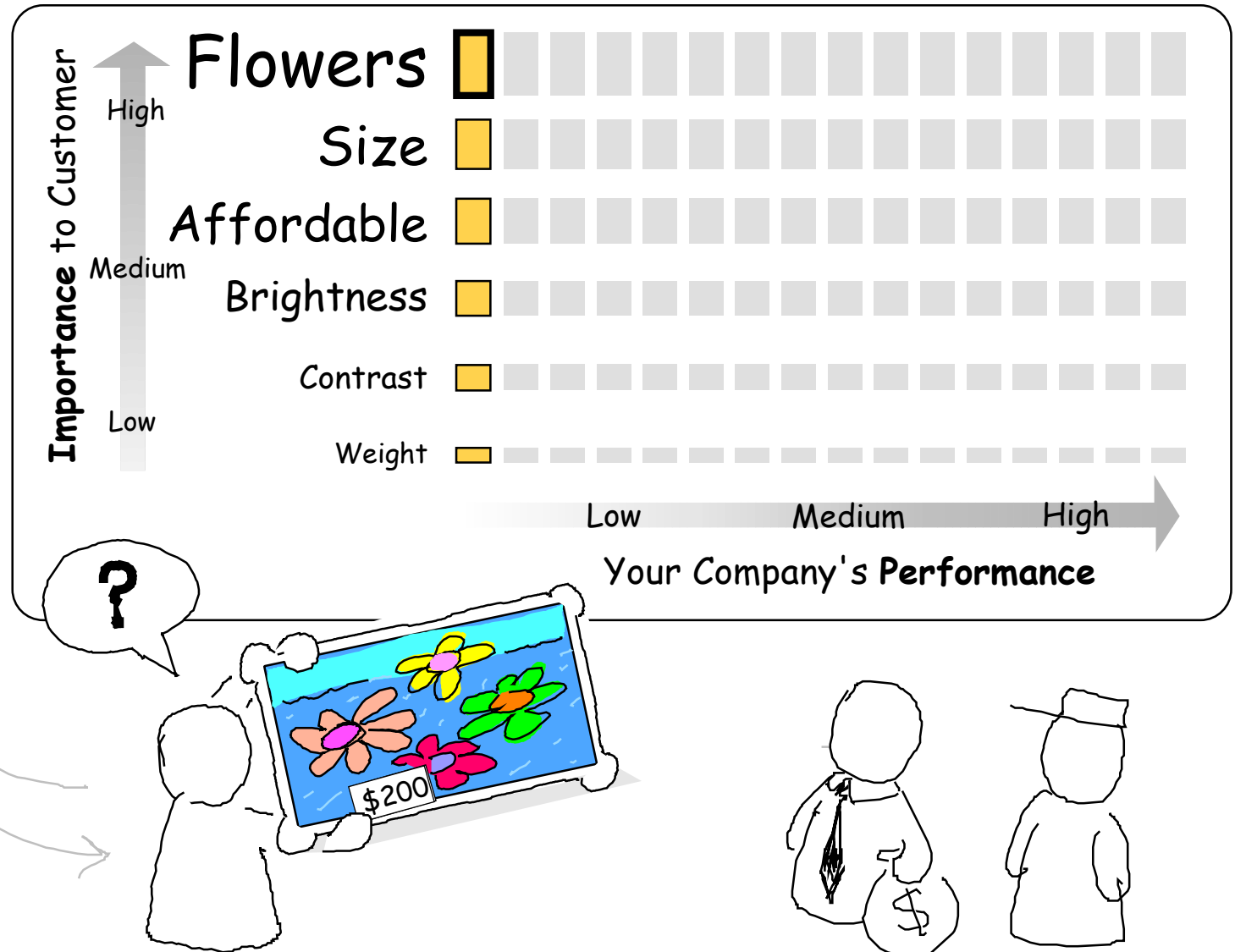
## Voiceover/Notes:

1) Bubble moves up and left, and extends to include Performance as shown.

Asset supplied in  
"ValueMapAsset4Fraser".

2) Salesperson holds up Monet and asks question.

Highlight top gold bullet with thicker outline.



## "Comparing yourself with the competition"

## Voiceover/Notes:

3) Add mouth links from customers to Value Map bubble.

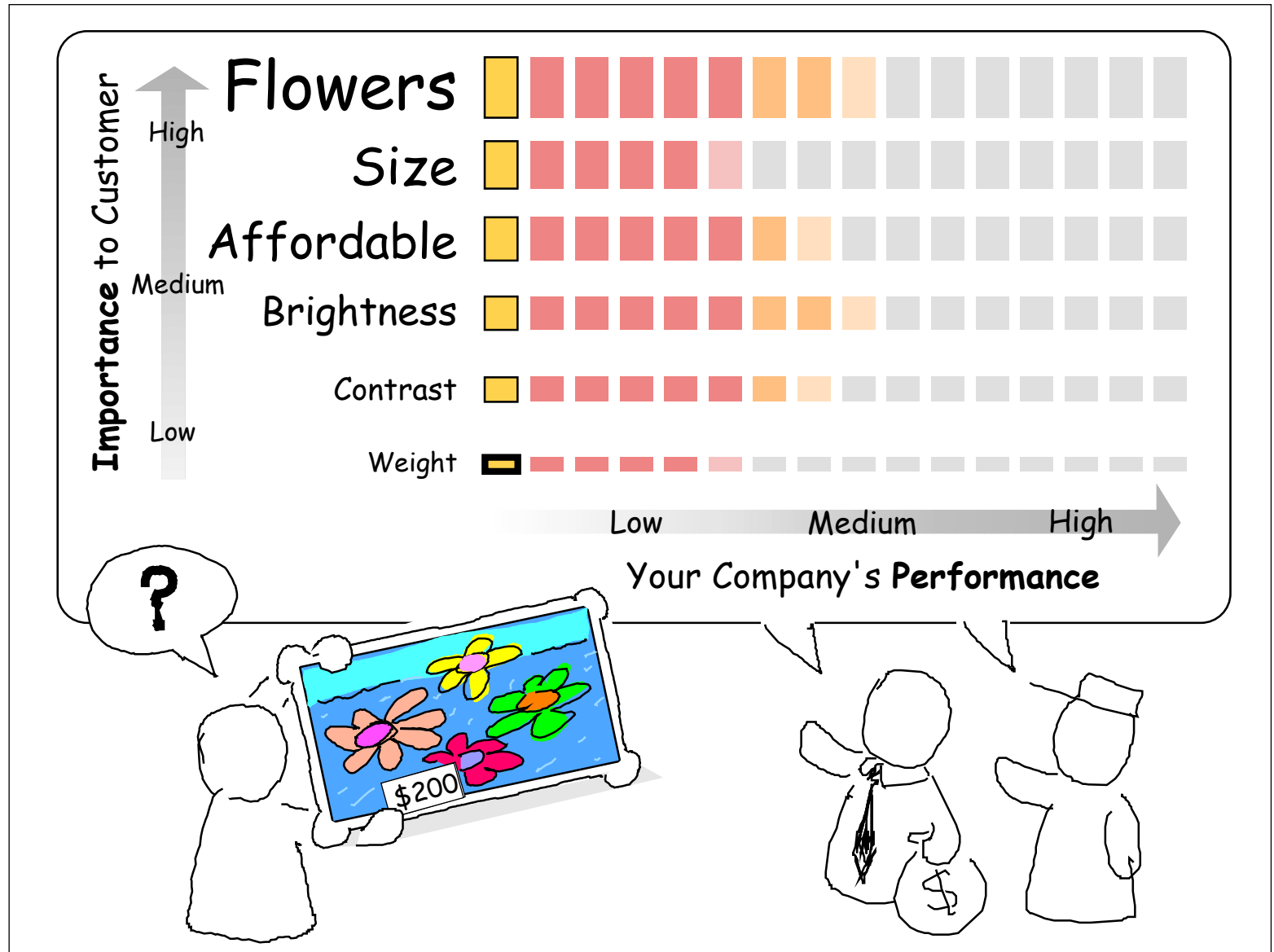
Customers explain (arms).

Row by row, in an overlapping sequence:

The level grows out, fluctuates a little, then settles, preferably with a bit of glow.

The outline highlight appears and disappears for each row in turn as this happens.

Remove mouth links.



## Voiceover/Notes:

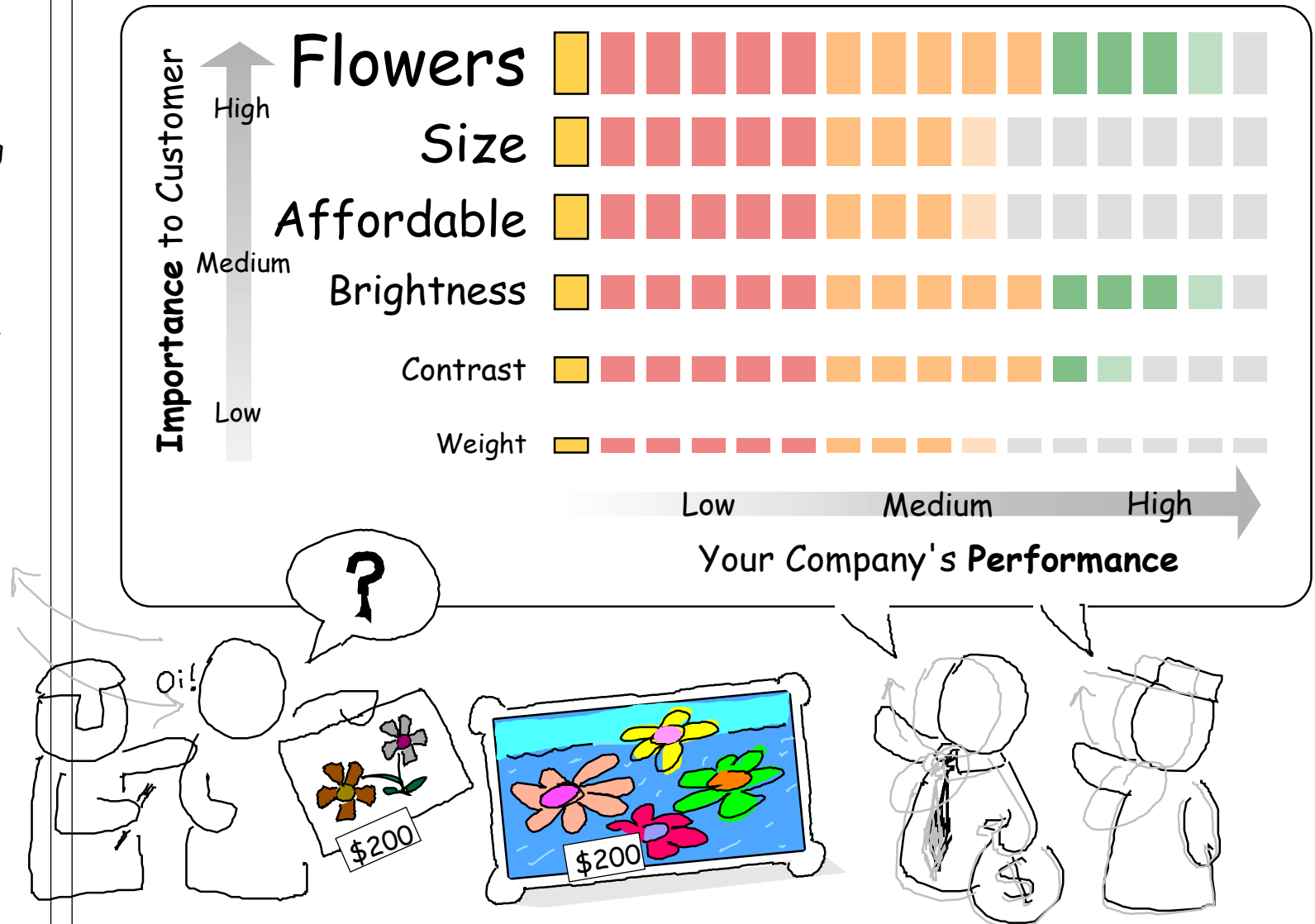
4a) Salesperson puts down Monet and exits again.  
<"excuse me". sfx: paper being snatched>

4b) Salesperson comes back with the Competitor's picture from CCV0300. Asks question.

(Competitor picture clearly has LESS of ALL the desired attributes than the Monet. (same price))

5) Customers lean forward to look, lean back, think <hmm> then they explain again.  
All the ratings except "Affordable" go up as shown.  
<sfx: slide-up>

Competitors storms in and grabs his picture back.  
<"Oi!". sfx: paper being snatched> Exits.



## "Comparing yourself with the competition"

## Voiceover/Notes:

6) Knock back Value Map.  
(or if that looks bad, fade out)

7) Salesperson asks "Need?"

Boss explains "Decorate the  
staff-room"

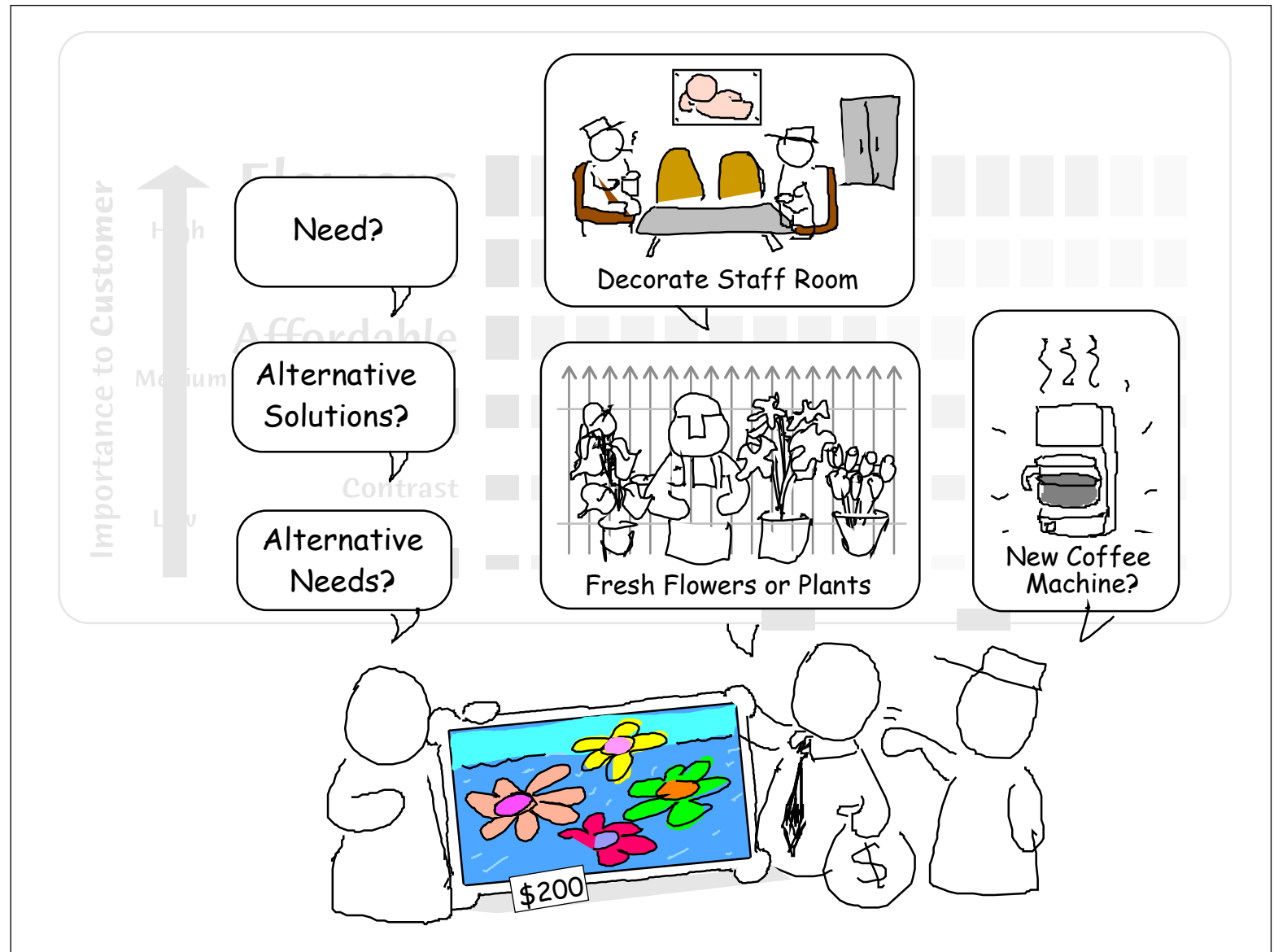
(The staff room is very drab. With a  
pin-up poster on the wall of a pink  
blobby person. Non-gender specific.)

8) Salesperson asks "Alternative  
solutions?"

Boss explains: competitor sells  
fresh flowers and plants

9) Salesperson asks "Alternative  
needs?"

10) Worker taps boss on the  
shoulder. Others look at him.  
He says "Coffee machine?"



## Voiceover/Notes:

11) Cross-dissolve back to Value Map.

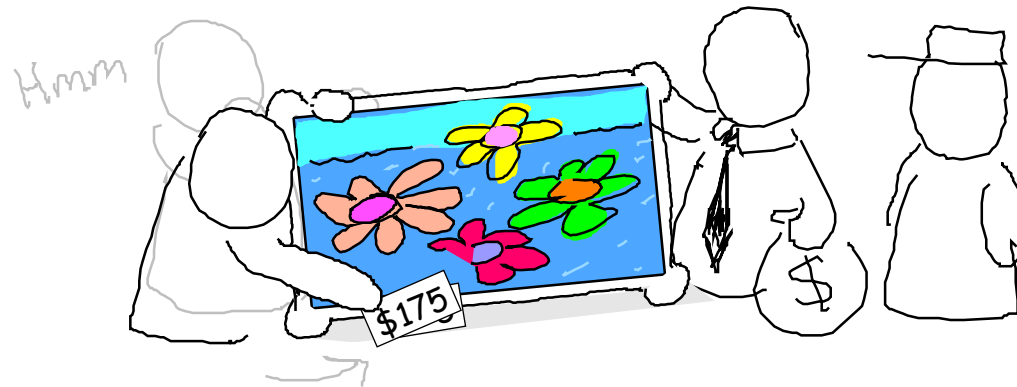
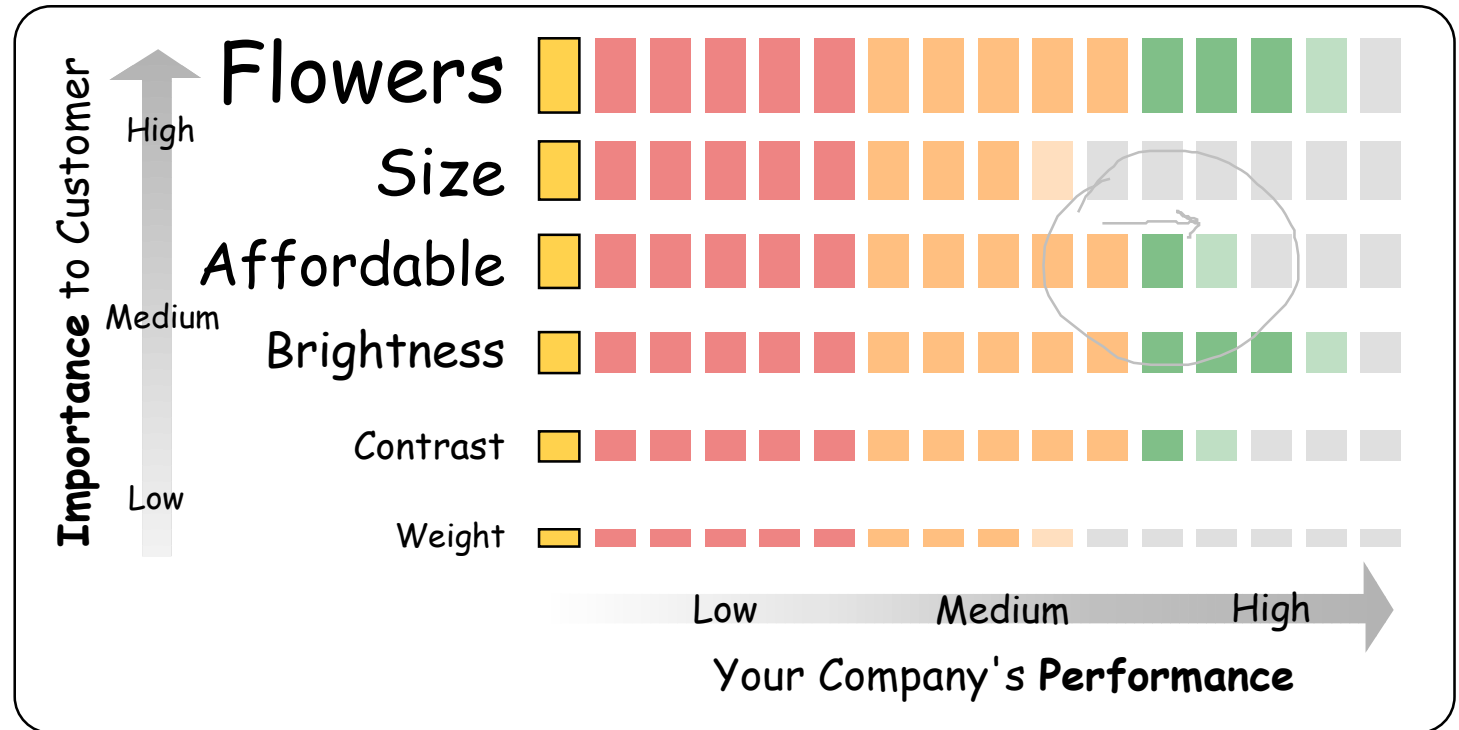
12) Salesperson looks at Value Map and thinks. <hmm>

13) Salesperson adds a new price ticket "\$175"

The Affordable reading goes up as shown.

<sfx: slide up>

Salesperson stands up and looks at them.



## "Comparing yourself with the competition"

**VoiceOver:** The next step of *Assessing Alternatives* is to discover how the customer rates Your Company's Performance - Low, Medium or High - for each of their buying criteria. (1)

If your company's solution is the only one being considered, you can ask customers directly how well they think your product or service (2) would satisfy their Buying Criteria, starting with the important ones. (3)

However, you will usually be up against other suppliers (4a). In which case you can ask questions like "Where do we stand relative to the other Company?" (4b). Because performance is always relative it is useful to establish a, er, frame of reference. (5)

Remember (6), this isn't an interrogation so keep questions conversational (7). Ask if the customer is considering any other solutions to the same problem (8). Or even alternative uses for the same budget (9). See below for Detail on "comparative" questions. (10)

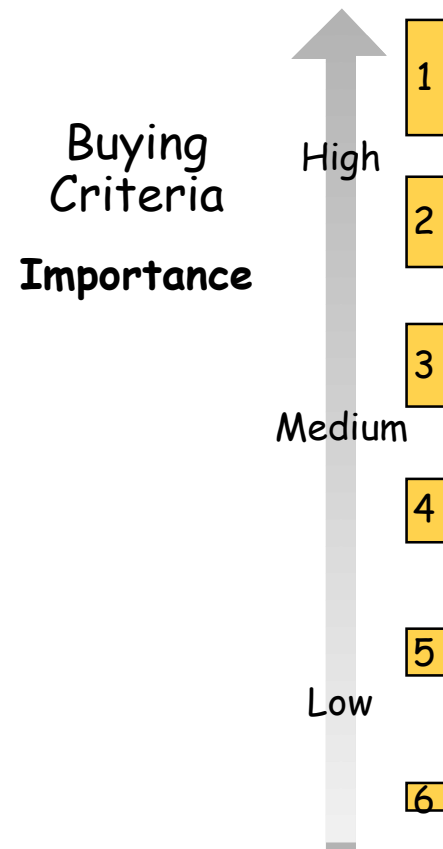
Soon you should have a clear idea (11) of how this specific customer perceives your company's relative performance in each area. (12)

And when you know how the customer sees you, you'll know which areas to work on. (13)

## "Identifying Value Winners, Sleepers and Killers"

### Voiceover/Notes:

1) WIPE UP:  
Buying Criteria, arrow and labels  
as shown

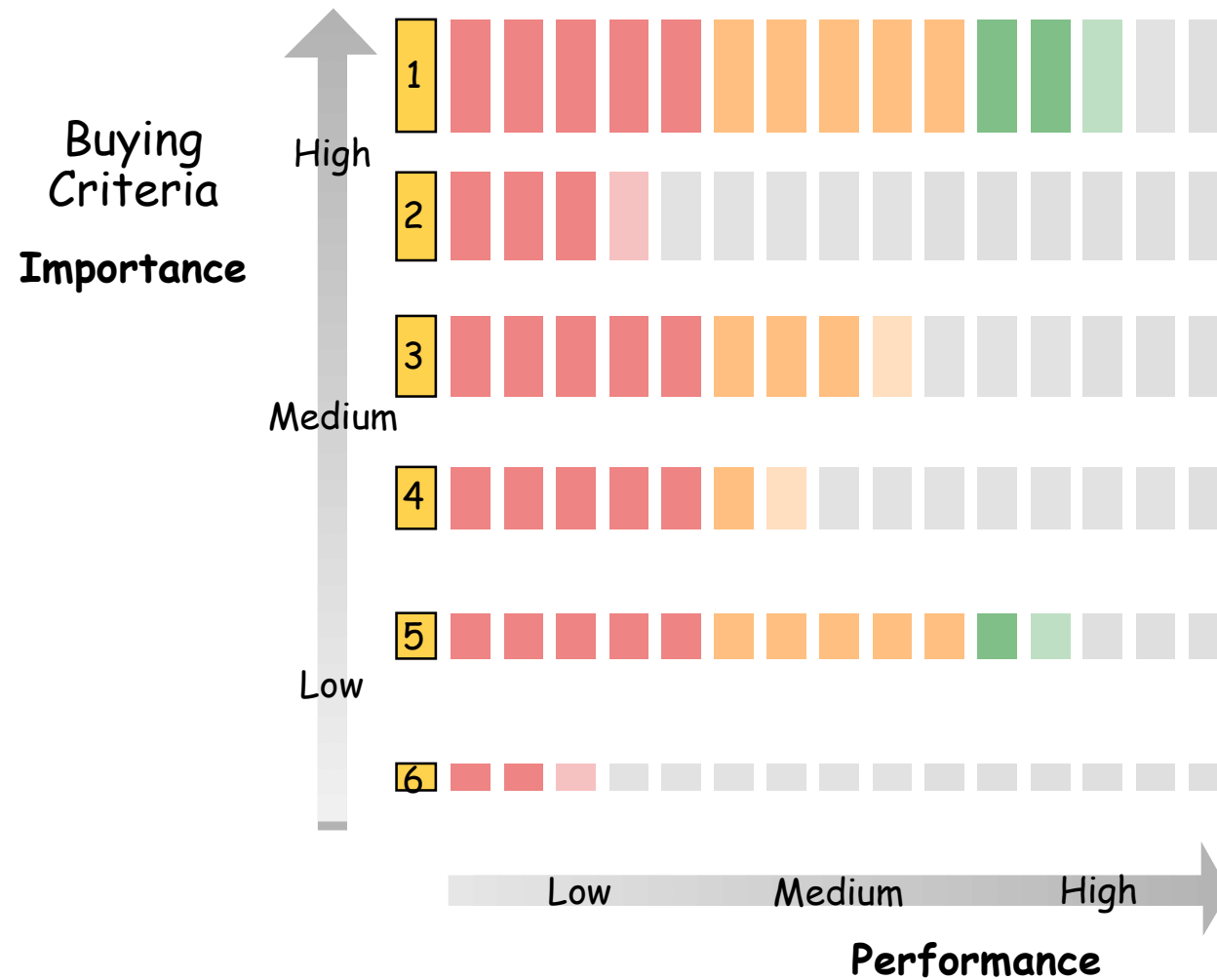


## "Identifying Value Winners, Sleepers and Killers"

## Voiceover/Notes:

## 2) WIPE RIGHT:

Performance axis  
then  
read-outs scale as shown.

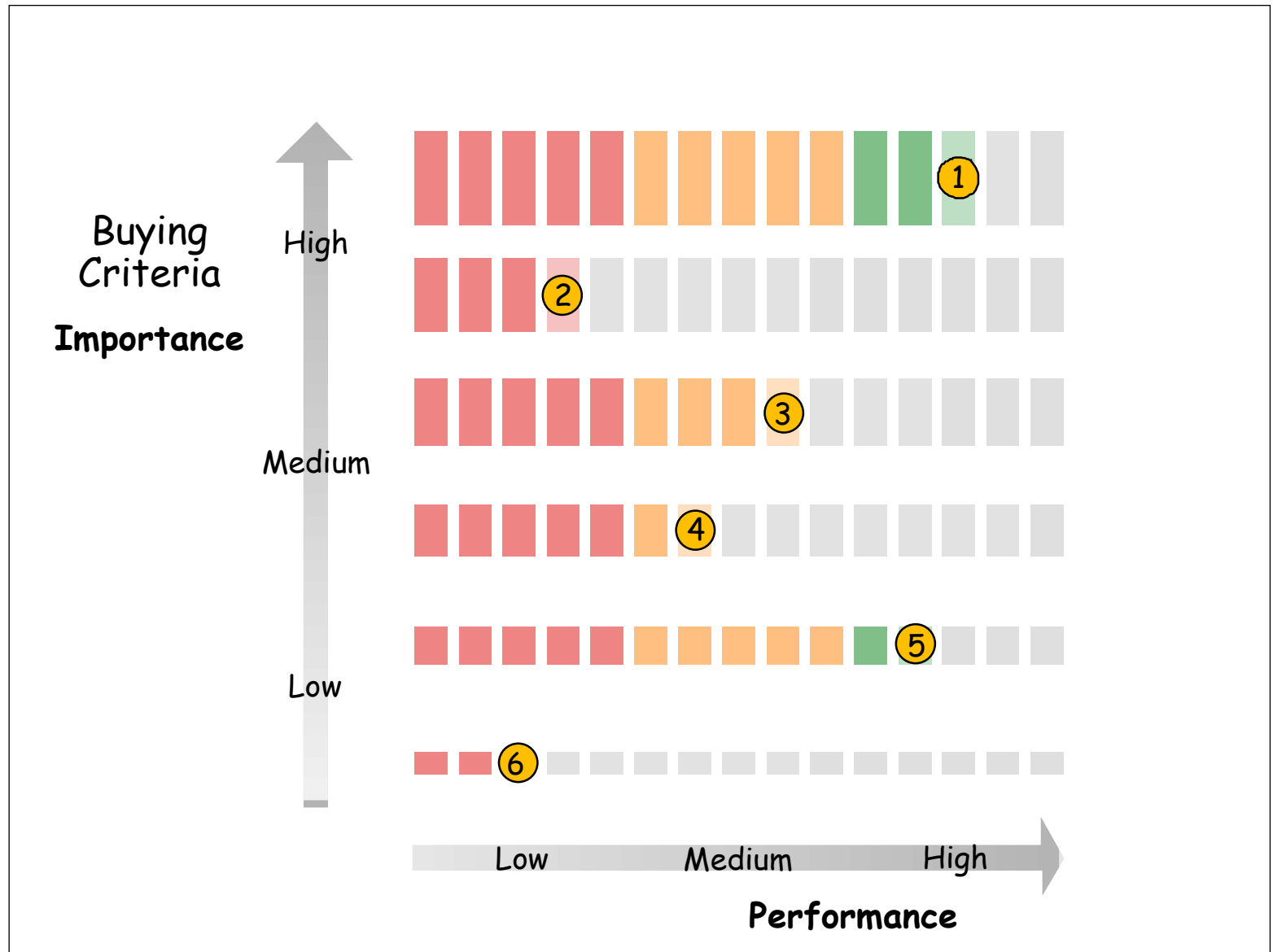


## "Identifying Value Winners, Sleepers and Killers"

## Voiceover/Notes:

## 3) WIPE RIGHT:

The A-B-C... labelled "Value Bullets" change into equal-sized circles and slide along to the end of their performance read-outs.



## Voiceover/Notes:

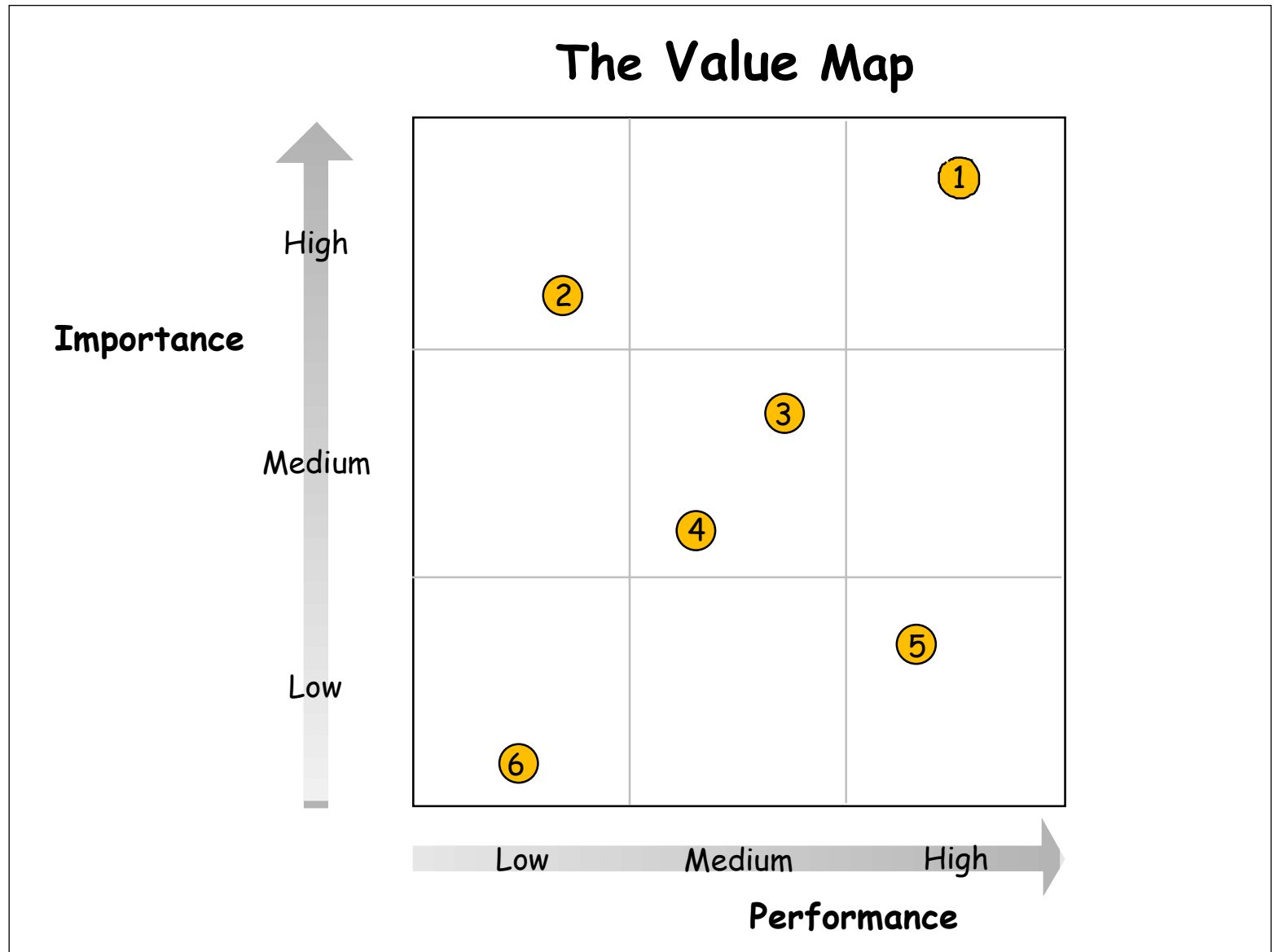
4)

FADE OUT:

- Performance read-outs.
- label: "Buying Criteria"

FADE IN:

- Square frame
- label: "The **Value Map**"



## Voiceover/Notes:

For the following, add gold iconic bodies and light purple zig-zag colour to the circles, as shown:

5) Value **Winner**

<sfx: hooray!>

6) Value **Killer**

<sfx: splat>

He's not dead. He's just fallen on his face.

7) Value **Sleeper**

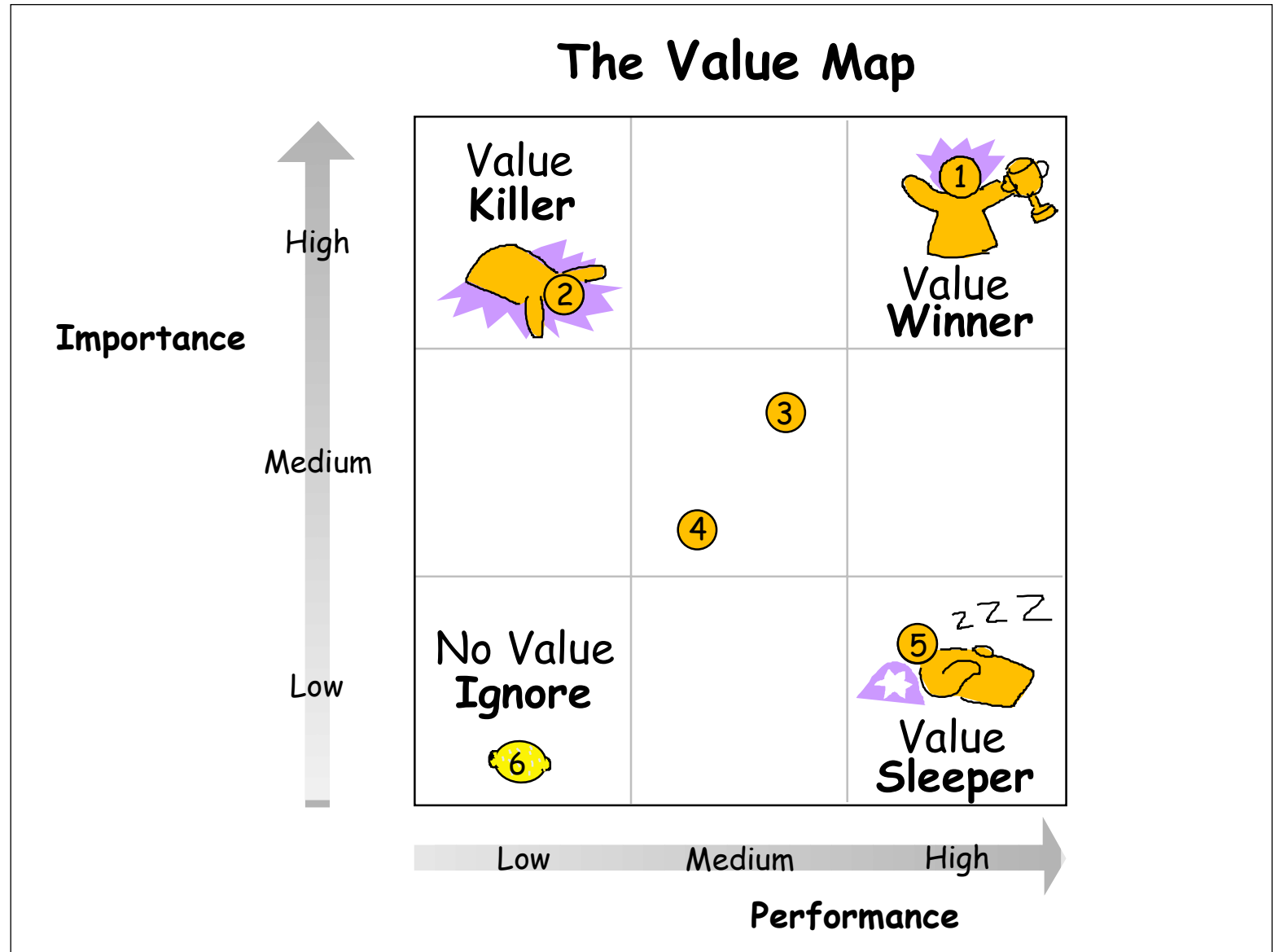
<sfx: zzzz>

8) No Value. **Ignore**.

The golden lemon.

<sfx: worthless doink! >

or <toy squeak>



## "Identifying Value Winners, Sleepers and Killers"

### VoiceOver:

At this point Salespeople should have two sets of information:

- The Buying Criteria, which show each capability of your product or service, in order of importance
- And the Performance rating that the customer perceives for each of those criteria.

Plotting these together (3) gives you a powerful tool - The Value Map (4).

Now you can see exactly where you stand with each buyer, and what you need to do about it - either improving performance or enhancing the customer's perception.

Entries in the Top Right area of the map are good news (5). These are the Value Winners - capabilities which are vitally important to the customer and where your company's performance is seen as high.

Entries in the Top Left are bad news (6) - Value Killers. Criteria here are also vital, but your company's low perceived performance is letting you down.

Entries in the Bottom Right are the Value Sleepers (7). These capabilities are low on the customer's list, even though performance here is considered superior. This is an area of potential value, if you can help the customer to see the importance of what you can do.

Finally, entries in the Bottom Left of the Value Map are marked "Ignore" (8). They are of low importance to the customer, and your company's performance is not impressive anyway. Little can be achieved discussing these issues. So successful salespeople don't go there.

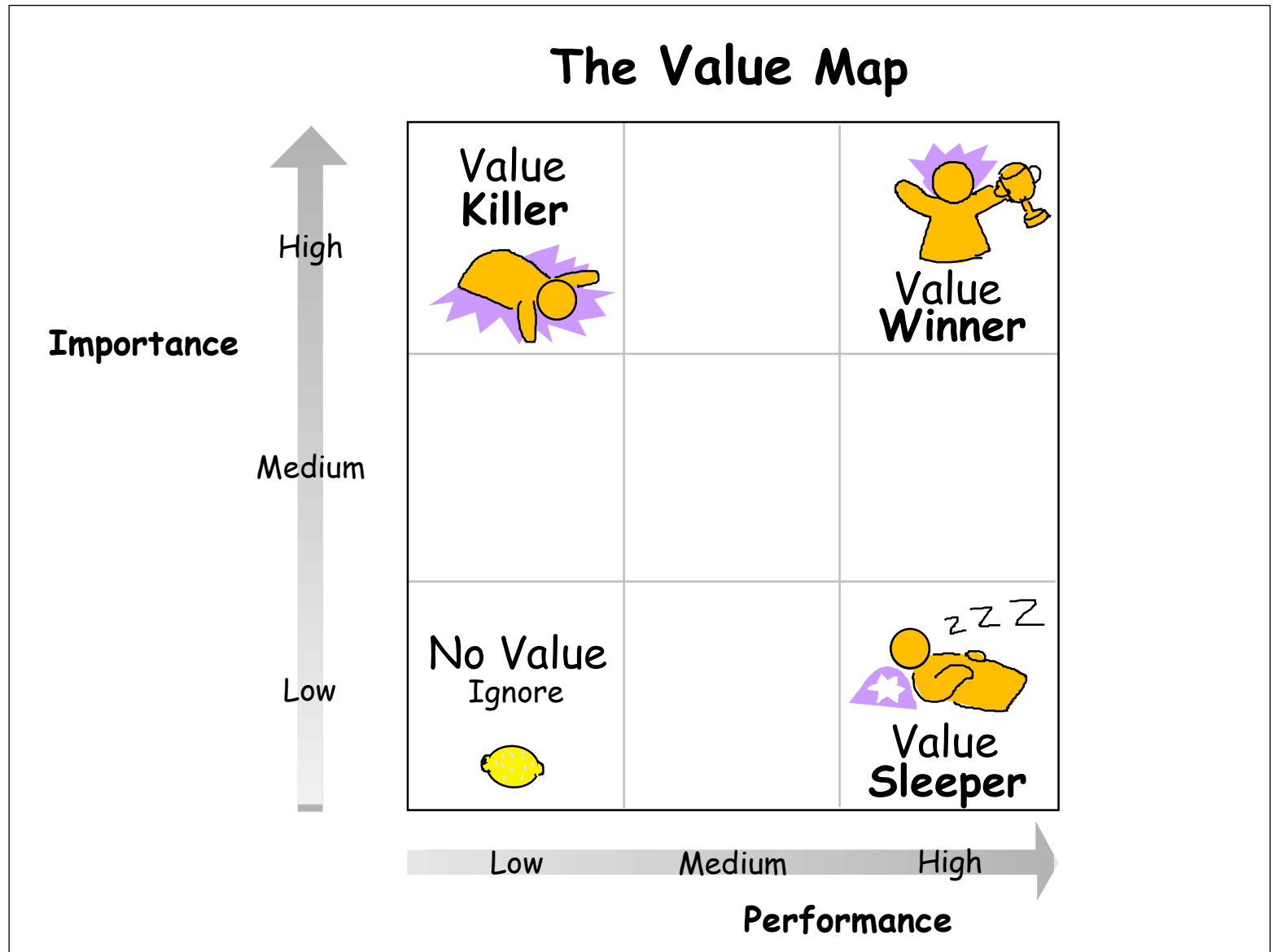
Remember it's the customer's perception of your performance that counts - not the actual performance as you see it. And this may vary from buyer to buyer, so adjust the Value Map accordingly as you plan your strategies.

"How do you create a strategy to improve the customer's perception of your product or service?"

## Voiceover/Notes:

End frame from CCV0320

- minus the numbers on the heads.
- "Ignore" in smaller type



"How do you create a strategy to improve the customer's perception of your product or service?"

### Voiceover/Notes:

Either do something with the arrows sliding into existence (from behind a mask) and pushing the guys into action.  
Or just cross-dissolve. :-)

1) Value Winner guy lifted onto a pedestal and spotlight.  
<sfx: light switch. Hooray!>  
add (red) "Emphasize"

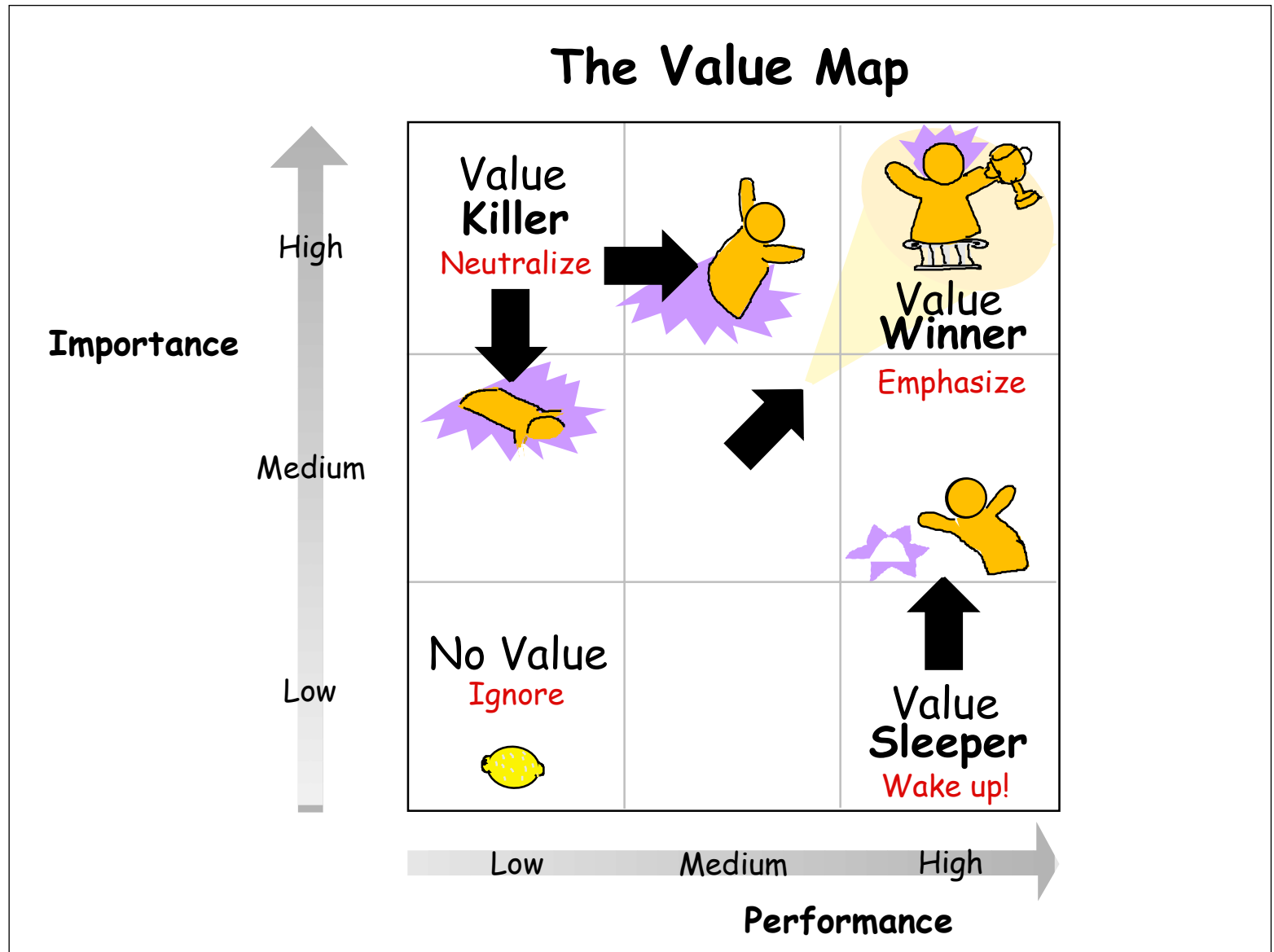
2) Cross-dissolve Value Killer guy to red text: "Neutralize"

3) Value Killer pushed R into action.  
<sfx: yah! yah! mush!>

4) Value Killer pushed down into the floor.  
<sfx: squash down. shhh.>

5) Value Sleeper is pushed up.  
Add (red) "Wake up!"

6) Ignore" goes red.



"How do you create a strategy to improve the customer's perception of your product or service?"

---

VoiceOver:

Overall, the strategy for improving the customer's perception of the product or service is . . .

- to find the Value Winner and emphasize it (1)
- Find the Value Killer and neutralize it (2)
  - Either get it performing (3)
  - or push down its importance (4)
- And find the Value Sleeper and waken it by raising its importance (5)
- (6)

## "Emphasizing a Value Winner"

## Voiceover/Notes:

A weight-lifting mat.  
Two presents.  
Panels of customer judges.

1) Competitor and orange/gold Salesperson (like the Value Winner in CCV0330) walk on, arms raised.

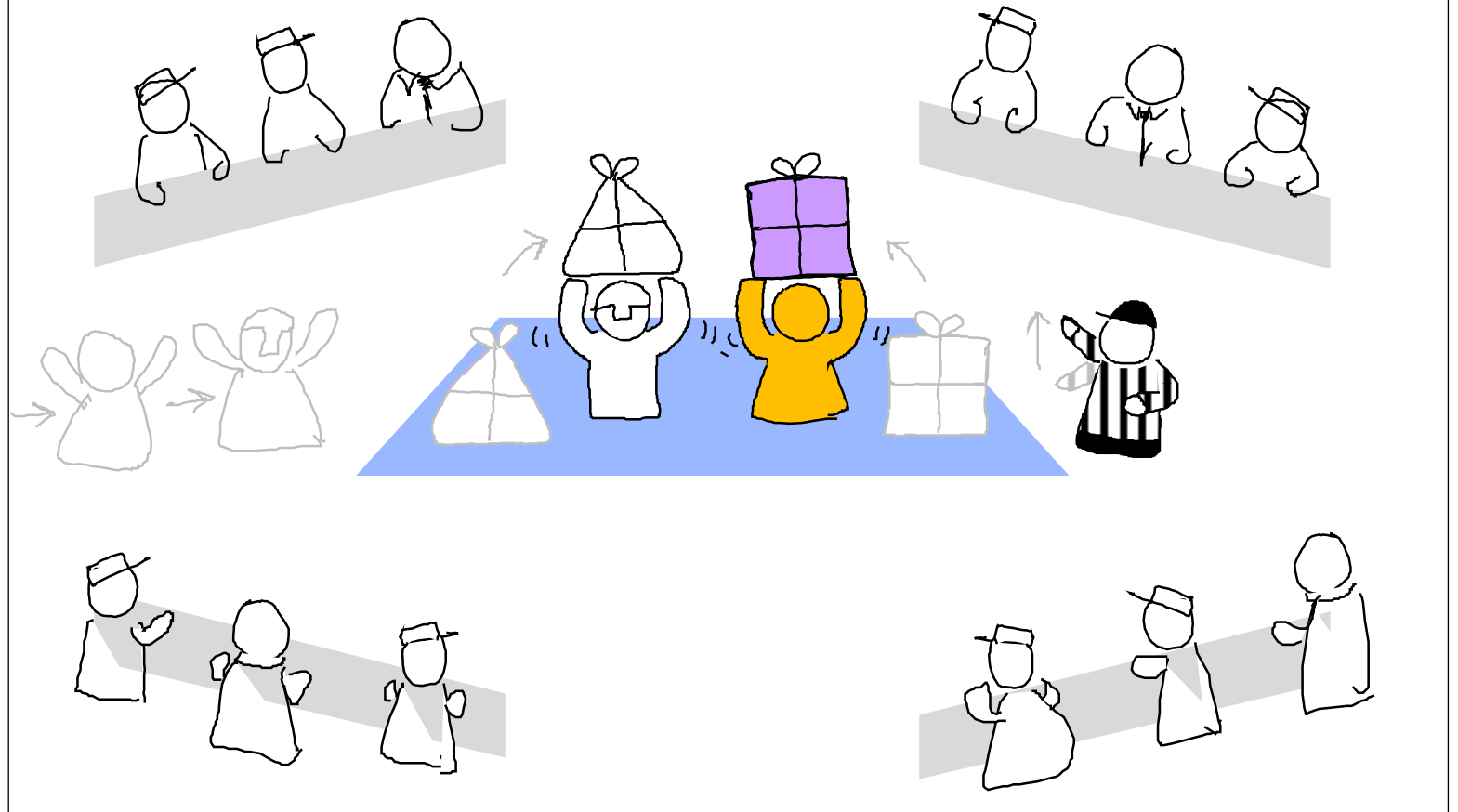
2) <sfx: crowd: interested murmurs> Judges' heads move.

(salesperson & competitor shake hands?)

3) Sports referee signals start of competition.

Both guys lift their packages.

Emphasize  
Value  
Winner



# "Emphasizing a Value Winner"

## Voiceover/Notes:

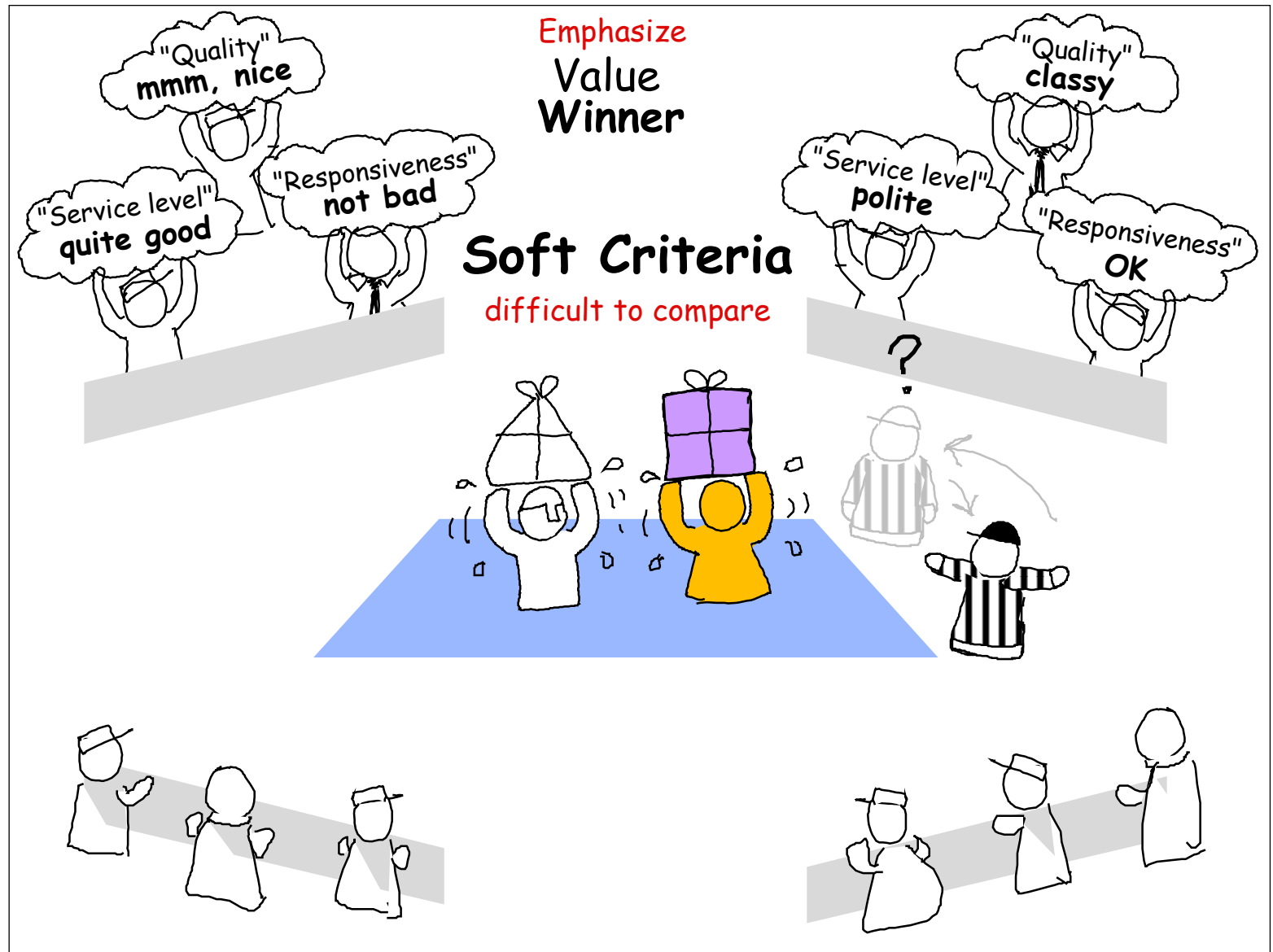
4) The referee looks for the assessment of the top banks of judges.

Judges show their irregular shapes with comments.

5) Add caption: "Soft Criteria"

6) Referee is puzzled.  
caption: "difficult to compare"

7) Weight-lifters are tiring now.  
They look to the referee for a judgment. He shrugs.



## "Emphasizing a Value Winner"

## Voiceover/Notes:

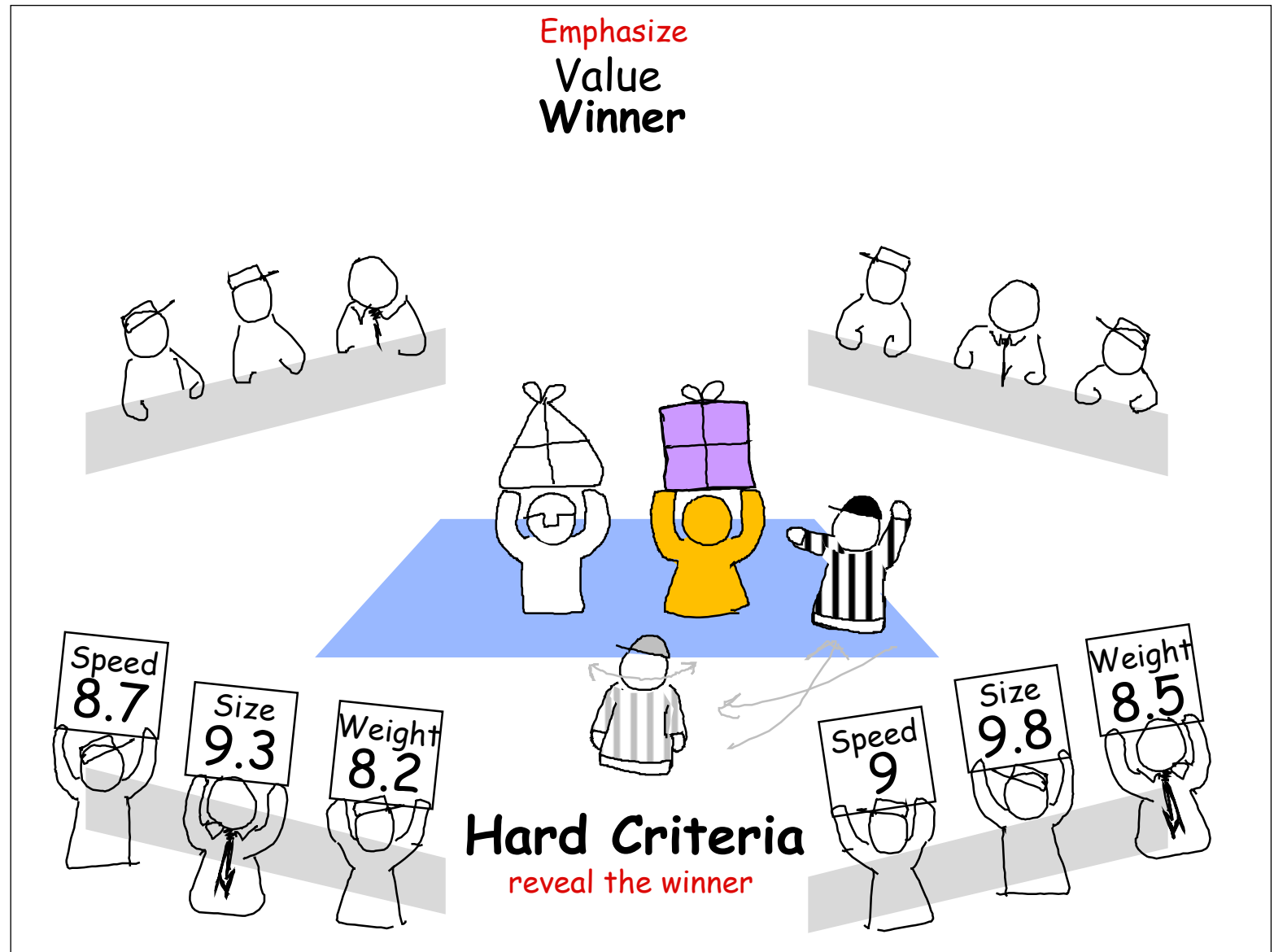
Upper judges lower their "scores".

8) Referee walks down to see the lower judges.

9) They display square cards, with clear numbers.

caption: "Hard Criteria"

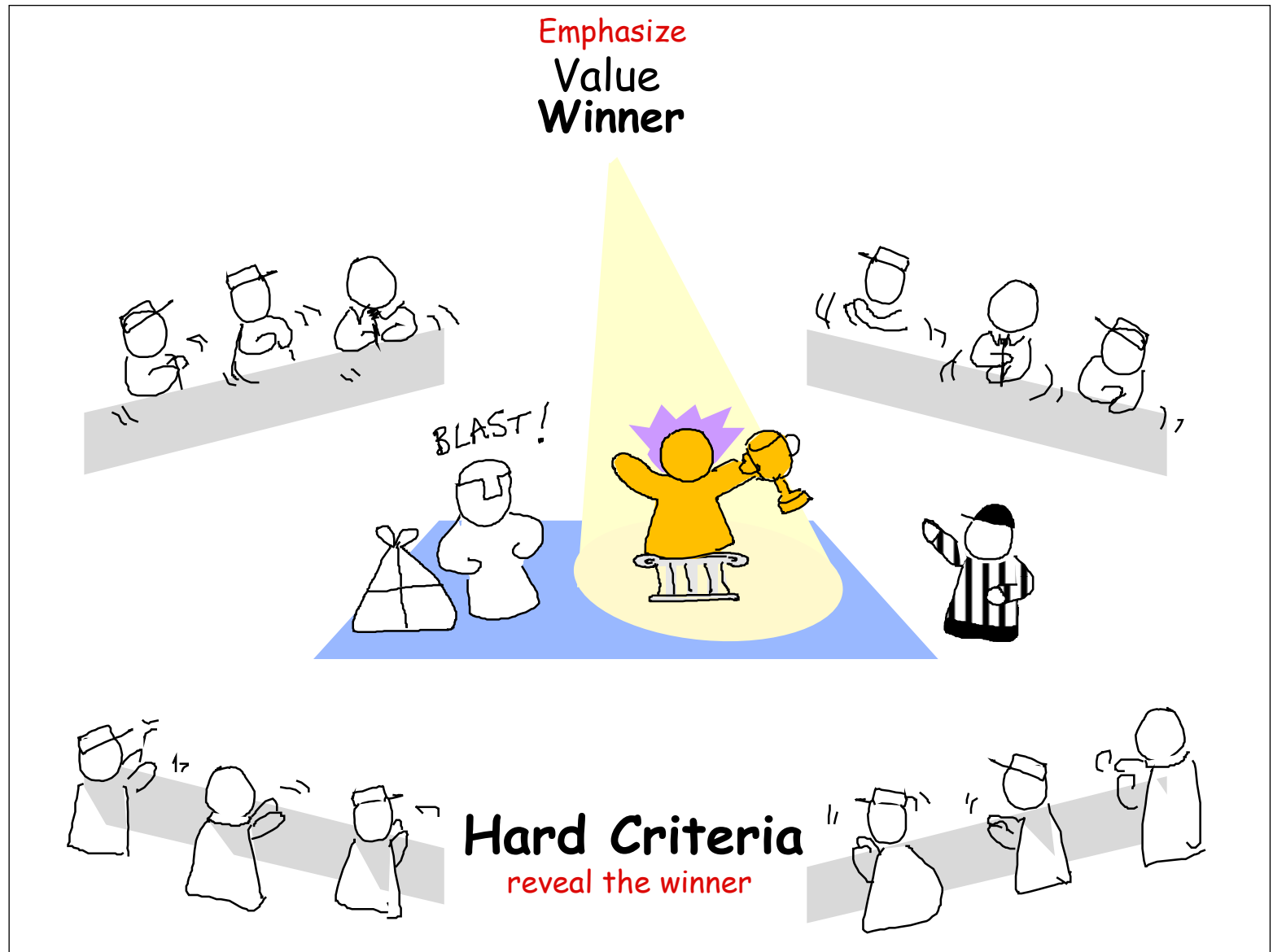
10) The referee gestures that the salesperson has won.  
caption: "reveal the winner".



Voiceover/Notes:

11) Salesperson on his pedestal.  
Competitor: "Blast!"

12) Spotlight <sfx: click>  
Judges applaud.  
<sfx: crowd applause>



## "Emphasizing a Value Winner"

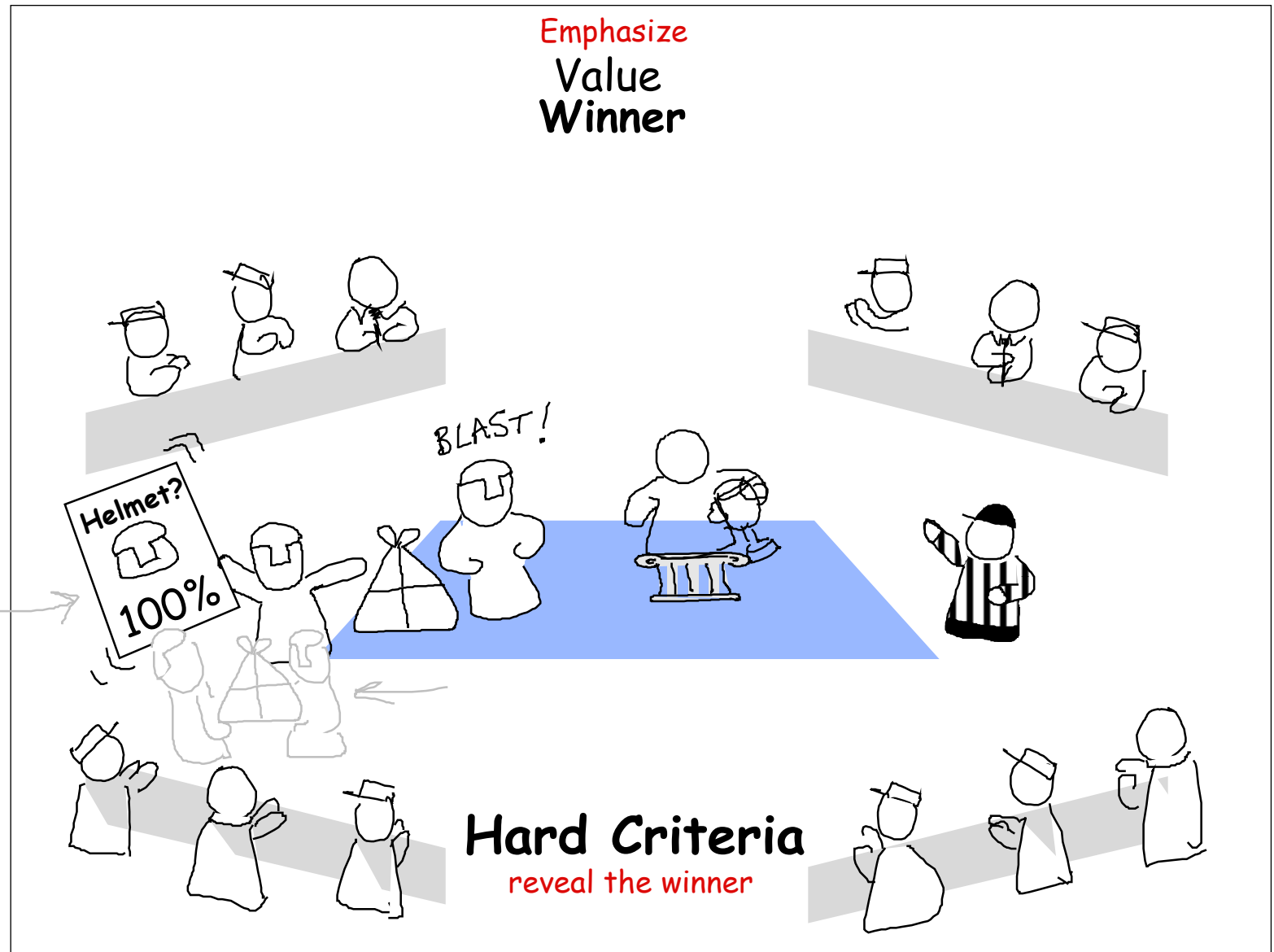
## Voiceover/Notes:

13) Another competitor storms in with placard. Points at competitor weight-lifter.

Audience stops clapping and looks. Spotlight off.  
<sfx: crowd intake of breath?>

14) The judges all laugh at placard.  
<sfx: crowd laughing>

Exit both competitors with their triangular present.



## Voiceover/Notes:

Celebrations resume.  
<sfx: crowd applause>  
Spotlight back on etc.

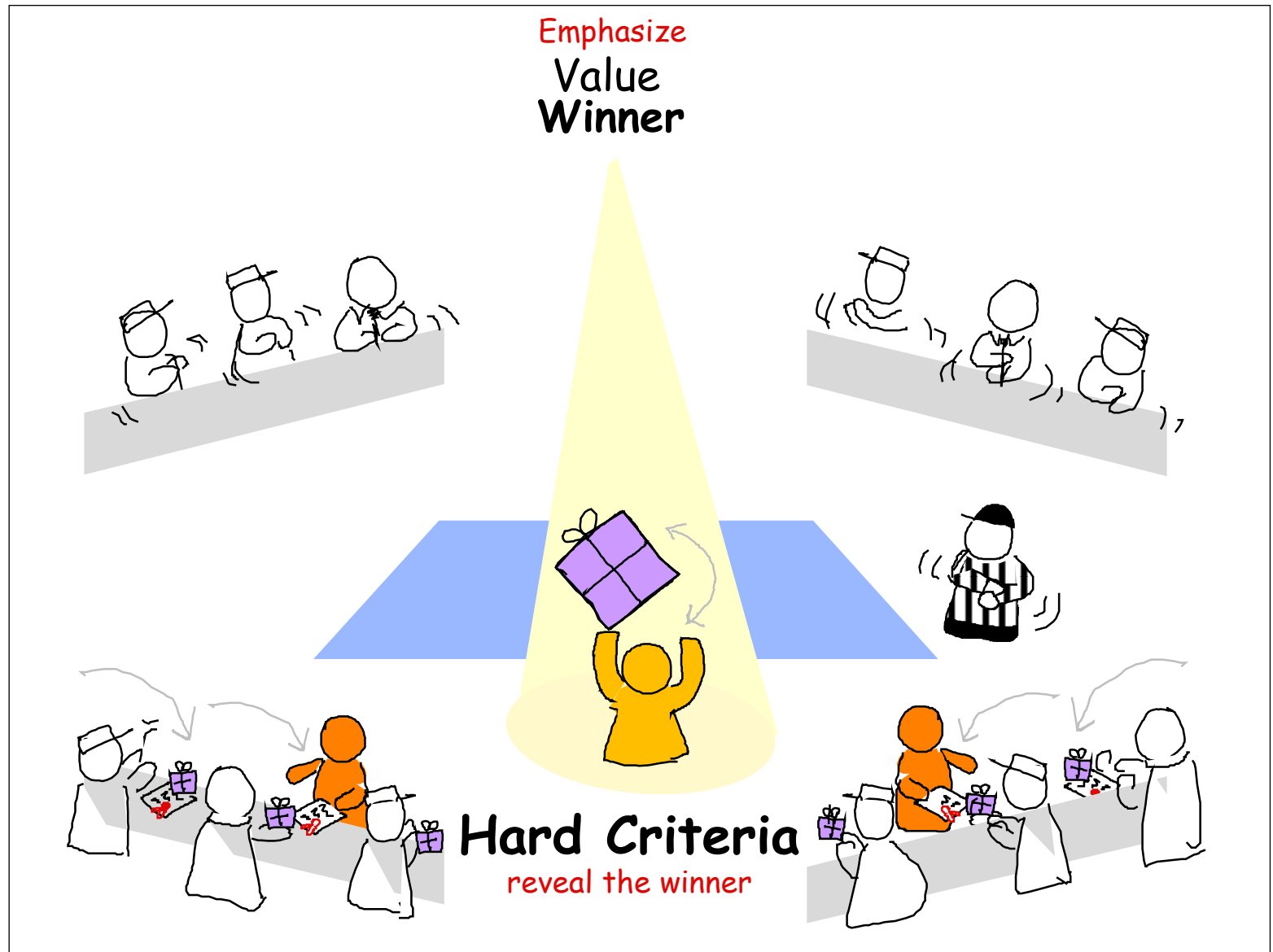
15) Enter orange salespeople.  
They hand out small purple  
presents and ...

16) certificates to the Hard  
Criteria judges.

17) The champion does  
another lift in front of the  
Hard Criteria judges.  
The spotlight follows him.

18) He balances the present  
on one hand.

<sfx: crowd goes wild !! >



## "Emphasizing a Value Winner"

### VoiceOver:

A good way of emphasizing a Value Winner is to convert the general perception of high performance (1) (2) into something more objective and measurable. (3)

(4) Soft Criteria - like "quality", "responsiveness" or "service level" (5) - are not easy for customers to quantify and compare (6), so they leave your Value Winner vulnerable. (7)

(8) Hard Criteria, on the other hand (9), are objective measures like speed, size or weight that clearly show who is superior. (10)

(11) <blast!>

Try to establish fair and objective hard criteria early on (12), before competitors try to introduce a misleading measurement that makes your product look bad. (13) (14)

Value Winners can also be reinforced by:

- supplying examples or work (15)
- producing testimonials from satisfied customers, or (16)
- giving demonstrations to key buyers (17)

(18)

## "Awakening a Value Sleeper"

## Voiceover/Notes:

1) Guy (worker blue) sells a sack of gunpowder to a customer (pink) who carries it away on his back.

2) Guy walks round to "Sam's Sacks", with a bag of money.

As he passes Bob's Barrels, Bob (orange salesperson) steps out and waves.

Guy ignores him and considers the sacks.

3) Barrels go "Zzzz"  
<sfx: sleeping Zzz>



## Voiceover/Notes:

4) Bob steps forward and taps Guy on the shoulder. Guy turns.

5) Bob explains (and points):  
two speech bubbles

labelled "PAIN" and "GAIN"

pink customer carrying sack  
vs. rolling a barrel

sack getting soaked in the rain  
vs. barrel being nice and dry.

6) Guy thinks. <hmm>

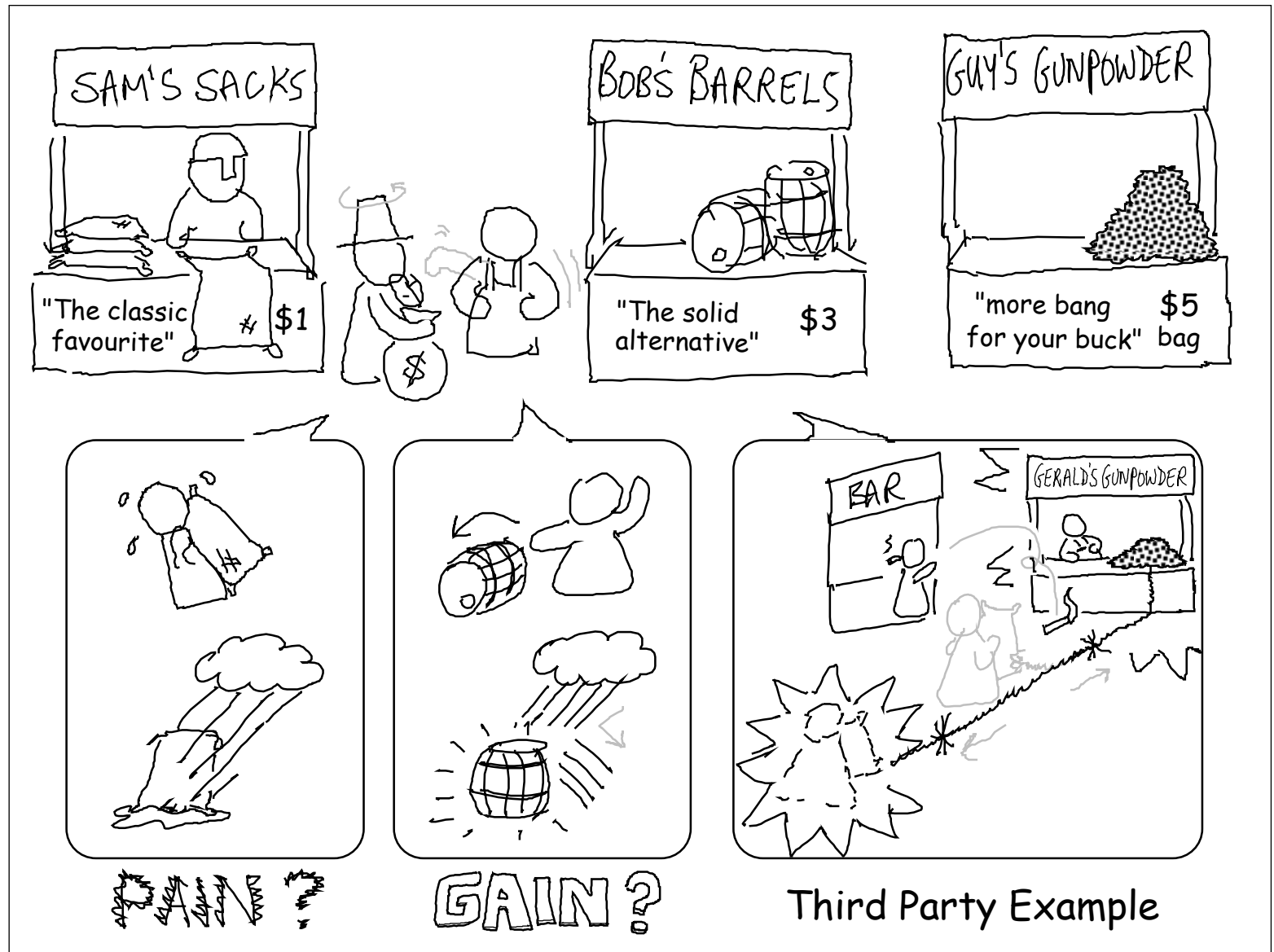
7) Add bubble labelled  
"Third Party Example"

A customer is walking home with  
a sack of gunpowder, leaking a  
trail onto the ground. As he  
passes a bar, a smoker throws a  
match over his shoulder. The  
match ignites the trail of  
gunpowder.

Flame travels in both directions

Customer and stall explode!

<sfx: bOoM !!>

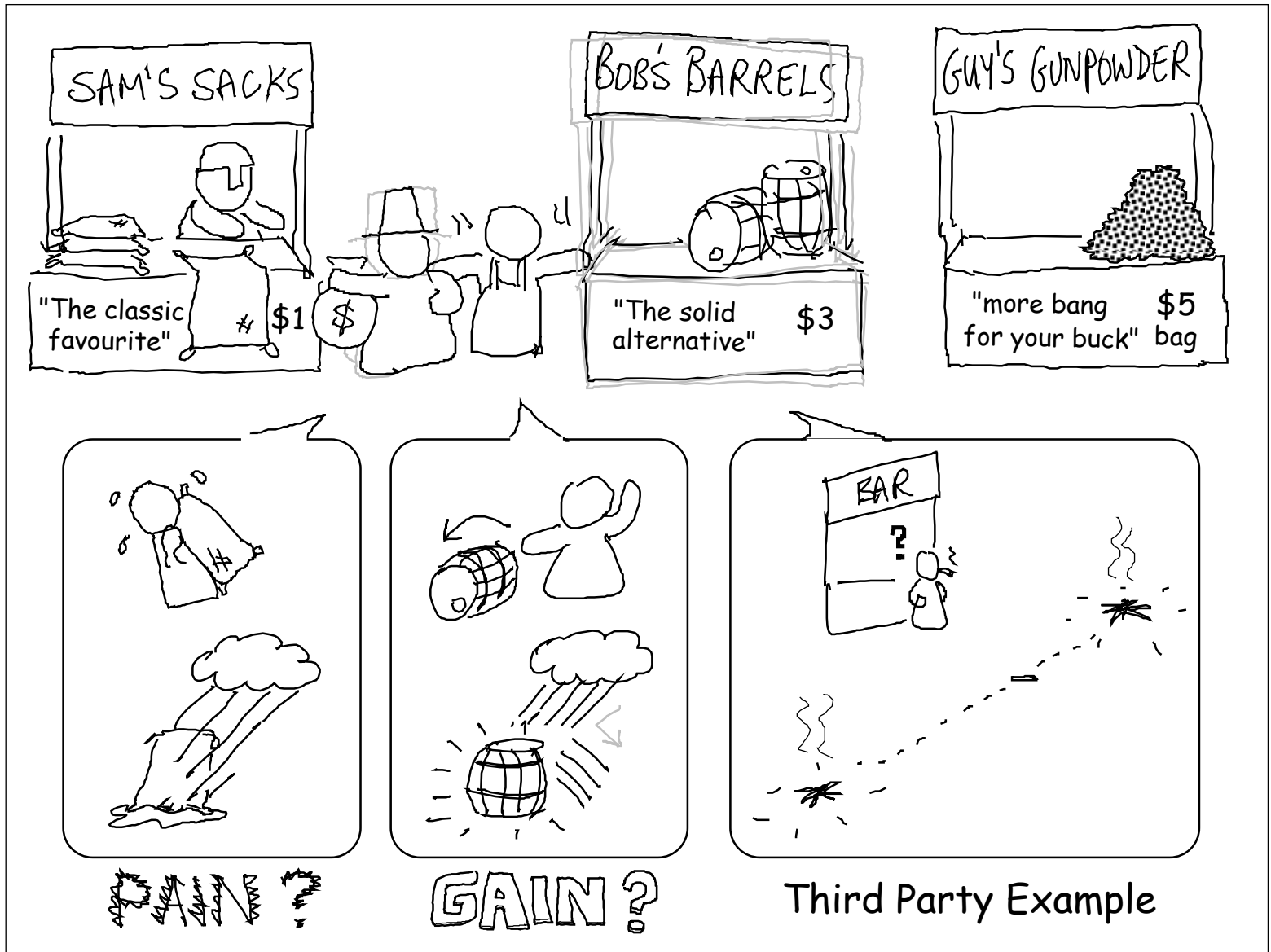


## Voiceover/Notes:

8) Bob excitedly shakes Guy and shakes his stall.

Guy leans back and holds his money away.

Competitor leans forward for the money.



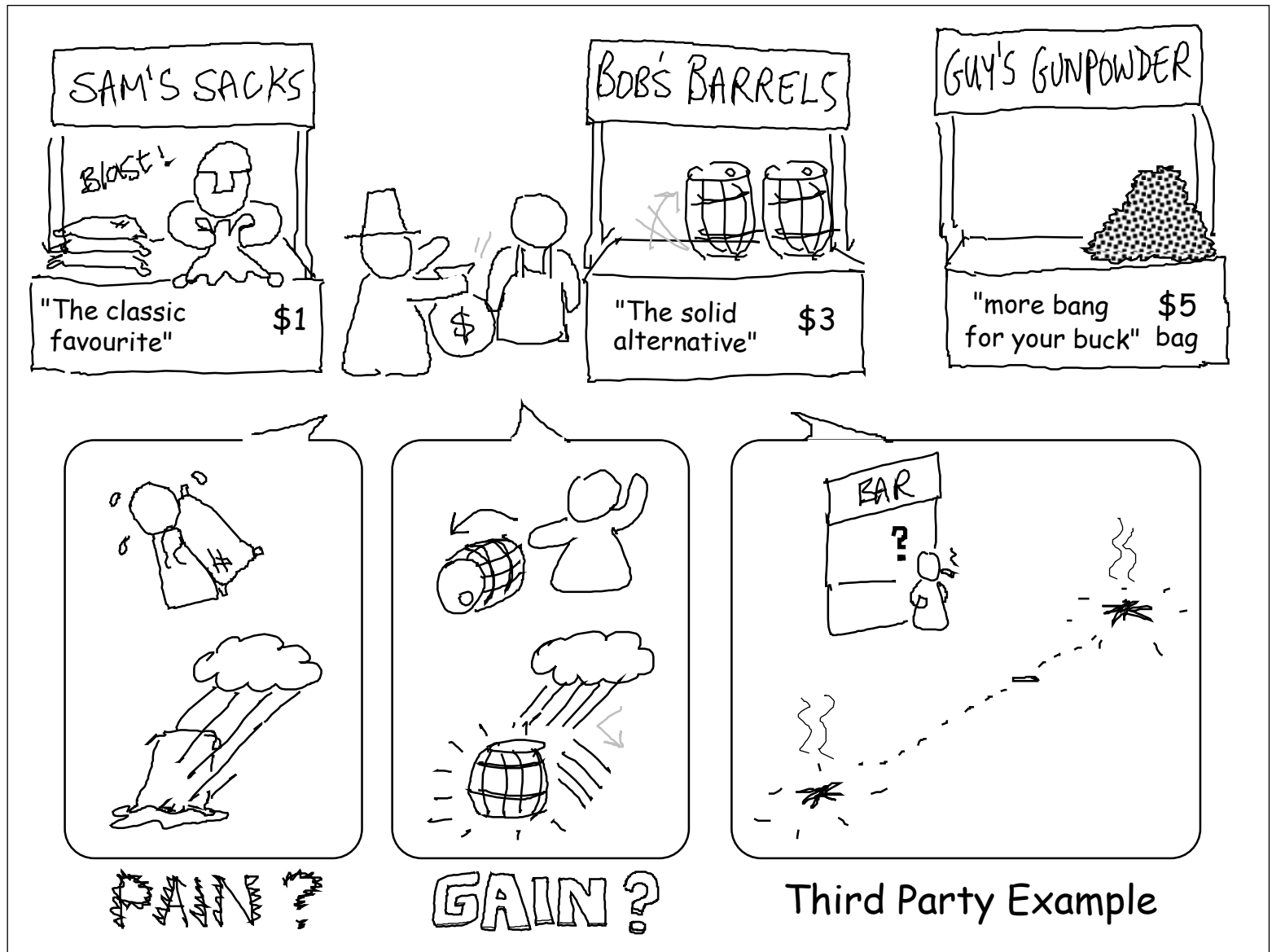
## "Awakening a Value Sleeper"

## Voiceover/Notes:

9) Bob calms down. He stands to attention. So do the barrels.

10) Guy holds the money forward.  
Bob takes it.

11) Competitor: <Blast!>



## "Awakening a Value Sleeper"

**VoiceOver:** A Value Sleeper is an area of capability where your product or service is strong but the customer does not attach much importance to it. (1) <Zzzz>

If you think this capability could in fact be valuable to the customer, (2) use Pain and Gain questions to show how. (3) (4) (5)

(6) Another technique is to explain the benefits by describing a third party situation. (7)

(8) However, don't alienate the customer by being too forceful or persistent in persuading them to recognize the importance of a value sleeper.

(9)

See below for some real-life examples of reasonable approaches. (10)

(11) <Blast!>

Voiceover/Notes:

Fade in Buying Cycle

1) Highlight "Needs" arrow -  
(outline and fill.)

<sfx: Ding Dong! doorbell >

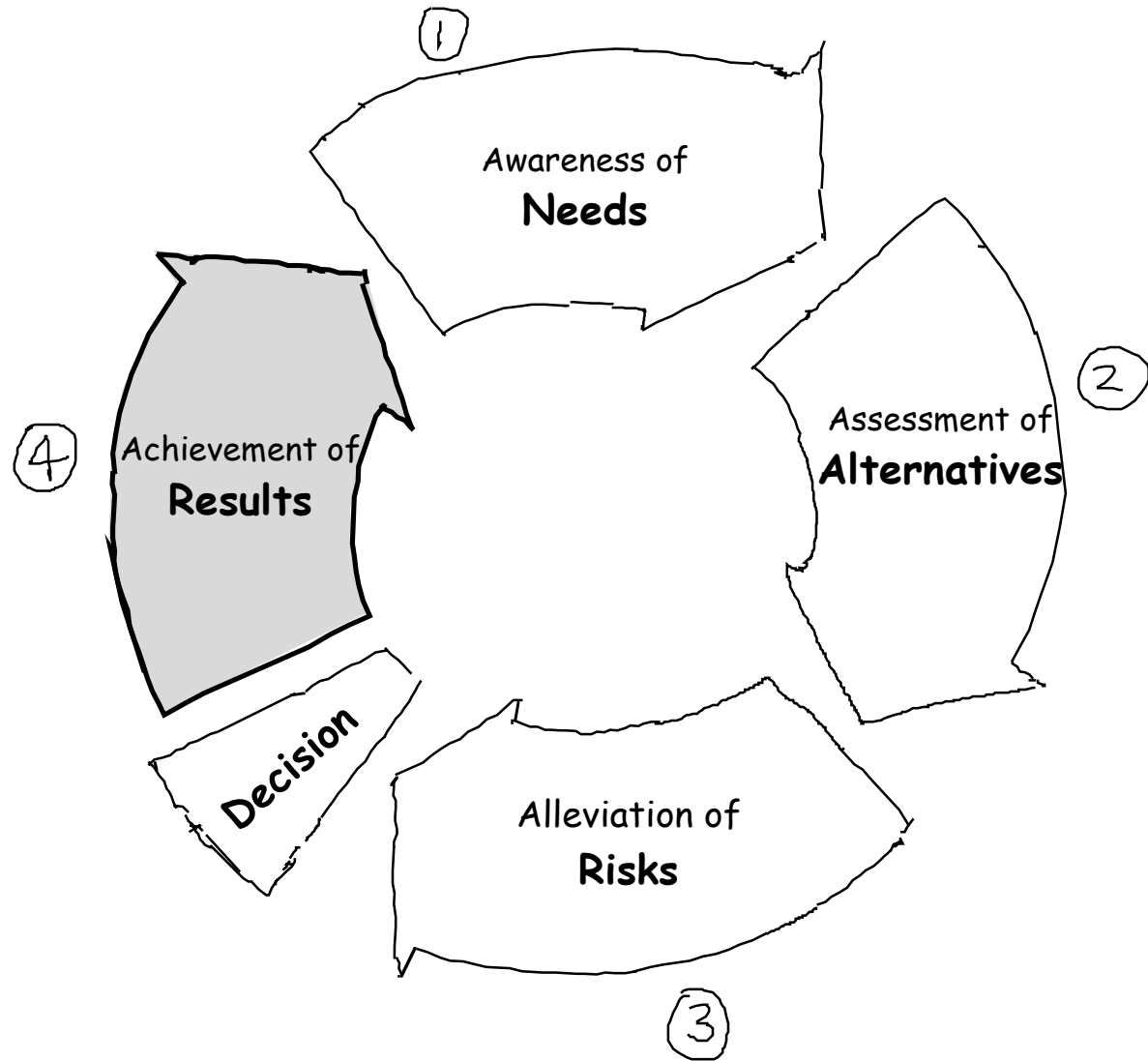
2) Highlight moves on to  
"Alternatives" (outline only)

3) Highlight moves on to  
"Risks" (outline only)

4) Highlight moves on to  
"Results" (outline and fill)

<sfx: sawing, hammering, construction >

NOT  
SHOWN



Voiceover/Notes:

5)  
AMAZING ZOOM TRANSITION  
towards Decision wedge and  
Results arrow.

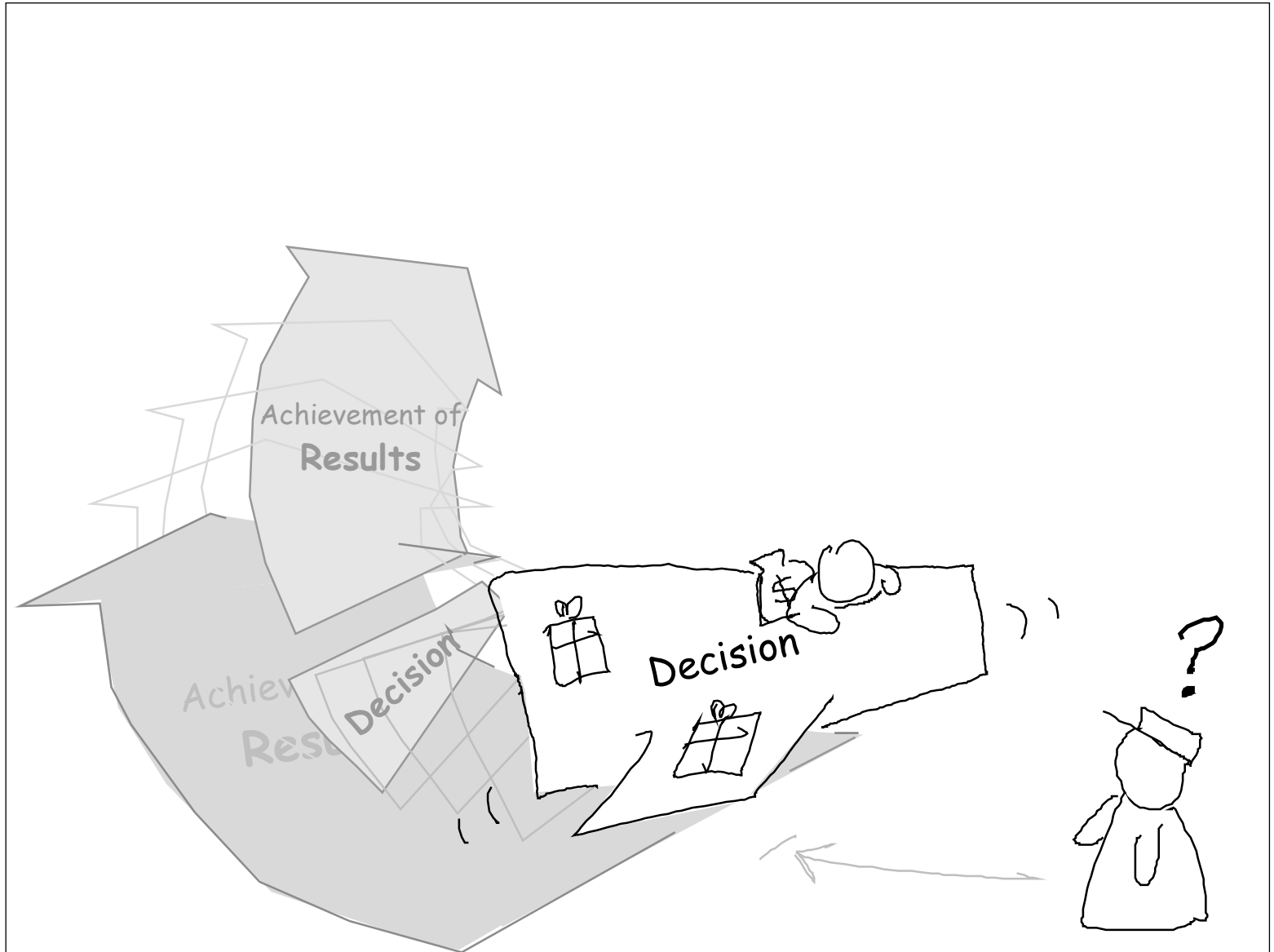
Fade in: Worker, watching and  
moving left.

Decision wedge dissolves to the  
plane, containing the salesperson -  
and the money!

Arrow lies down flat.

Plane, trembling slightly, takes  
off almost vertically.

Worker watches, puzzled.



## Voiceover/Notes:

6) Present slides out of the back of the plane and falls on an inadequate parachute.

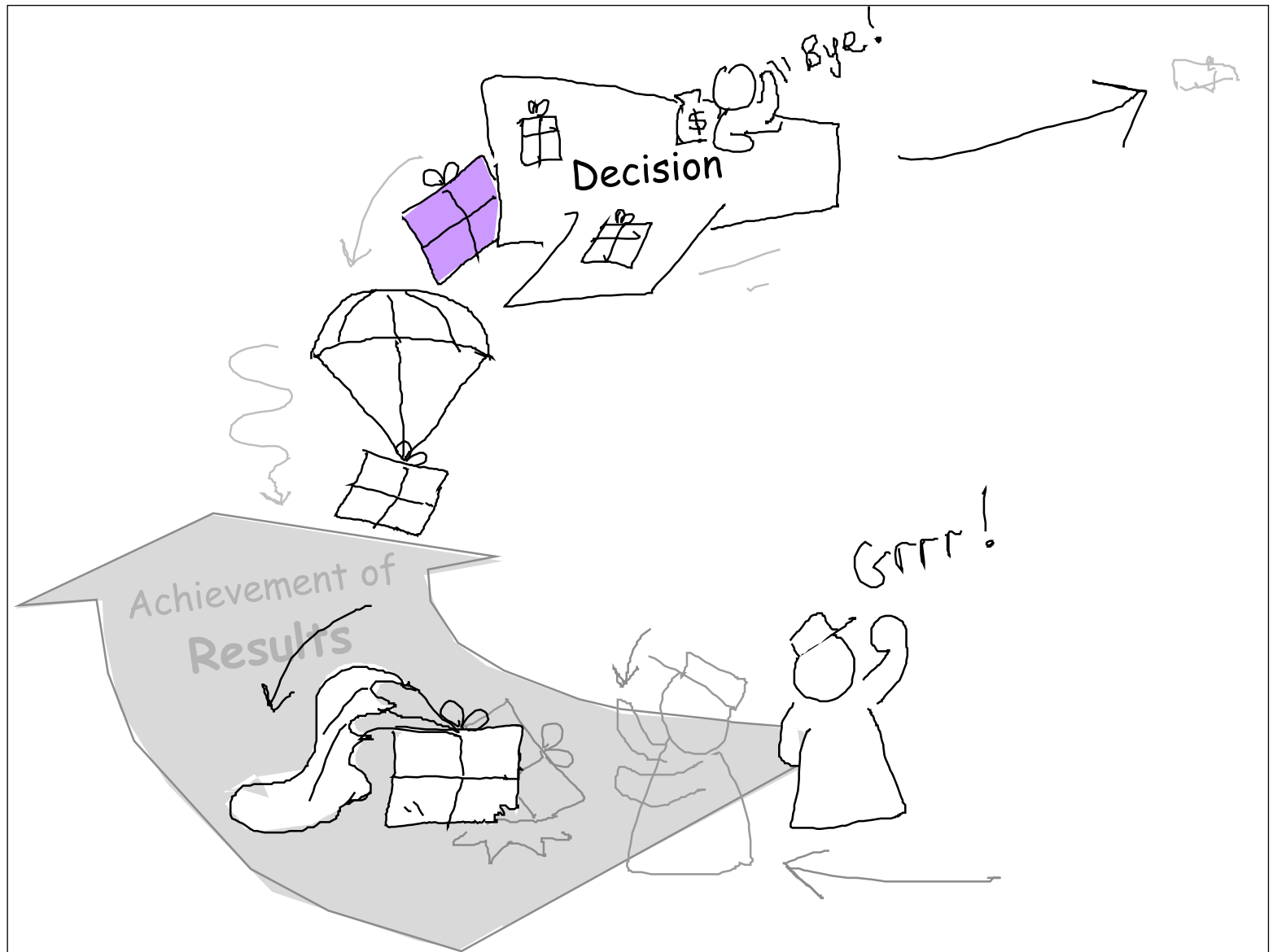
7) The salesperson waves.  
<sfx: Bye-ee! >

The plane flies off.  
<sfx: jet plane whoosh>

7b) Worker has watched the package all the way down and runs to catch it. He arrives slightly too late.

The package lands..  
<sfx: sound of a PC in a box hitting the ground from a height of about 50 ft>

Worker shakes his fist at the receding plane.  
<sfx: Grrr!>

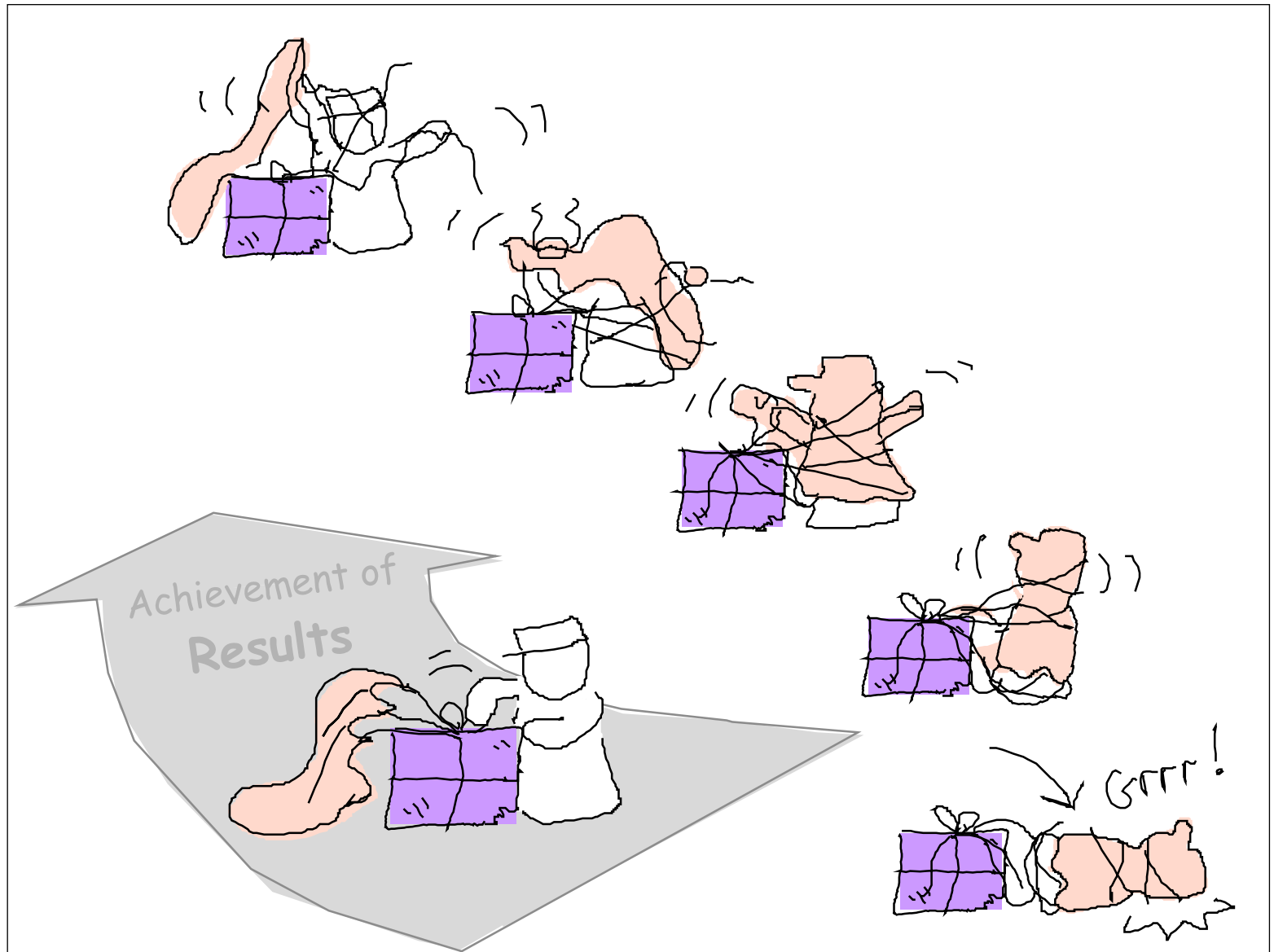


## Voiceover/Notes:

8) Worker attempts to open the package.

He becomes hopelessly entangled in the parachute.

The package remains as before.



## Voiceover/Notes:

9) DISSOLVE TO:

Worker back on the right. Arrow.  
No present.

Salesperson enters from Left  
with new package.

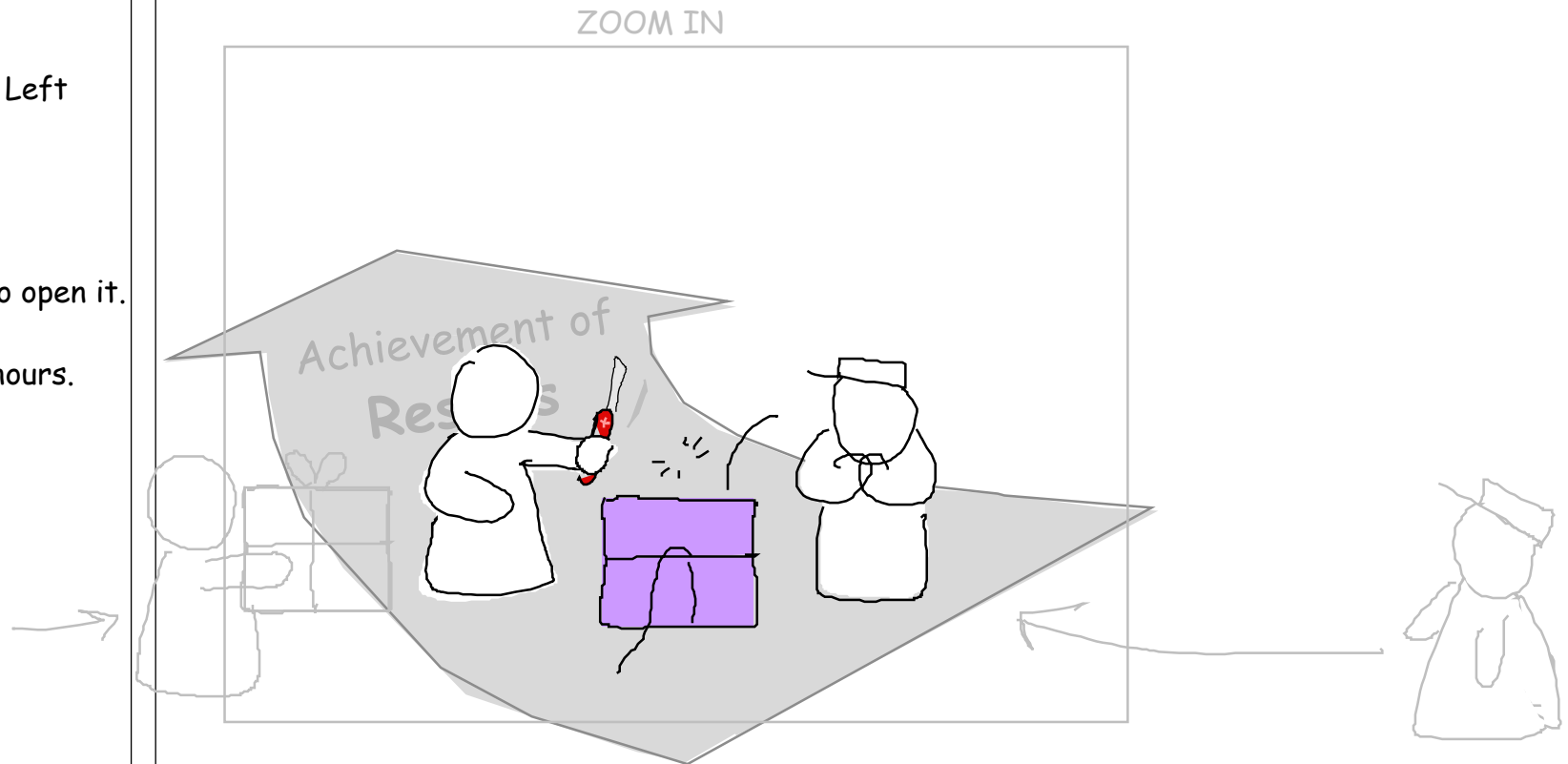
ZOOM IN as . . .

Worker moves forward to open it.

Salesperson does the honours.

&lt;sfx: flick knife click.&gt;

&lt;sfx: cut string twang &gt;



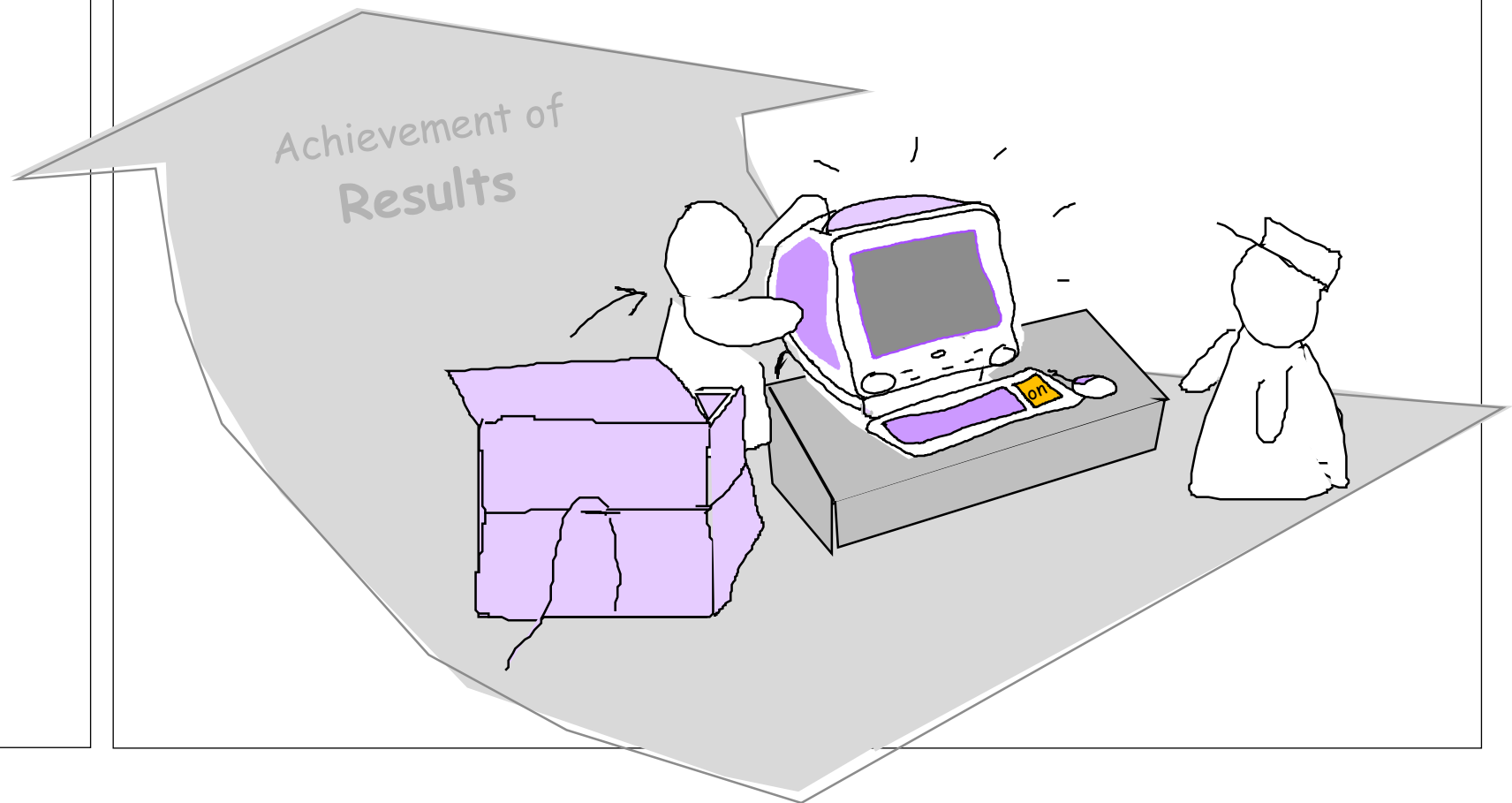
Voiceover/Notes:

10) DISSOLVE TO:

Salesperson lifts a purple/grape coloured personal computer out of the box.

It has a gold power button on the keyboard.

During which: fade out box / fade in desk.



## Voiceover/Notes:

11) Boss enters and gently shoves Worker forward.

Worker presses the ON button. Once. Then repeatedly.

<sfx: button clicks >

They look at the screen. Nothing.

Worker and Boss start to show frustration.

<sfx: Gr...>

The salesperson holds up the plug and the manual.

Customers are embarrassed.

<sfx: ...oh! tee hee>



Voiceover/Notes:

12) Salesperson plugs in and stands up.

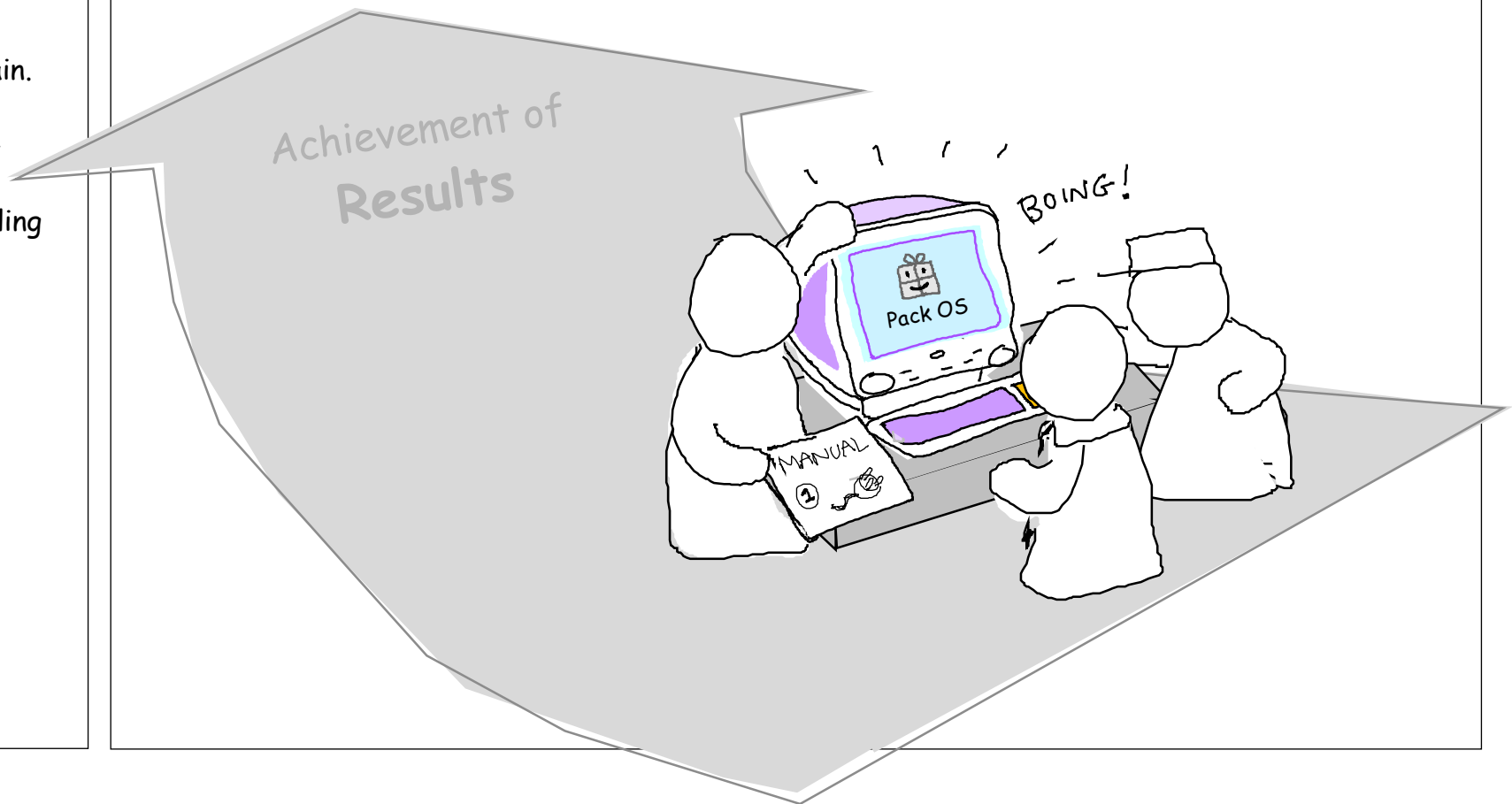
Worker presses button again.

<sfx: startup sound Boing! >

Screen lights up with a smiling package operating system logo.

They all gather round.

13) Salesperson offers manual.



VoiceOver:

In successful sales, the largest percentage of a sales person's time is spent in the first stage (1) of the Buying Cycle which is the Awareness of Needs phase (2) (3) and in the final stage (4) of the Buying Cycle which is the Achievement of Results phase.

(5) If a sales person does not spend enough time in the Achievement of Results phase, (6) a customer may believe they were only interested in making the sale (7) <bye-ee !> and not in achieving results. (7b)

(8) Furthermore, the sales person is unable to resolve problems that are an inevitable feature of implementation.

This results in a dissatisfied customer and the chance of further sales is diminished.

(9) Spending time in the Achievement of Results phase (10) enables the sales person to minimise implementation problems (11) <Grrrr...oh!>, and build a rapport with the customer. (12) <startup Boing!>

Because for the first time, customers will see the sales person as an "adviser" rather than a "seller". (13)

## "The three distinct phases of implementation"

### Voiceover/Notes:

Worker is sleeping.  
(no zzz's)

As the sun rises . . .

<sfx: magic tinkles>

1) . . . a present appears.  
With magic sparkles on it.

Worker wakes up.

Sees the present.

2) Does his little dance.

Note: Sunrise, Lightning and  
FullSun icons all use Value Gold.



## "The three distinct phases of implementation"

## Voiceover/Notes:

Fade in heading:  
"Honeymoon".

3) Dissolve from still to  
still like "time-lapse".

Worker pulls blue-prints  
from box, showing a  
windmill.

Pulls out a vane.

Puts propellor together.  
click. click.

Looks at finished  
propellor. Magic sparkles.  
<sfx: magic tinkles>

4) Does his dance.



## Honeymoon



## Voiceover/Notes:

During this, fade in the dark cloud on top of the sun. Cross-dissolve heading to:  
"Disenchantment"

5) Worker takes a long base piece and a short connecting piece from the box.

He bolts them together.  
Starts to sweat.  
<sfx: phew!>

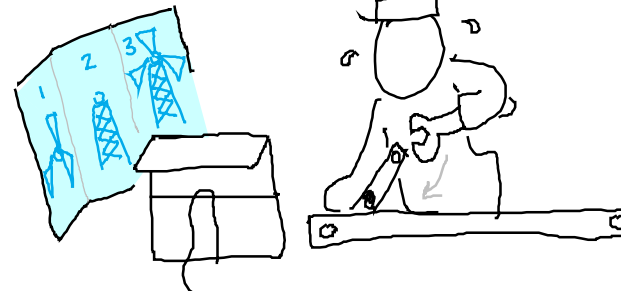
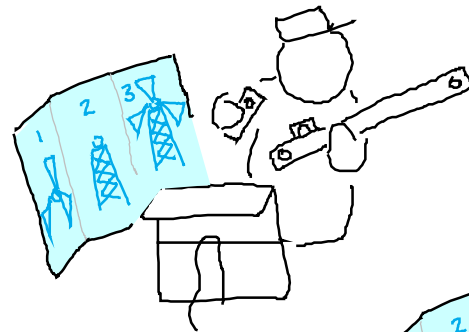
He reaches to tip the box forward - looking for the next piece.

6) The box tips over and swamps him with short connecting pieces!  
<sfx: clatter. Grrr.>

Lightning strikes.  
<sfx: Rumble. Crraackkow. >



## Disenchantment



## "The three distinct phases of implementation"

## Voiceover/Notes:

## 7) DISSOLVE TO:

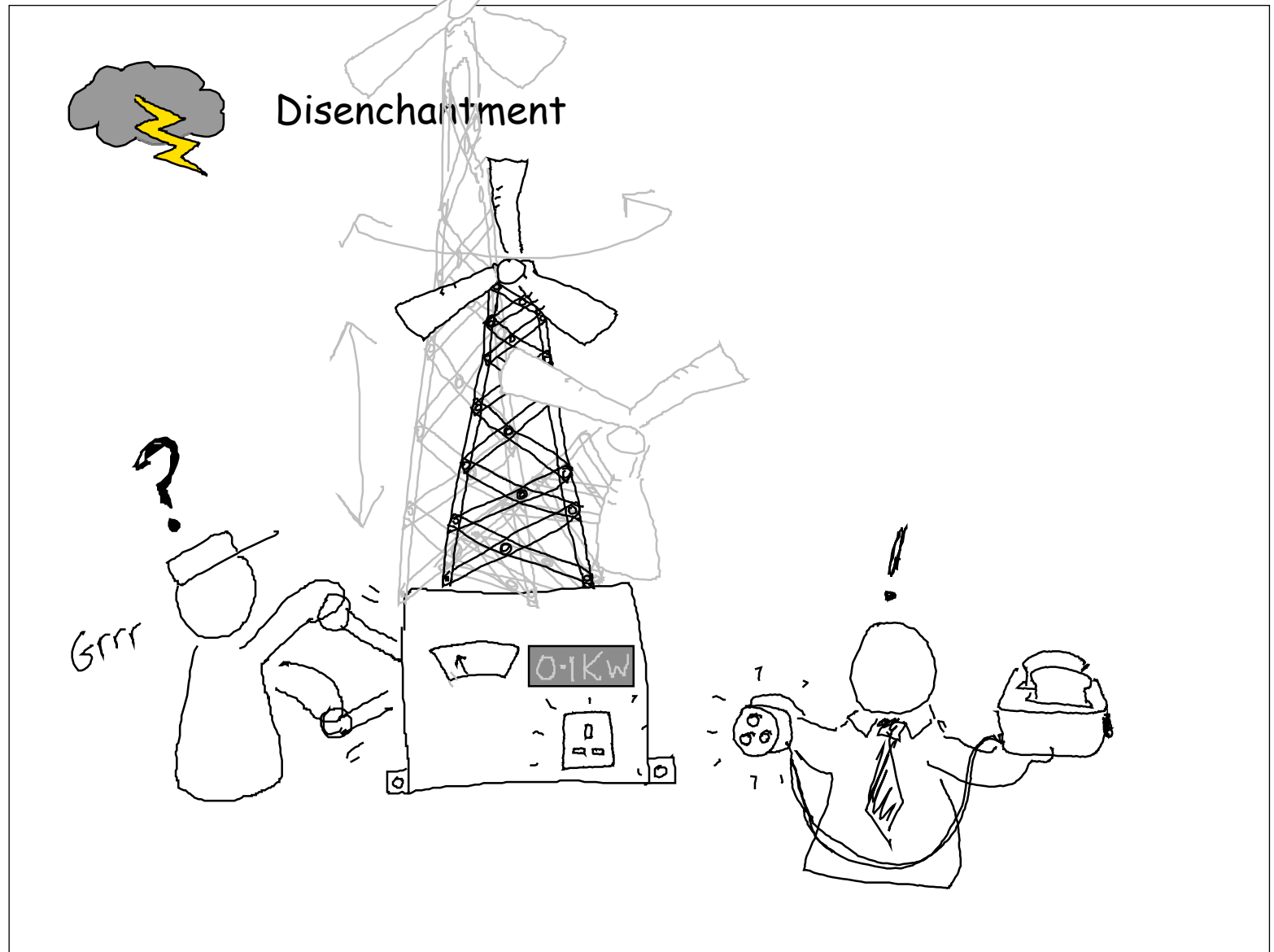
Worker stands next to a machine.  
(dial, read-out, square plug, the windmill is inside)

8) Worker pulls a lever full tilt.  
<sfx: clanky motors starting up.>  
Windmill extends upward, starts rotating. Needle moves on dial.  
<sfx: wind. whoosh. zzzttt>  
But it keeps extending, out of the top of the frame!  
Worker yanks the other lever.  
Windmill suddenly shrinks to half height. Turns to face the other way. Pulls lever. Extends. etc.

9) Worker: "Grrrrr"

10) Boss enters with a toaster.  
It's got the wrong plug on it!

11) Lightning flashes.  
<Sfx: thunder & lightning >



## "The three distinct phases of implementation"

## Voiceover/Notes:

12) DISSOLVE TO:  
Full Sun. Heading: "Success"  
<sfx: birdsong. gold ping!>

The machine (windmill hidden)  
A 3-socket power adaptor.  
A toaster (bread down)  
A coffee machine (empty jug)

13) Enter Worker and Boss.

14) Worker adjusts levers.  
Windmill slides up. spins  
<sfx: smooth machine start>  
<sfx: breeze. whoosh. electric hum>  
Boss presses switch on power  
adaptor.

15) Dial climbs. Read-out shows  
10KW (in Value Gold). Power  
indicators on appliances all glow  
Value Gold.

16) <twonk!> Golden toast pops up.  
<splish> Coffee jug fills.



## "The three distinct phases of implementation"

**VoiceOver:** When planning implementation, the sales person should recognize that customers will not view the whole process throughout with a constant level of enthusiasm and sense of achievement. (1)

At first, in the Honeymoon Period, they are usually excited about the solution. (2) Progress achieved exceeds the effort invested (3). And they have an abundance of energy and enthusiasm.(4)

Later, Disenchantment sets in.(5) Progress continues but the effort required is much greater.(6)

Customers run into difficulties they hadn't expected. Such as mastering new skills (9) <Grrr>, or rearranging processes for the implementation to be a success. (10)

They may feel that getting results is harder than they thought it would be. And this will make them dissatisfied.(11)

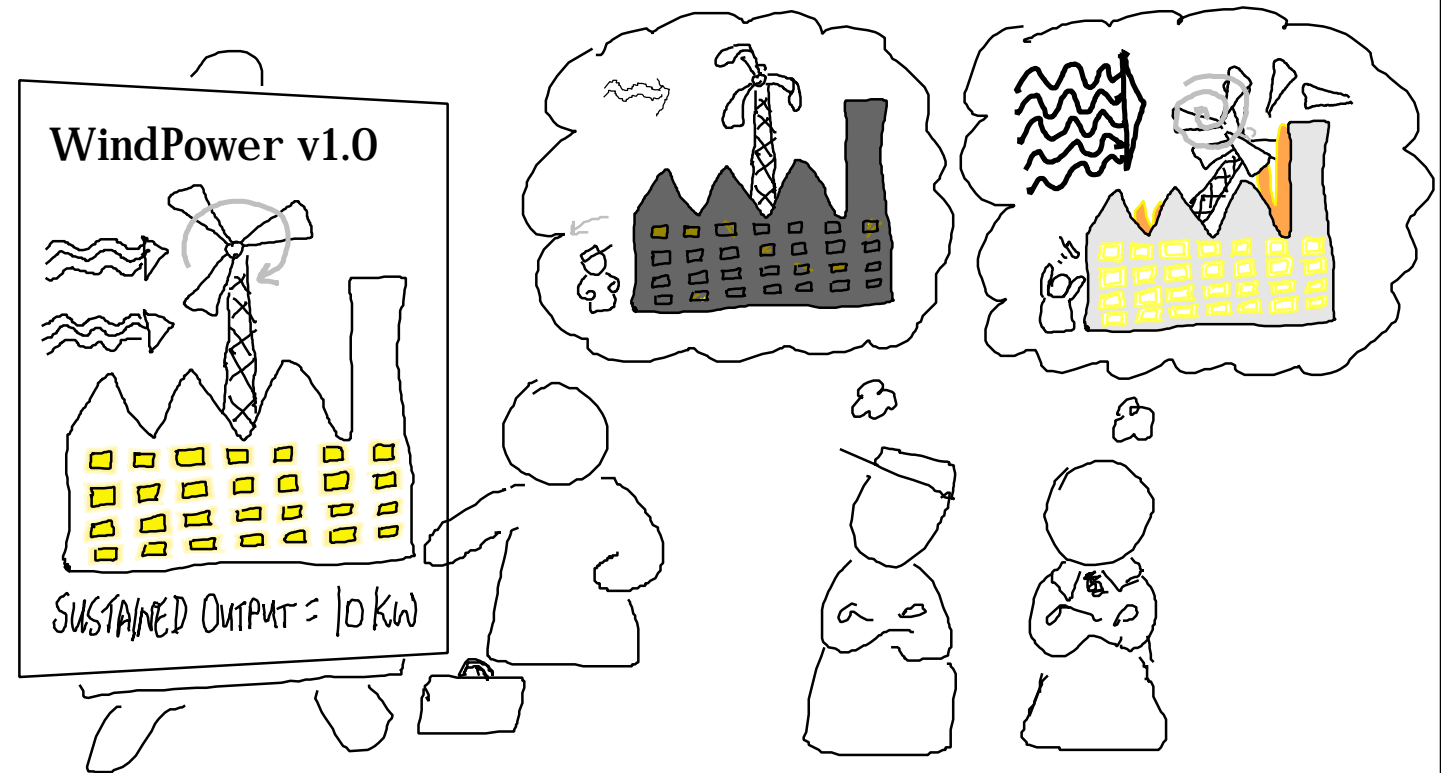
As the effort invested starts to pay off (12), they move into the Period of Success. (13)

They have established the skills and processes required (14) and the solution can deliver its full benefits. (15)

Voiceover/Notes:

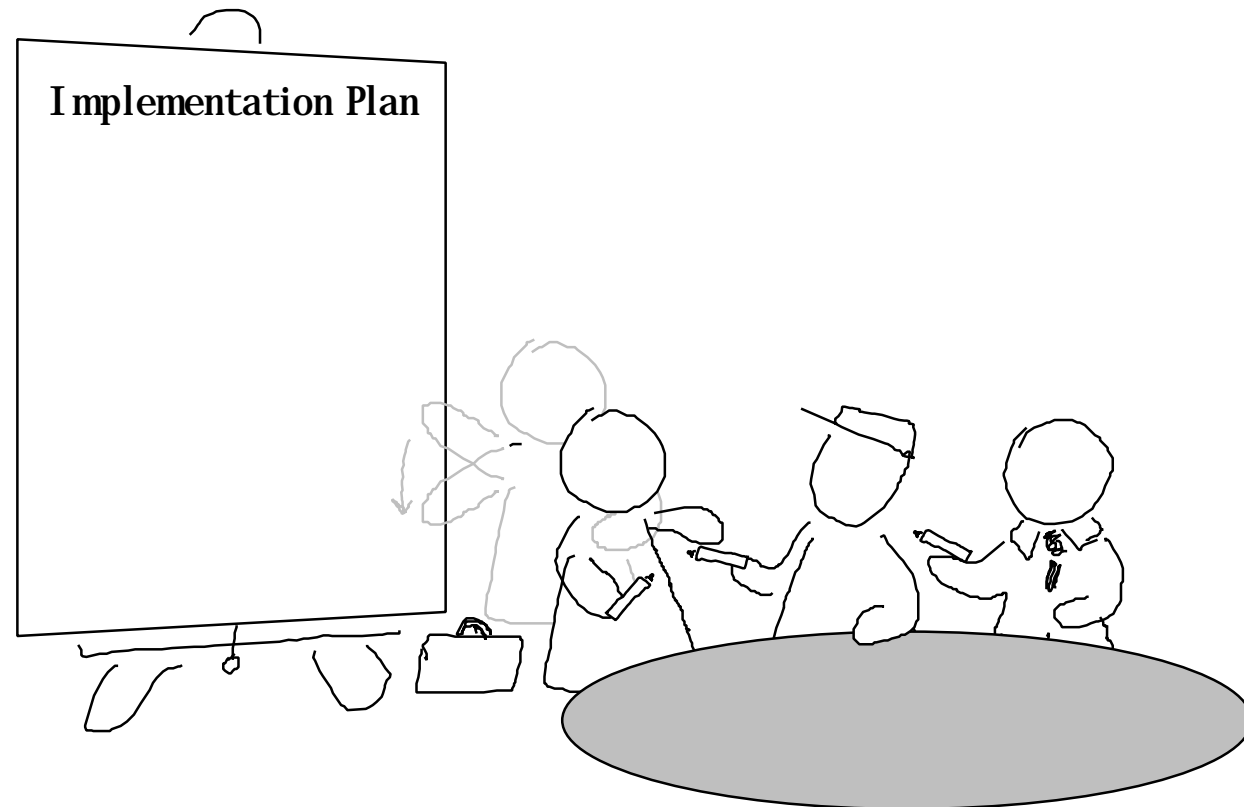
From CCV0260:

Salesperson shows the WindPower proposal.  
Customers imagine problems.



Voiceover/Notes:

- 1) Salesperson pulls down chart headed "Implementation Plan"
- 2) Hands out blue pens.

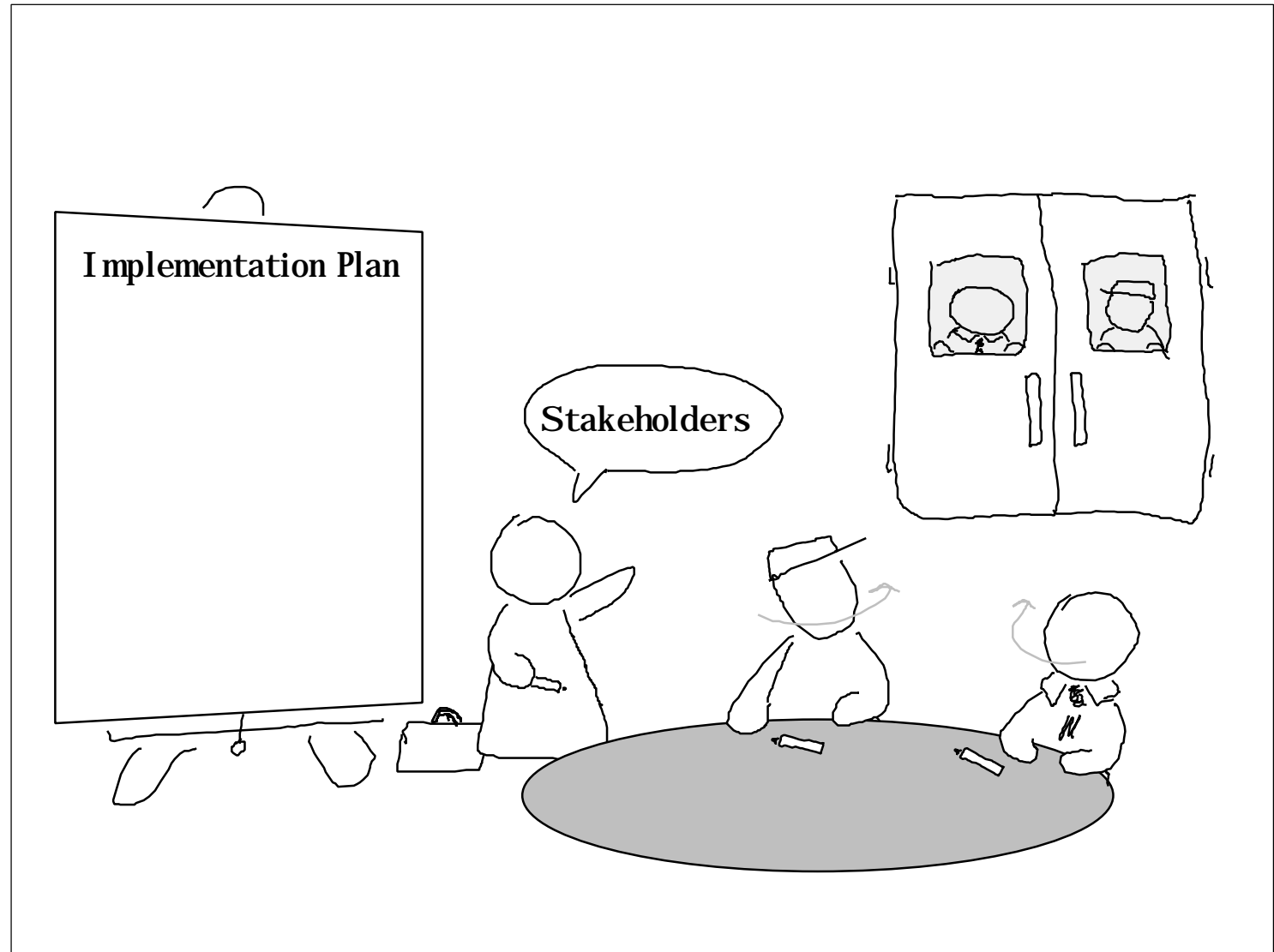


Voiceover/Notes:

3) Salesperson points right and says "Stakeholders"

Fade in: doors

People appear at windows.

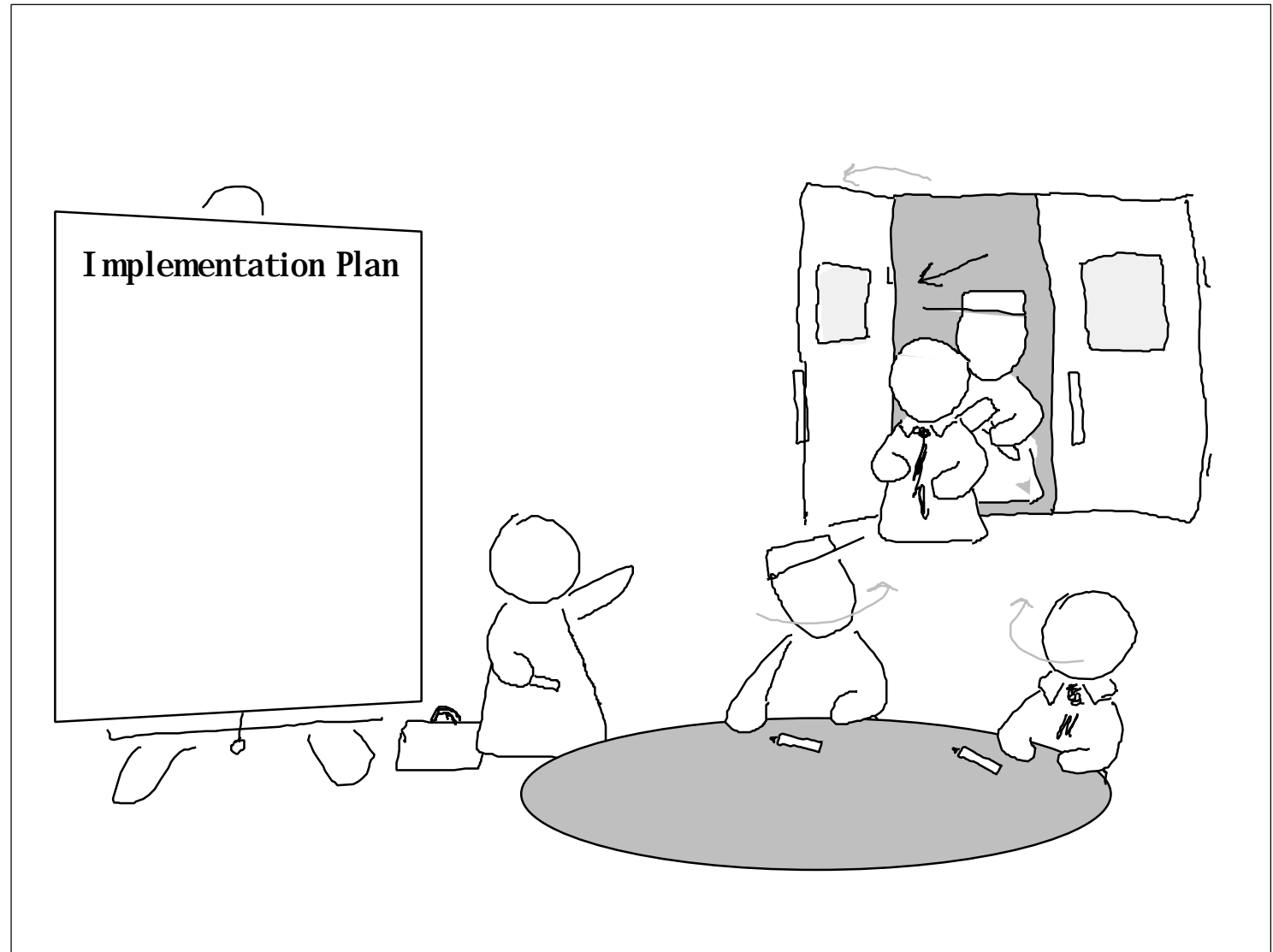


Voiceover/Notes:

4) Door opens.

A different boss and worker  
enter

and join the party.



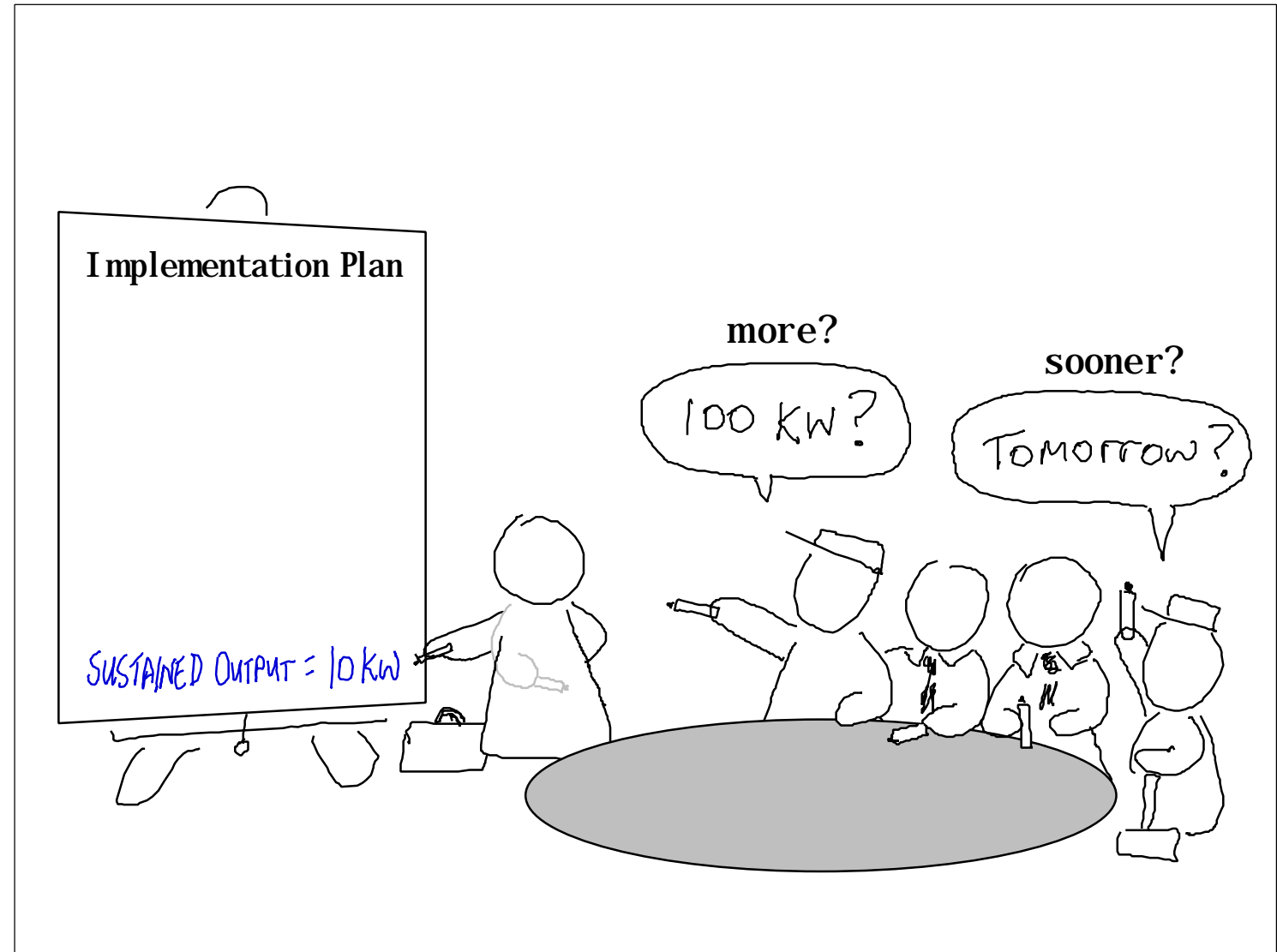
Voiceover/Notes:

5) Customers raise their pens and ask if they can have . . . more?, 100KW? sooner?, Tomorrow?

The salesperson writes up the "Sustained Output = 10KW" statement.

The customers look at each other, lower their arms.

Their questions evaporate.  
(pixel-dissolve or shrink to nothing)

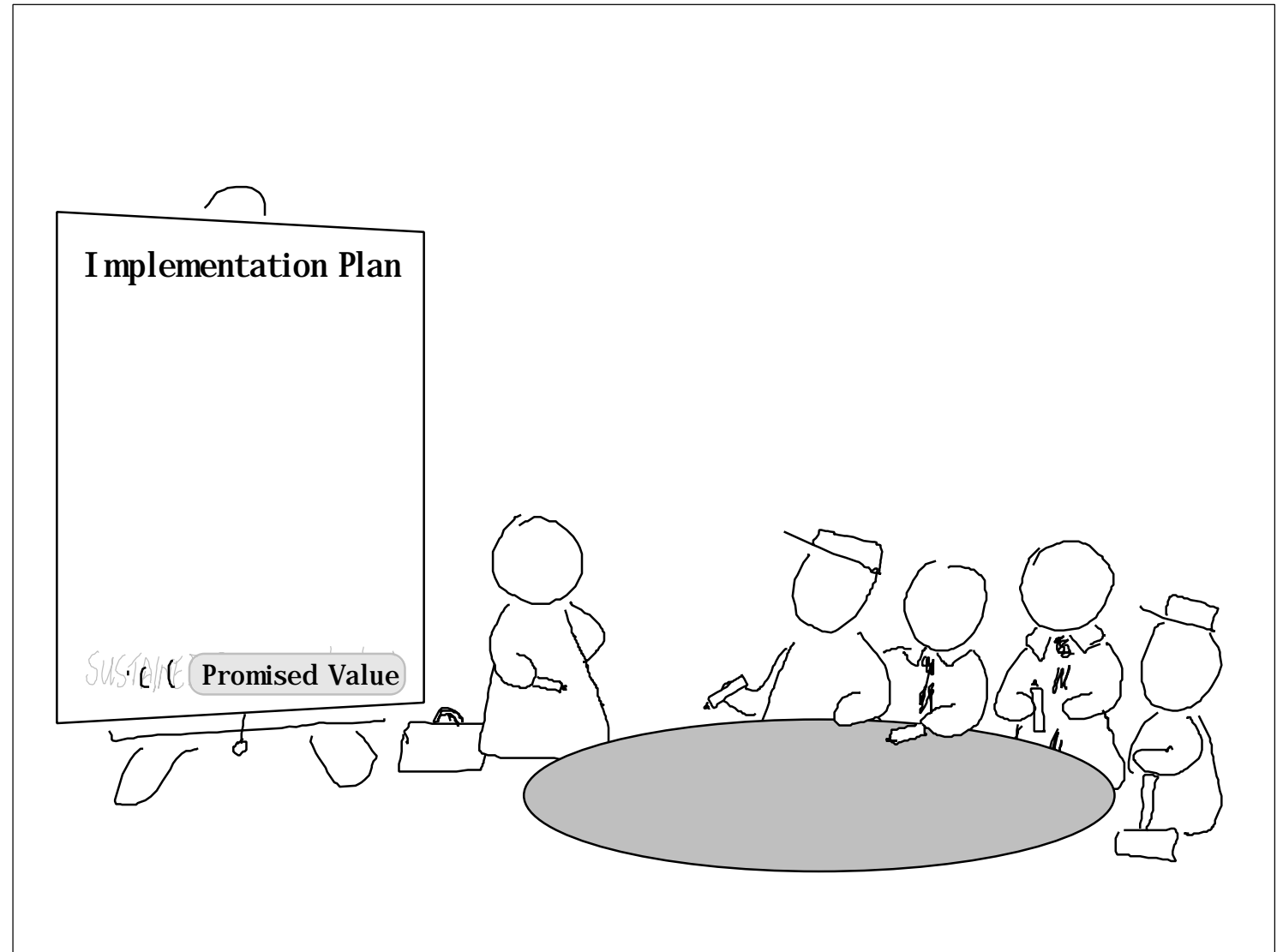


Voiceover/Notes:

6) Cross-dissolve "Sustained Output" statement to "Promised Value" light-gold capsule at the bottom.(as per CCV0450).

Change heading to  
"Implementation Plan"

"Preparing an implementation plan"



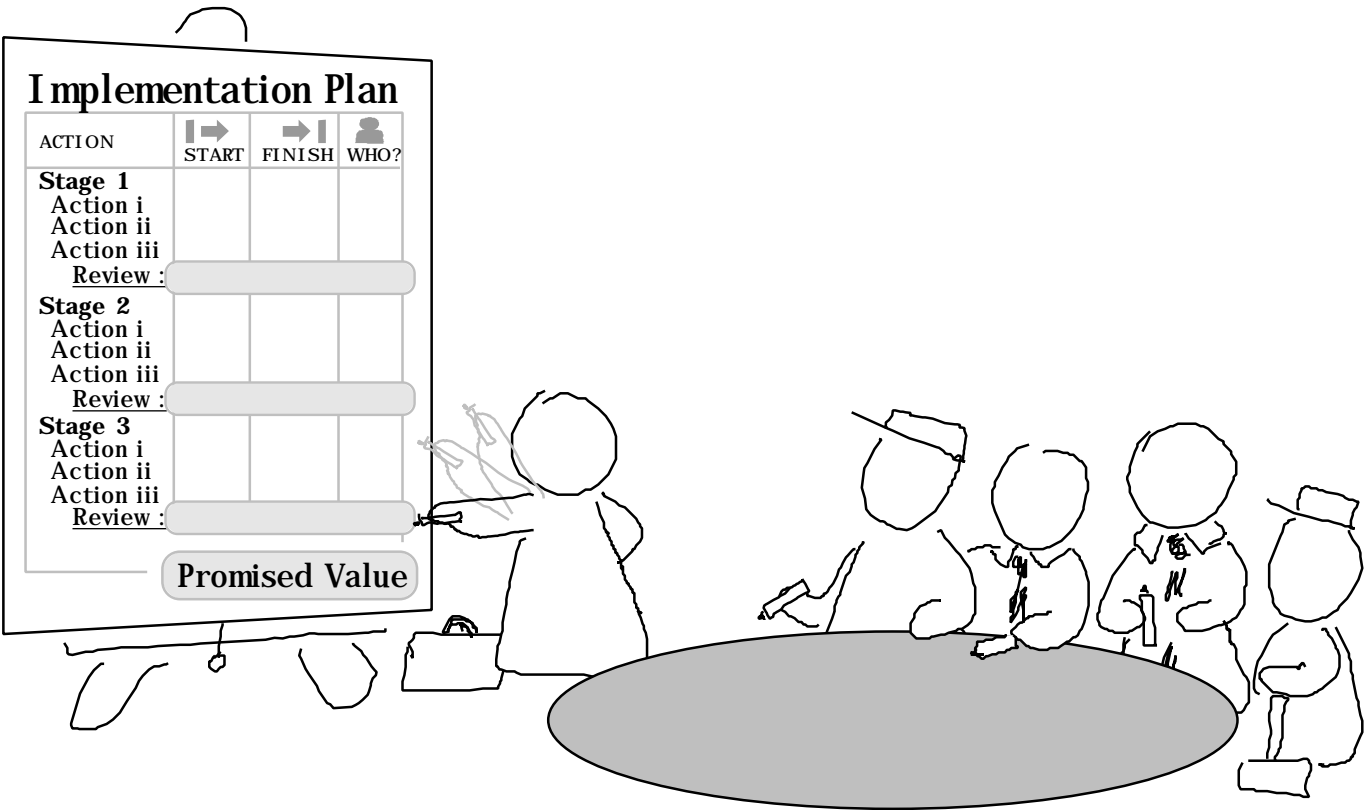
Voiceover/Notes:

Build up elements of  
"Implementation Plan"  
(as per "Action Plan" from CCV0450)

7) Add lines, "start" and "finish"  
columns. "Stage" and "Action"  
entries

8) Add "Who?" column.

9) Add "Review" entries.



## Voiceover/Notes:

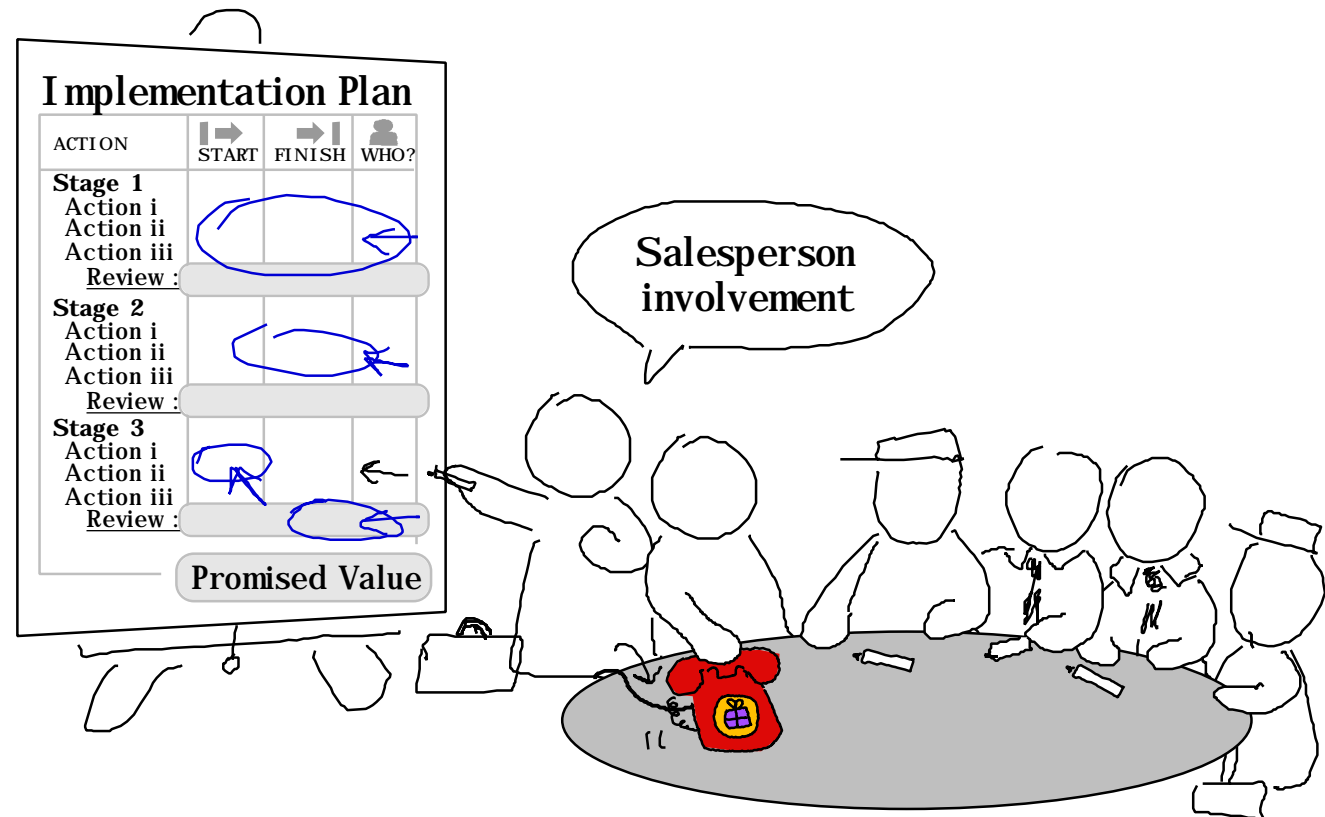
10) Salesperson points at herself and at the chart.

Says: "Salesperson involvement"

Hand-drawn circles and arrows appear (indicating where the salesperson will be involved in the process.)

Salesperson produces a red "hotline"-type phone from under the table.

In place of a dial it has a large value-gold button with a purple present motif on it.



## "Preparing an implementation plan"

**VoiceOver:** Salespeople can avoid implementation problems with a well thought out and documented plan. (1)

This should be developed by the salesperson (2) and the customer working together, including all relevant stakeholders. (3)(4)

The goal in producing an Implementation Plan is to ensure that customers receive all the promised value (5) from their purchase decision.

A further benefit of to ensure that the customer's expectations are: Realistic. and Structured. (6)

The Action plan should show the tasks that need to be performed (7), with start and finish dates and an indication of who is responsible. (8)

Methods for tracking progress need to be identified and specific measures included where possible. (9)

And salespeople must plan their own involvement. To capitalize on the success of the project, and be on hand in the case of difficulties. (10)

## Voiceover/Notes

Salesperson + Buying Cycle with sceptical customers inside.

1) Salesperson places left hand on The Bible (appears now), raises right hand, as if taking an oath.

2) Fade in: value-gold "Promised Value" capsule as per CCV0420 etc.

Fade in similar round cornered rectangles, with gold inner edge, for the following.:

3) Pain and Gain from CCV0180

4) Value Hypothesis

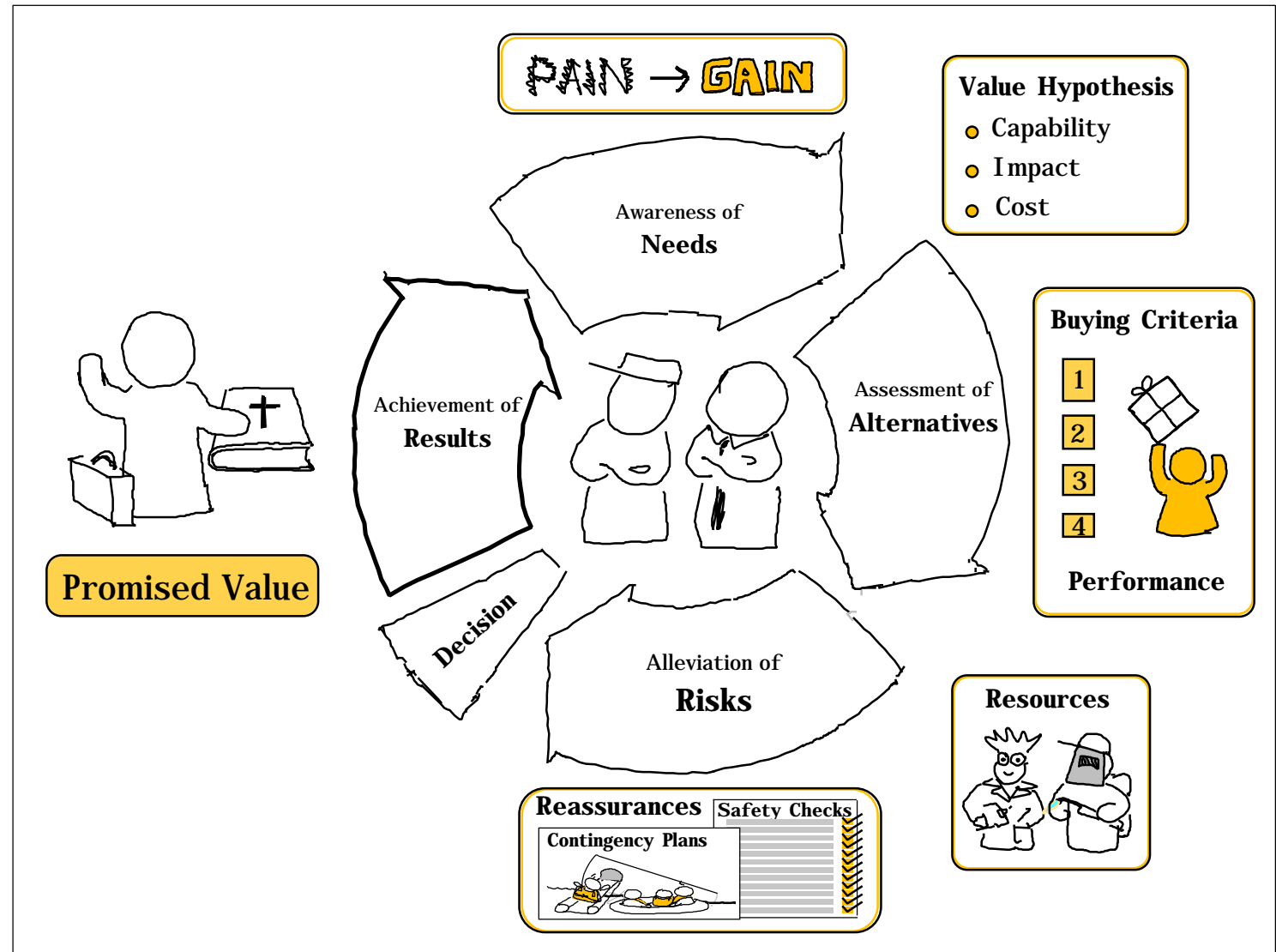
5) Buying Criteria (CCV0340)

6) Resources (CCV0260)

7) Reassurances (CCV0230)

Highlight each stage with outline and customer looks as we go go round. Ending with the Results stage highlighted.

## "Remembering what you've promised"



## "Remembering what you've promised"

### VoiceOver:

Creating Customer Value involves making a lot of promises (1)  
-- and keeping them. (2)

(3) In the Awareness of Needs stage, you offered the customer less Pain and more Gain. And made a compelling, believable statement (4) about your product's capabilities, impact and cost -- the Value Hypothesis.

In Assessing the Alternatives, (5) you identified the Buying Criteria that the customers value most and persuaded them that your company can perform well in these areas.

In the Alleviation of Risk stage (6) you made commitments and arrangements to guarantee a successful implementation. (7)

Now it's time to deliver. Make sure that the Implementation achieves all the results you've promised. Maybe even a little more.

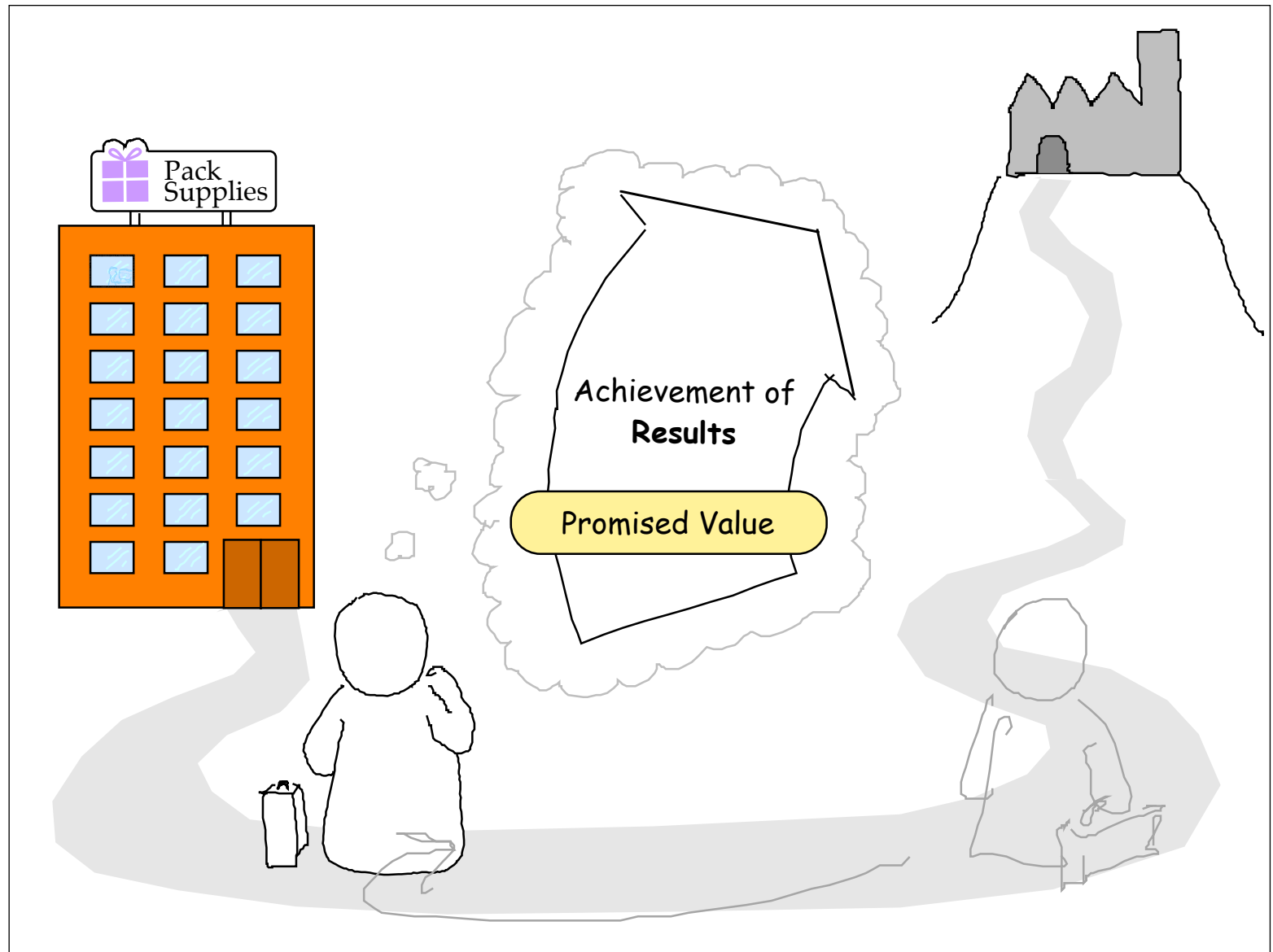
## "Planning your actions"

## Voiceover/Notes:

(1) The orange "Pack Supplies" headquarters and  
The factory on the hill

Salesperson walks the road between, R to L,  
then turns and thinks . . .  
about the Achievement of Results and Promised Value as per CCV0430.

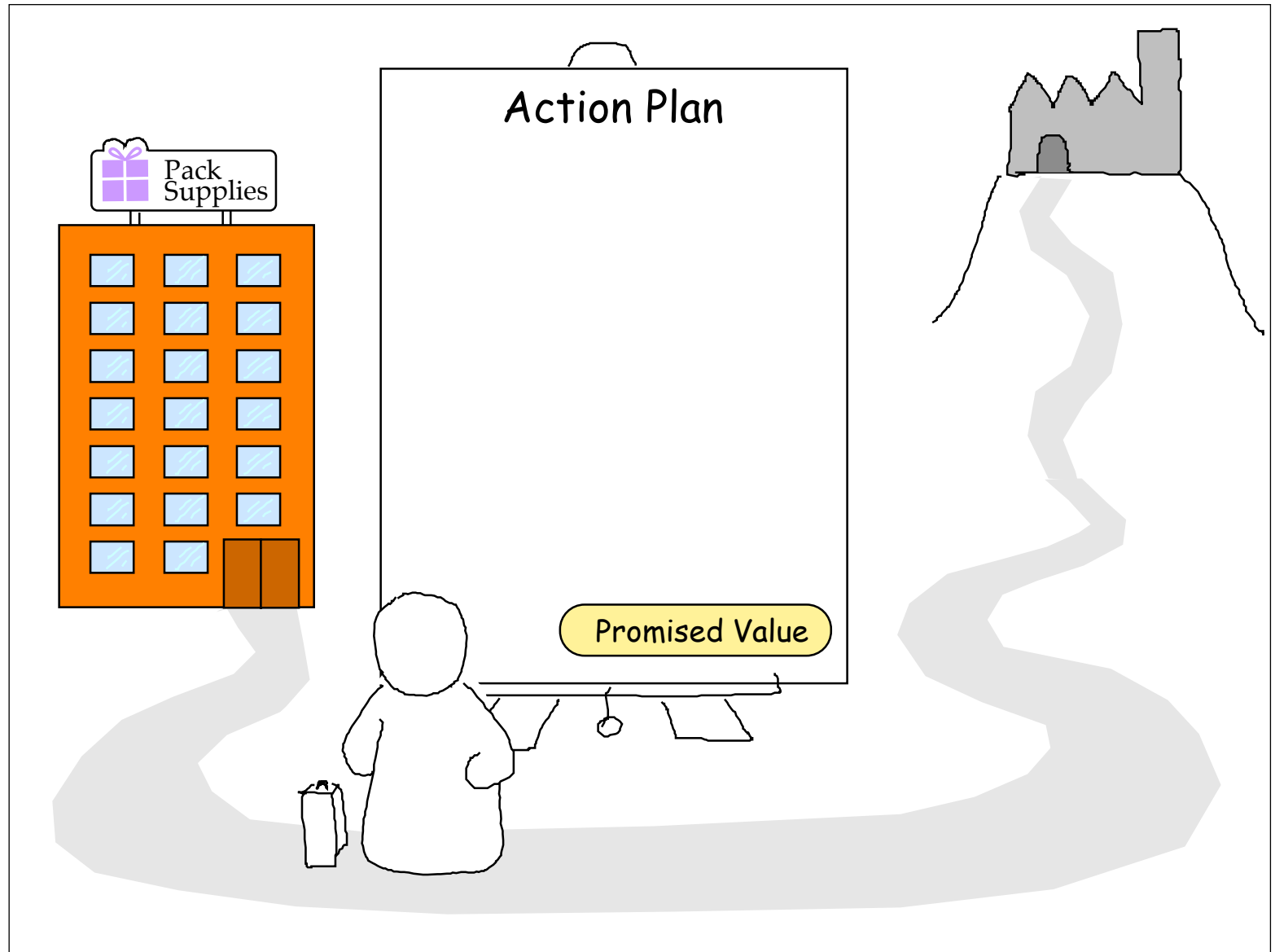
Note: Keep the think bubble light so it doesn't swamp the arrow. Maybe even remove it5 once the arrow is up. This should be the same arrow from CCV0430, but cheated round a bit so it points at the factory. Bigger too. The "promised value" capsule is a light shade of value-gold, as per the action plan in CCV0450.



## "Planning your actions"

### Voiceover/Notes:

(2) Dissolve/morph to:  
large flip-chart with heading  
"Action Plan" and "Promised  
Value" as per CCV0450.



## Voiceover/Notes:

Salesperson raises pen.

Add:

3) Actions

4) Stages

5) Reviews + "capsules"

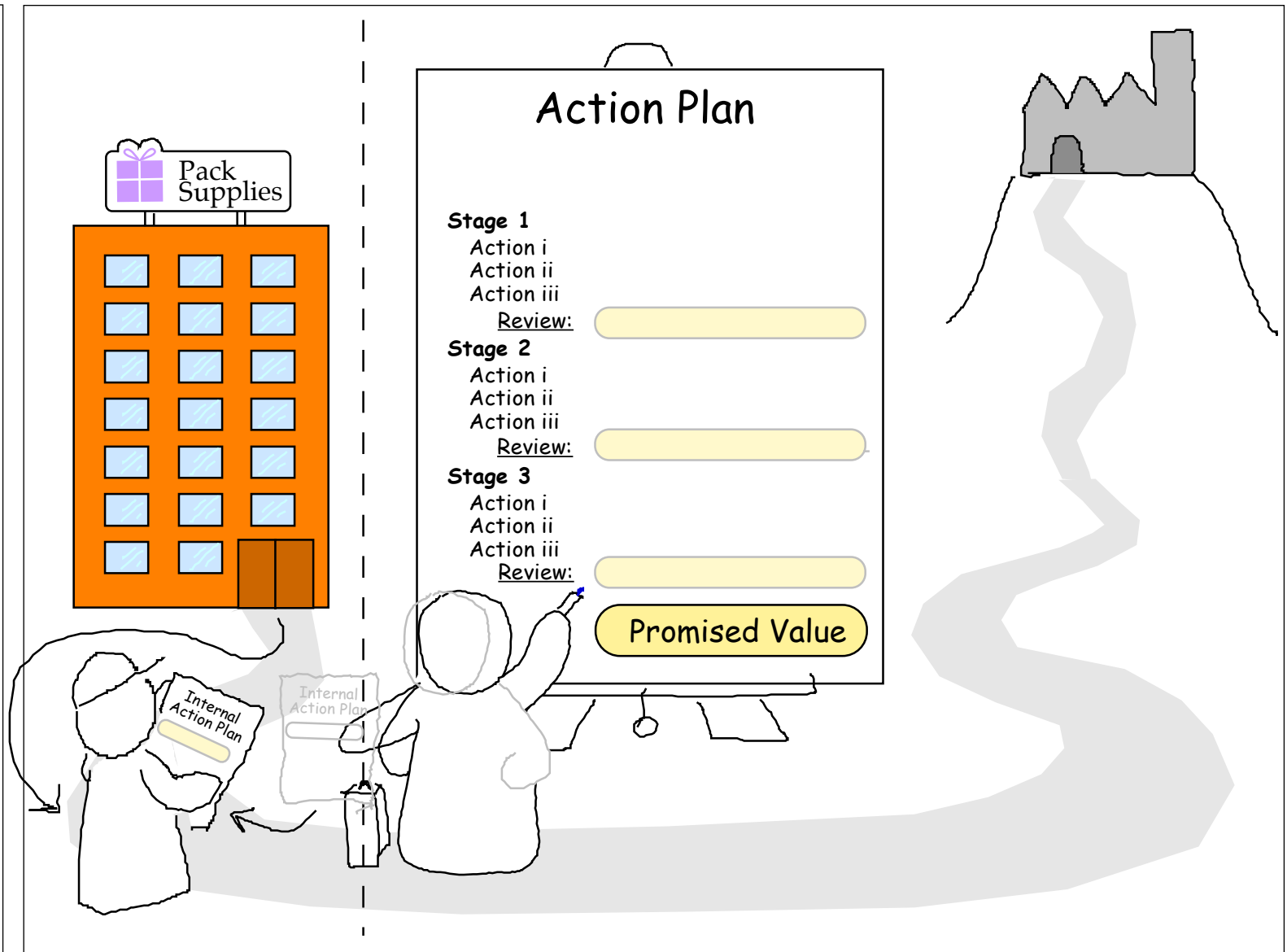
6)

Add vertical dashed line.  
(dissects the suitcase)

Enter from HQ:

A smallish ORANGE baseball-hat-worker.

Salesperson produces another similar chart (with ITZI-bitsy \* heading: "Internal Action Plan. Also with pale value-gold capsule) and hands it to the worker.



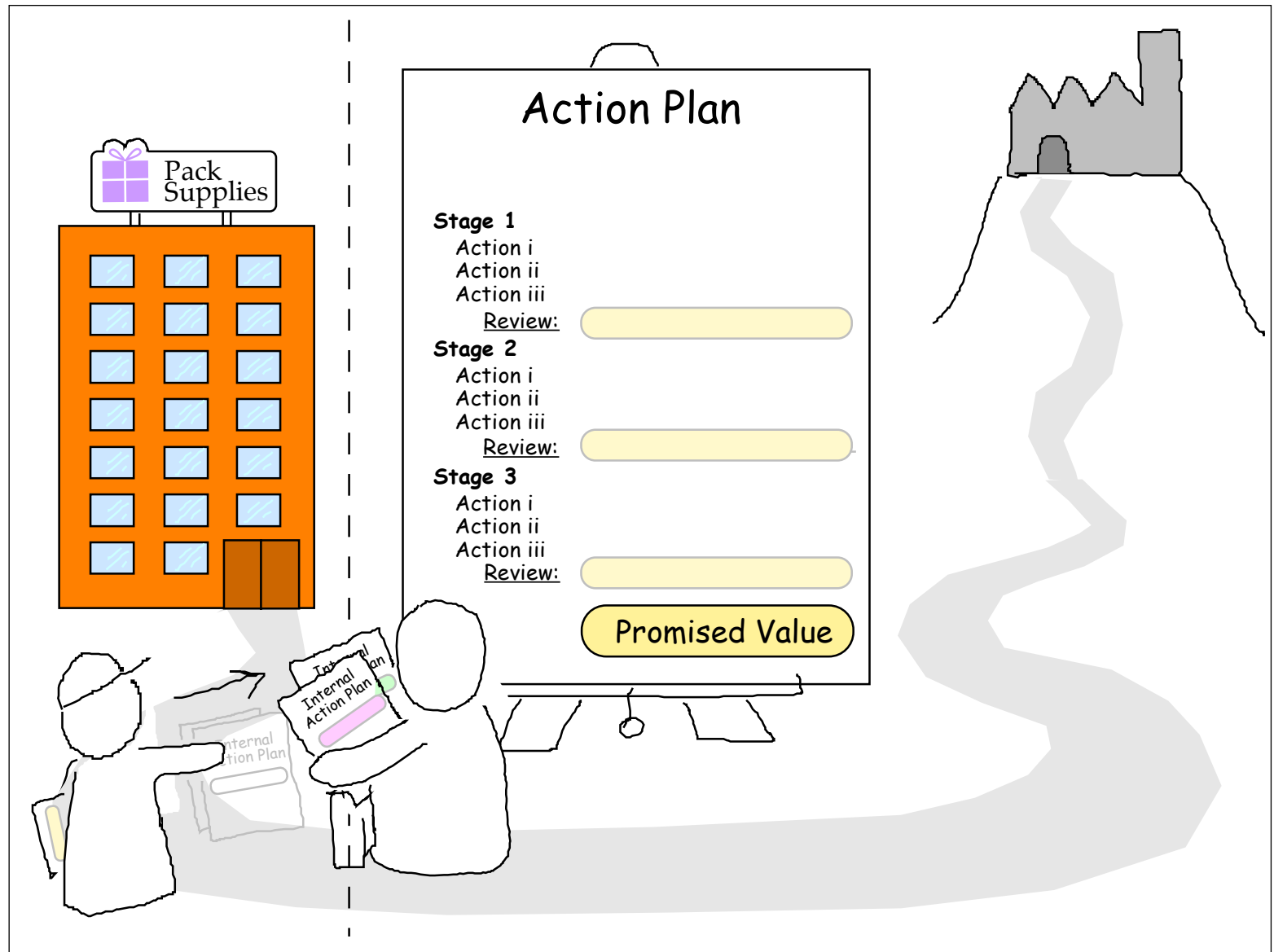
## "Planning your actions"

## Voiceover/Notes:

7) Worker holds the current internal action plan by her side and hands the salesperson two different ones.

They have respectively a pale-pink and pale-green capsules. Just to make them look different.

Salesperson examines them and nods.



## "Planning your actions"

## Voiceover/Notes:

Worker goes back to consulting plan.

Salesperson raises pen.

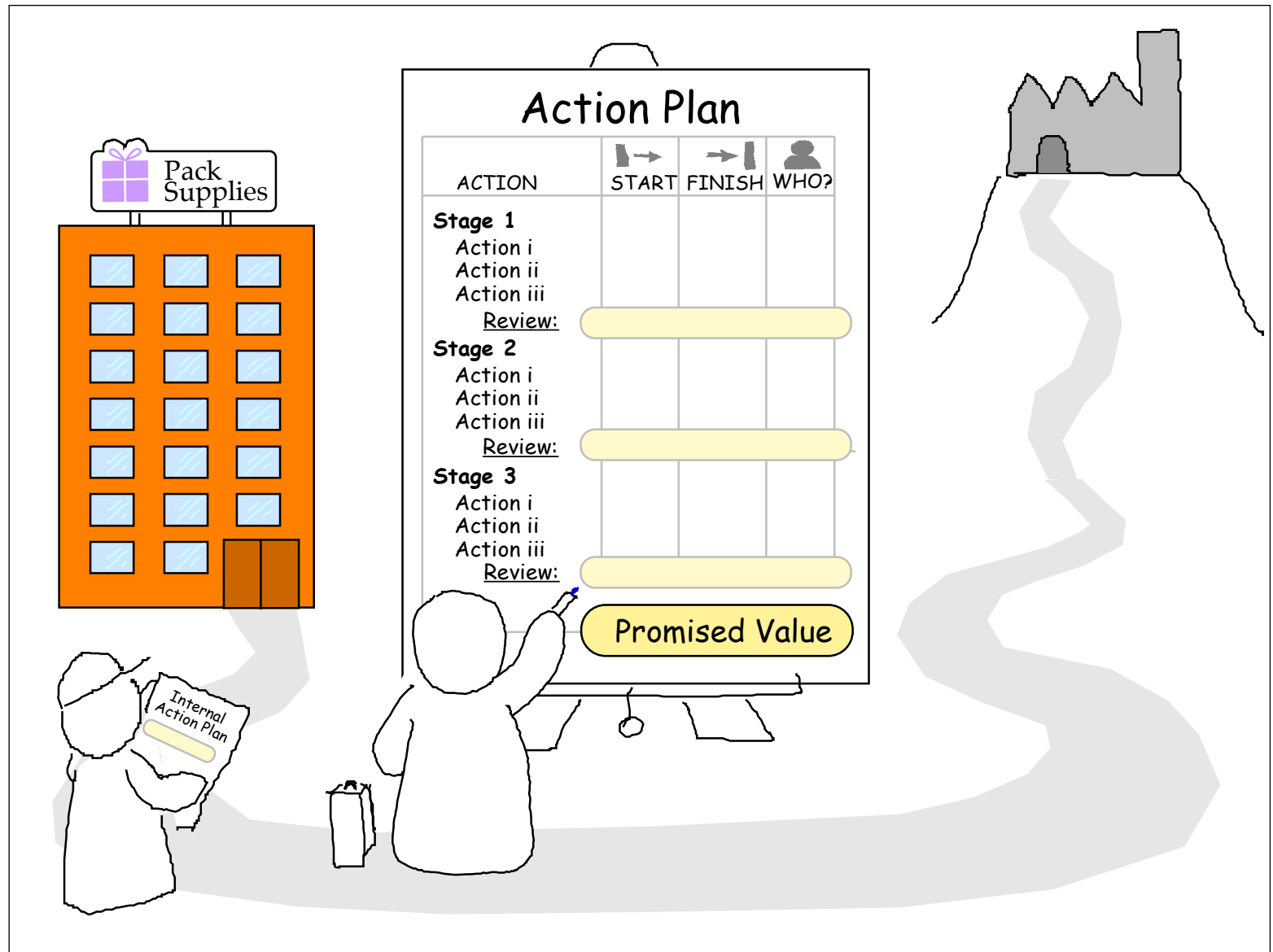
Add:

8) Start

9) Finish

10) Who

11) Add lines



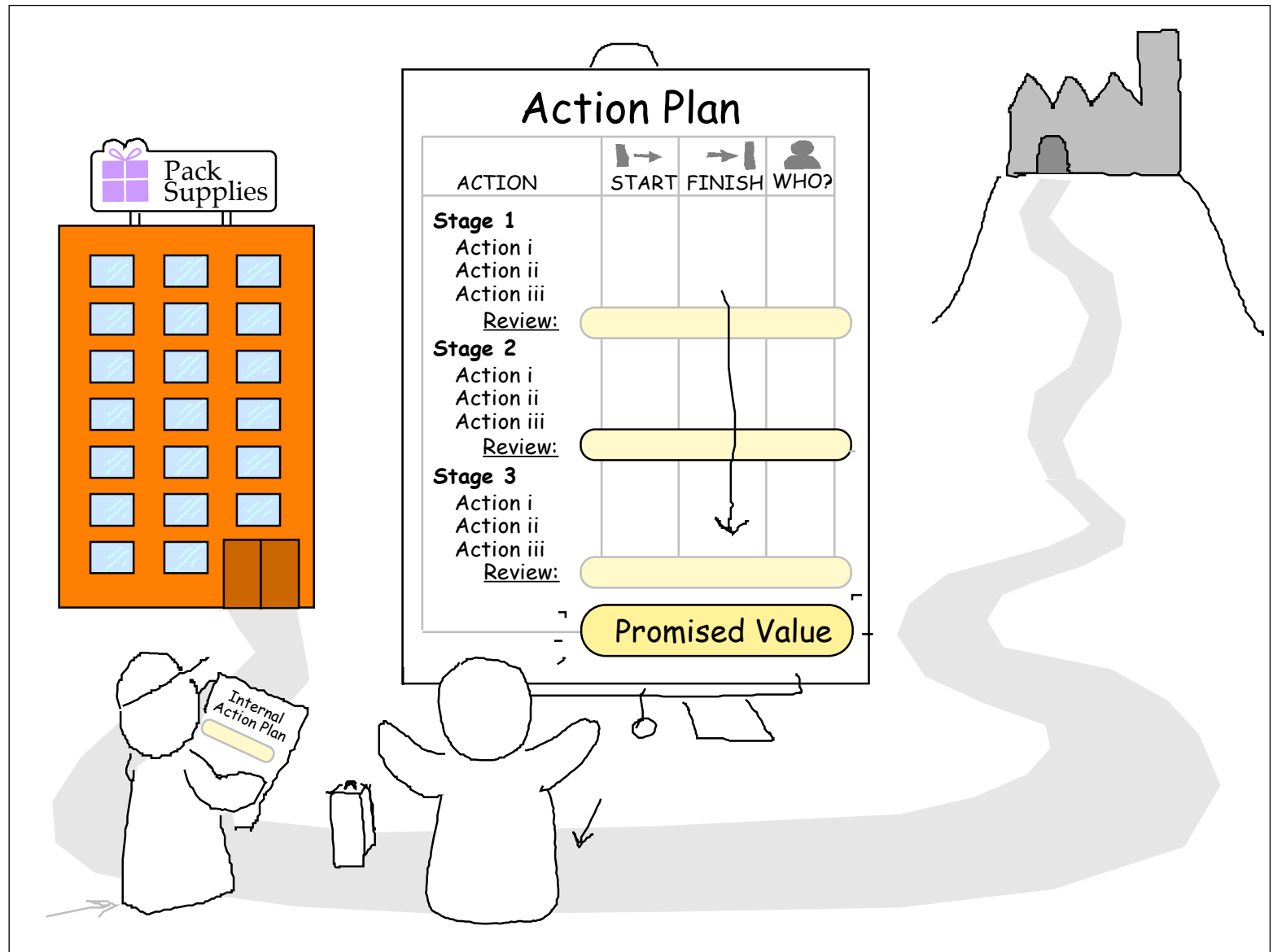
## Voiceover/Notes:

12) Salesperson stands back to admire work.

13) Ripple highlight the review capsules and "Promised Value" capsule.

<sfx: muted: ping. ping. ping. PING!>

Worker moves nearer.



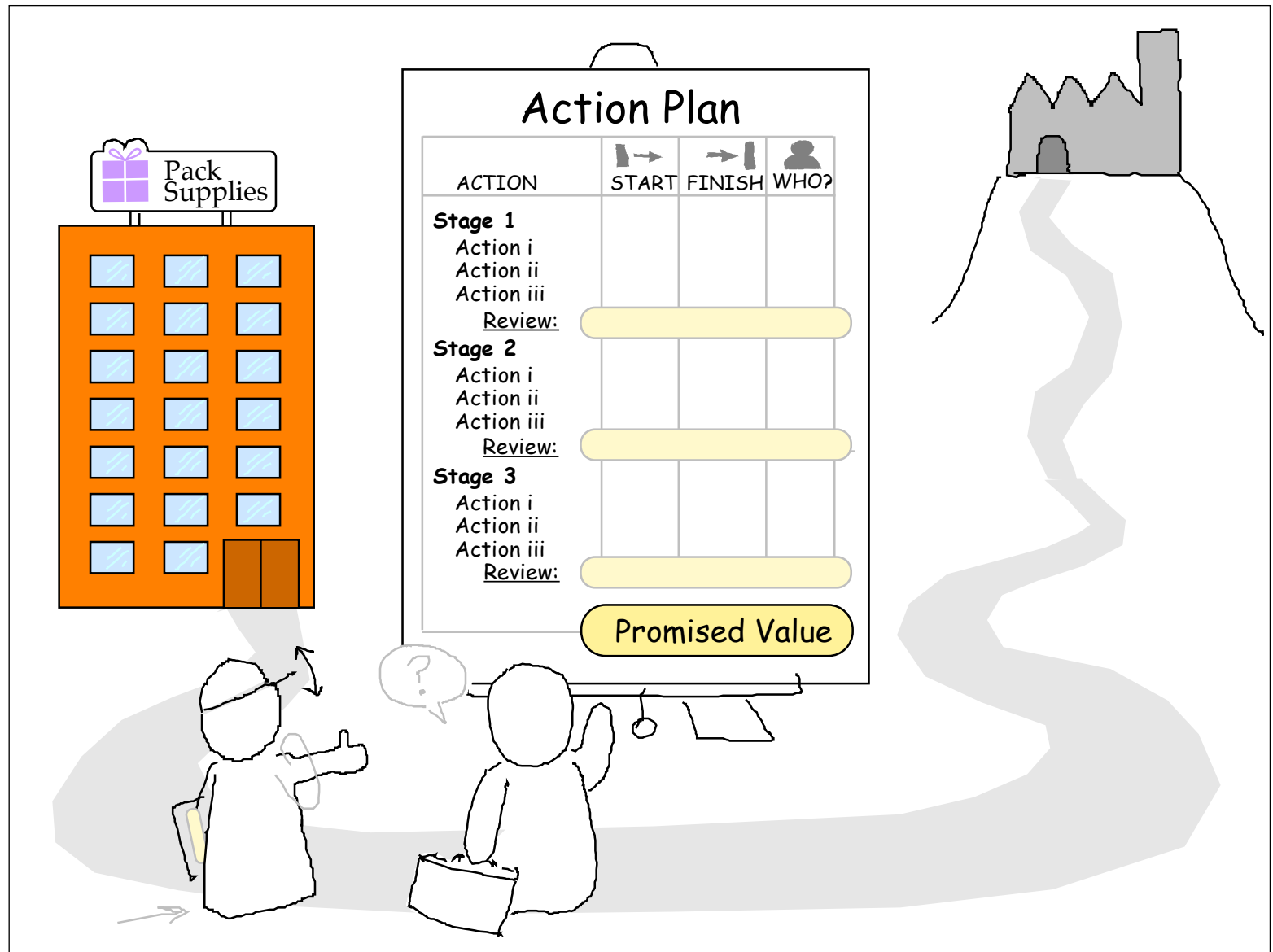
## "Planning your actions"

## Voiceover/Notes:

14) Salesperson turns to worker and points at chart.

Worker moves forward, contemplates chart.

Worker nods and gives thumbs up.



## "Planning your actions"

**VoiceOver:**

(1)

In order to deliver on the promises and commitments made in the buying cycle, the sales person should create an Action Plan. (2)

An Action Plan shows, in date order, a full list of activities, meetings and reports (3) that need to be completed with the customer to implement the product or service supplied.

Tasks should be grouped according to clearly defined implementation stages (4) with in a review, test, documentation or meeting (5) at the end of each stage.

Activities that take place within the selling company are planned for elsewhere. (6)

Specifics will vary according to the company requirements and product or service. However, the sales person should consult previous Implementation Plans for similar customers as a guide. (7)

The sales person should now enter the Start Date (8) and the Finish Date (9) for each action. These should reflect a realistic estimate of the time required to complete the action, including allowance for down-time while customer's learn new skills or operations or stakeholders review documents or perform tests Delivery time should also be shown.

Finally, the sales person should enter the name or initials of the person in their own organization (10) who is responsible for that action.

Before moving on (12), the sales person should perform two important tests on the Implementation Plan as it stands:

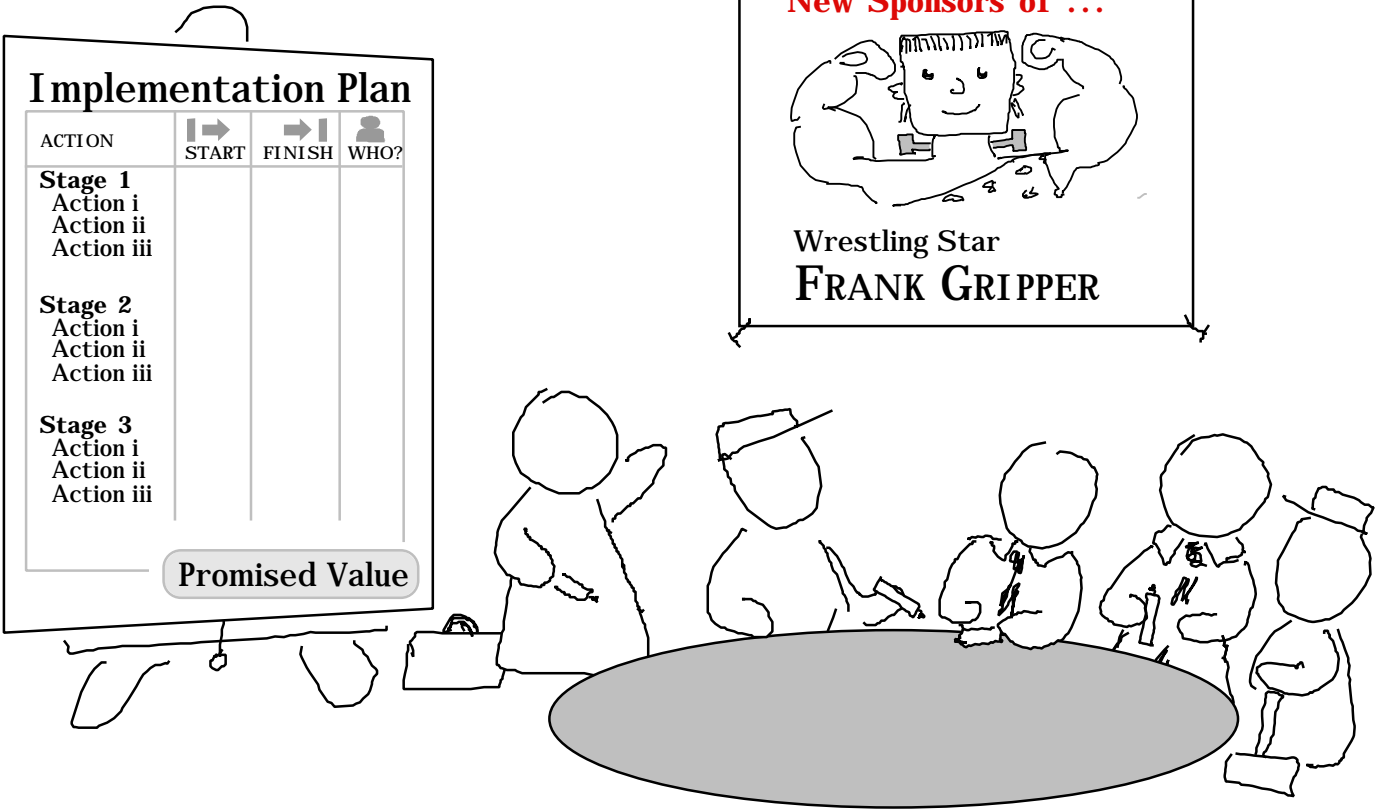
Review all promises or commitments and to be sure that they're included. (13)

And check that anyone from your own company responsible for part of the delivery agrees with the nature of their task and the time allowed to achieve it. (14)

Voiceover/Notes

Meeting from CCV0420  
MINUS the "Review" steps  
on the chart.

They're all looking at the  
"Frank Gripper" poster from  
CCV0250.



## Voiceover/Notes

1) Salesperson points at chart.  
Fade in word: "Review:"

2) Salesperson explains:

Specy with clipboard and  
three pink customers.  
Specy asks a question.

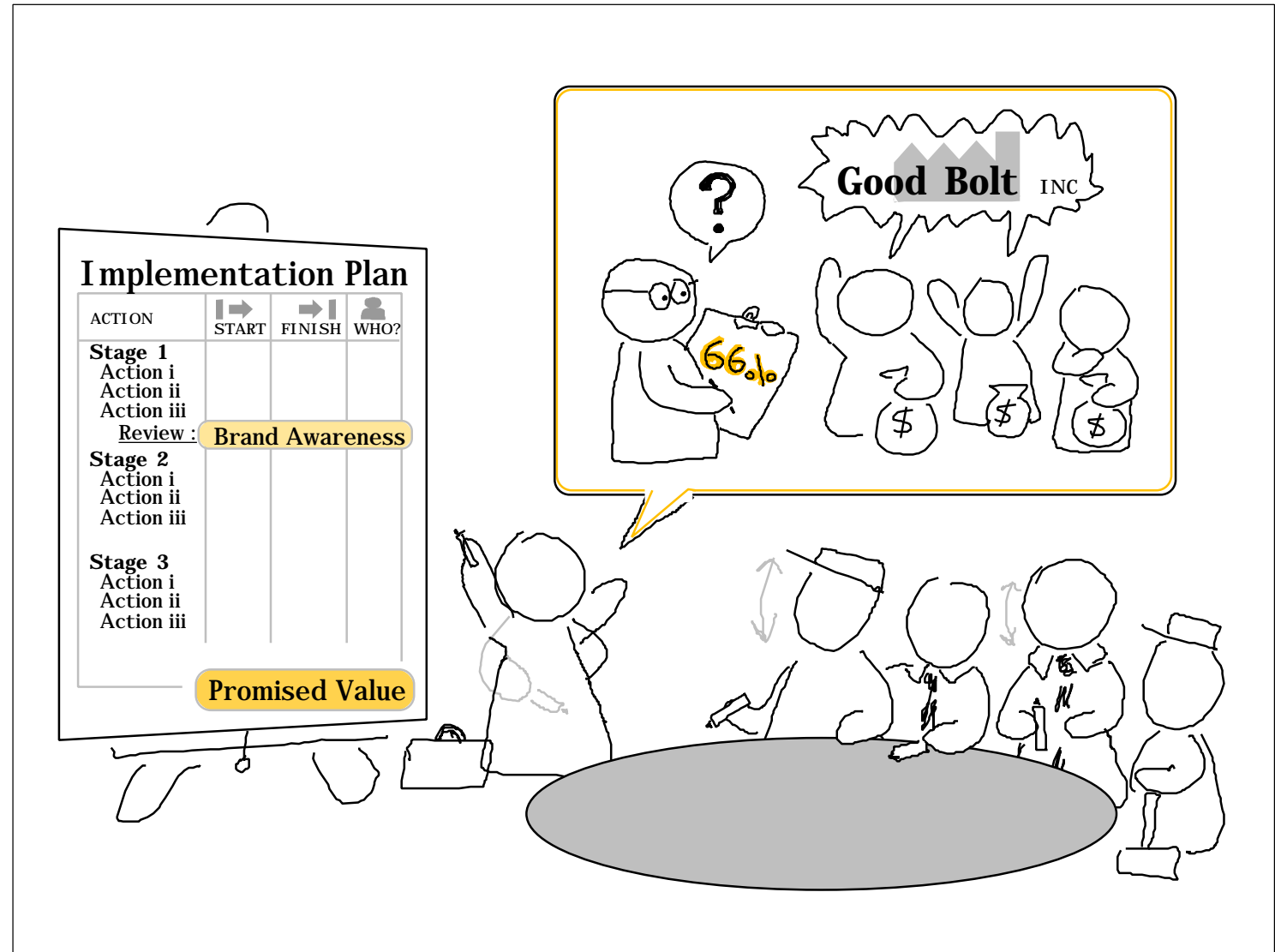
3) Two pink customers shout  
out: The Good Bolt Logo.  
The third pink customer has  
to think about it.

4) Specy writes "66%" on  
clipboard in black & value-gold

5) Salesperson points back to  
chart. Fade out bubble.  
Fade in:  
"Brand Awareness" capsule.  
(black and value-gold)

6) Workers and bosses nod.

## "Tracking your progress"



Voiceover/Notes

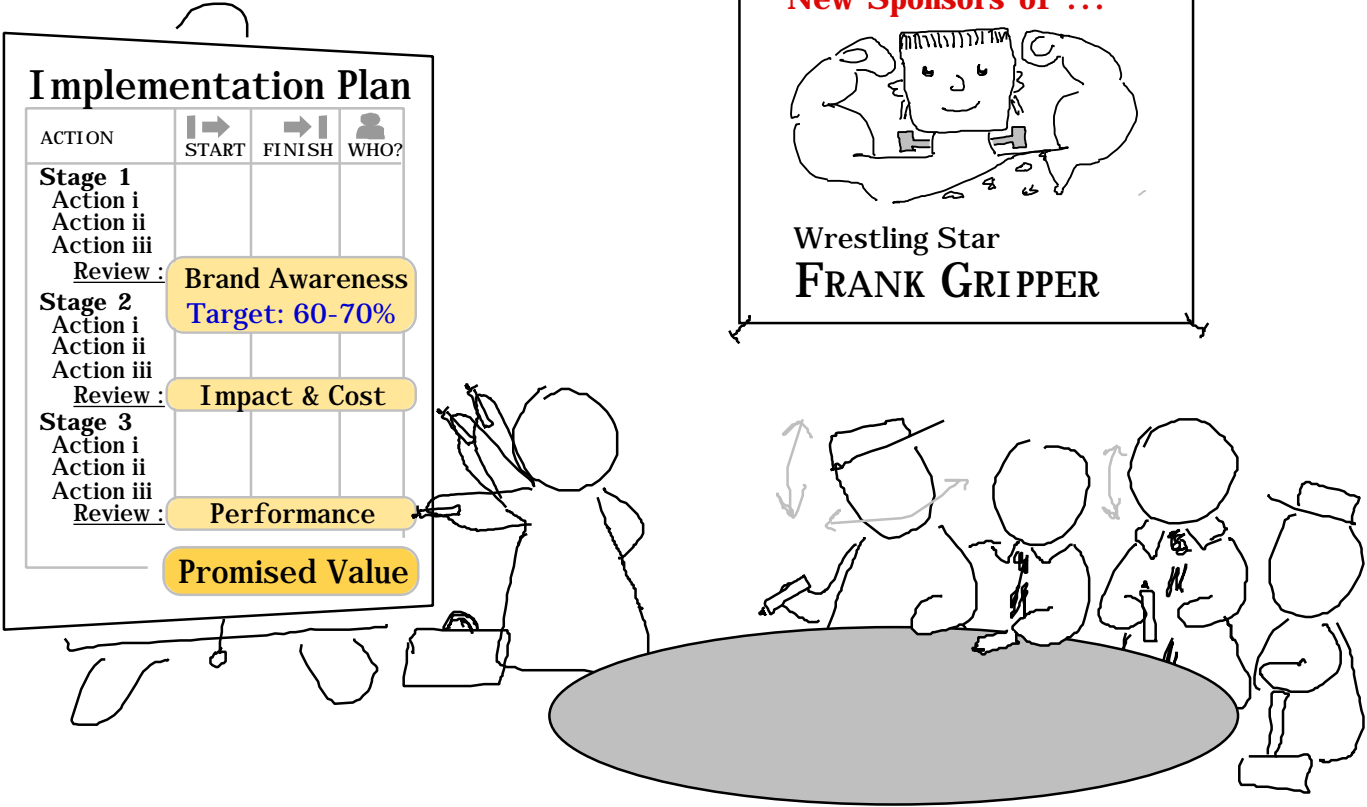
7) "Impact & Cost" capsule

8) "Performance" capsule.

9) Workers and bosses look at each other then nod again.

10) Extend "Brand Awareness" capsule and add, in blue, "Target 60-70%".

"Tracking your progress"



## "Tracking your progress"

**VoiceOver:**

To ensure all the Promised Value is delivered, the Implementation Plan should include a review procedure. (1)

The best measures of progress are Hard Criteria that can be easily isolated. (2)

For example, with a sponsorship deal, it's fairer to measure the effect on levels of Brand Awareness (3), than on Sales, which may be affected by other factors. (4)(5)(6)

Usually the most important measures will already have been identified: These are the Impacts and Costs from the Value Hypothesis, (7) and the Buying Criteria used in Assessing the Alternatives. (8)

Remember that different stakeholders will be looking for different things. (9)

Agree the most appropriate reviews and explicitly show in the plan when they will occur. It may also be useful to include some target figures, to manage expectations. (10)

Voiceover/Notes

The new computer.

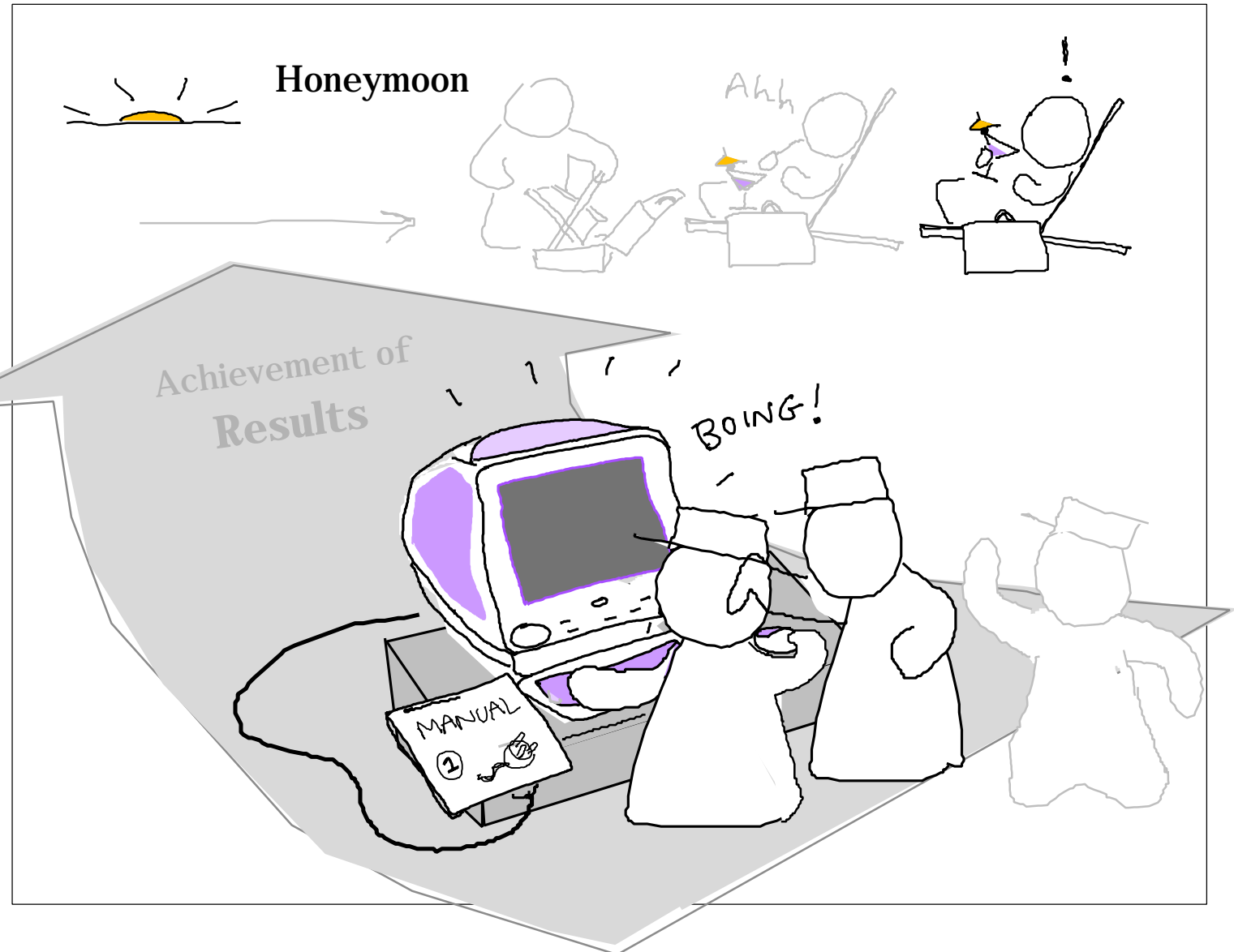
Worker enters bottom right.  
Salesperson enters top left,  
watches worker.

1) Worker does his little dance.  
Sun rises.  
Add caption: "Honeymoon"

2) Salesperson unpacks a  
deckchair and sits down with a  
purple cocktail. <"Ahh">

3) Worker press the button.  
<sfx: startup sound: Boing!>  
Worker stands in front of  
computer,  
Worker opens manual.  
Worker moves mouse.  
Salesperson looks up : "!"

note: Power cable needs to be obvious.  
Also, make sure the computer screen  
is BIG ENOUGH to be readable later.



Voiceover/Notes

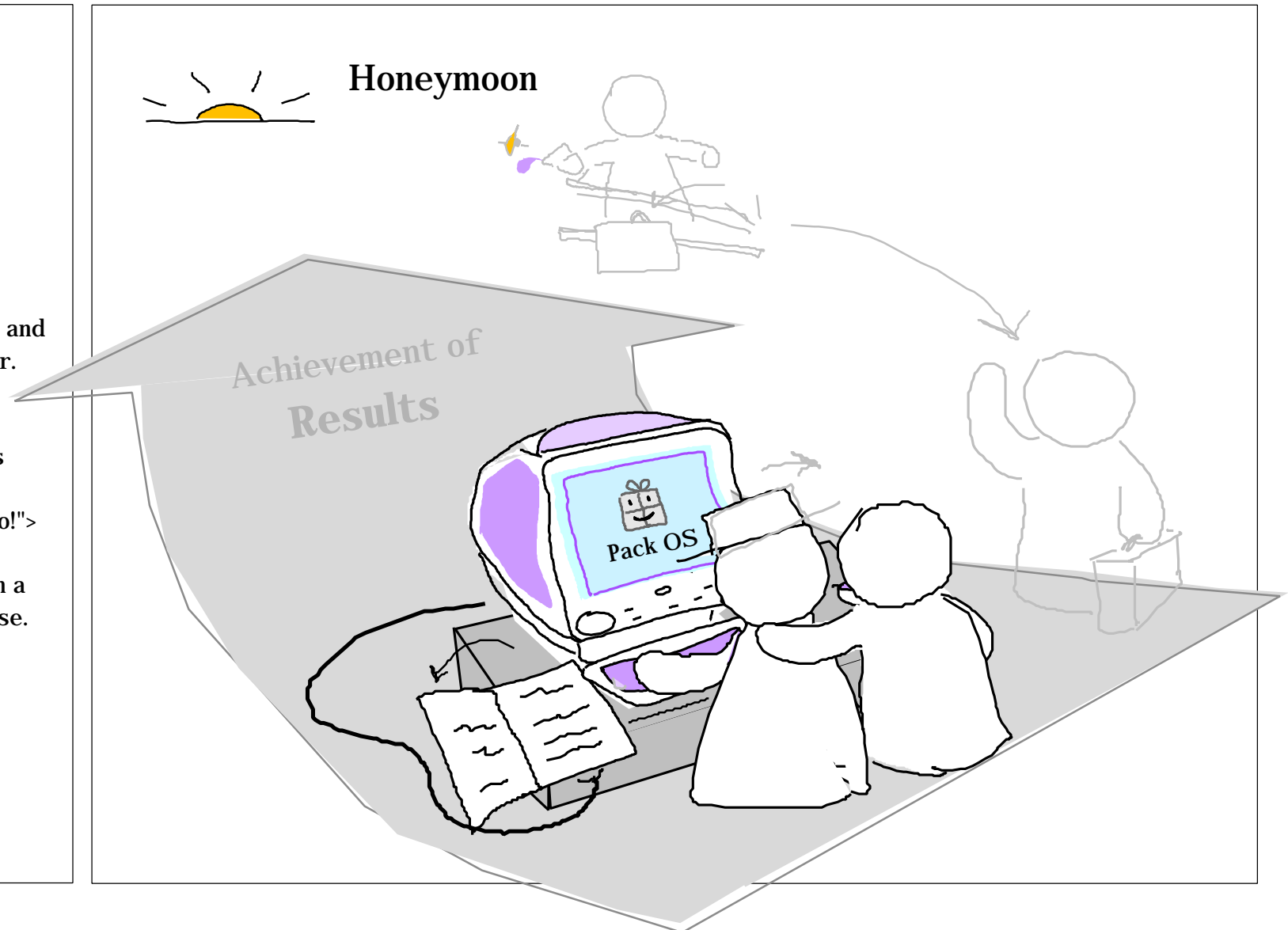
4) Salesperson does a fast reverse of unpack sequence and toddles down to join Worker.

5) Worker head-turn acknowledges Salesperson's arrival.

<sfx: cheerful worker: "hello!">

Salesperson joins Worker in a collaborative, supportive pose.

Screen shows "Pack OS"



Voiceover/Notes

Sun continues slowly rising.

<sfx: keyboard typing. mouse  
double-click>

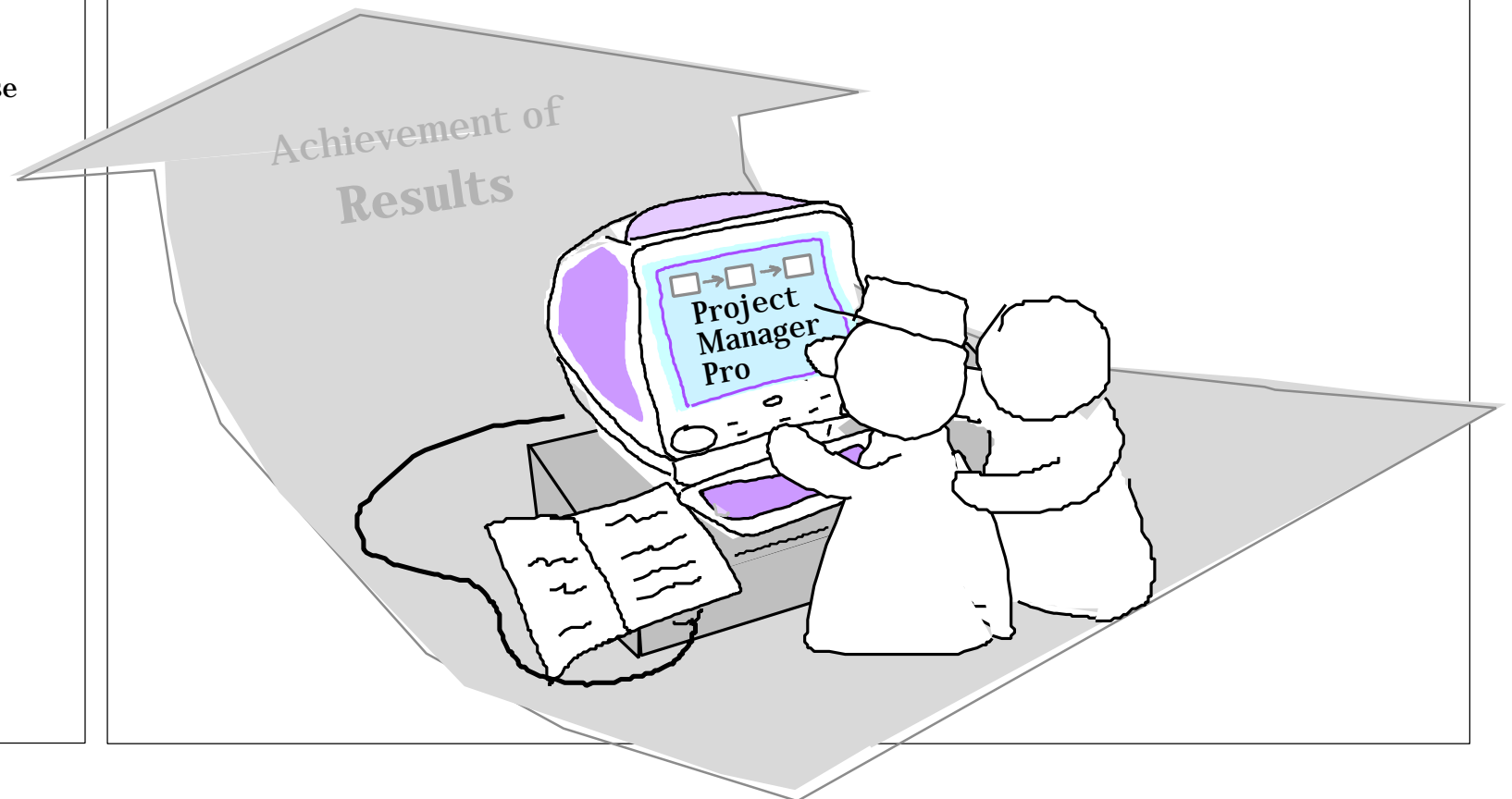
6) Salesperson points.

Screen shows:  
"Project Manager Pro"

<sfx: happy worker: "ooh">



## Honeymoon



Voiceover/Notes

7) Screen goes hashy, then okay. Hashy, then okay.  
<sfx: skerrsh!>

Worker is puzzled.

Dark cloud (no lightning) fades in as it drifts across sunrise.

8) Worker whacks keyboard.  
<sfx: blobby hand whacking PC keyboard>  
Manual falls off the table.

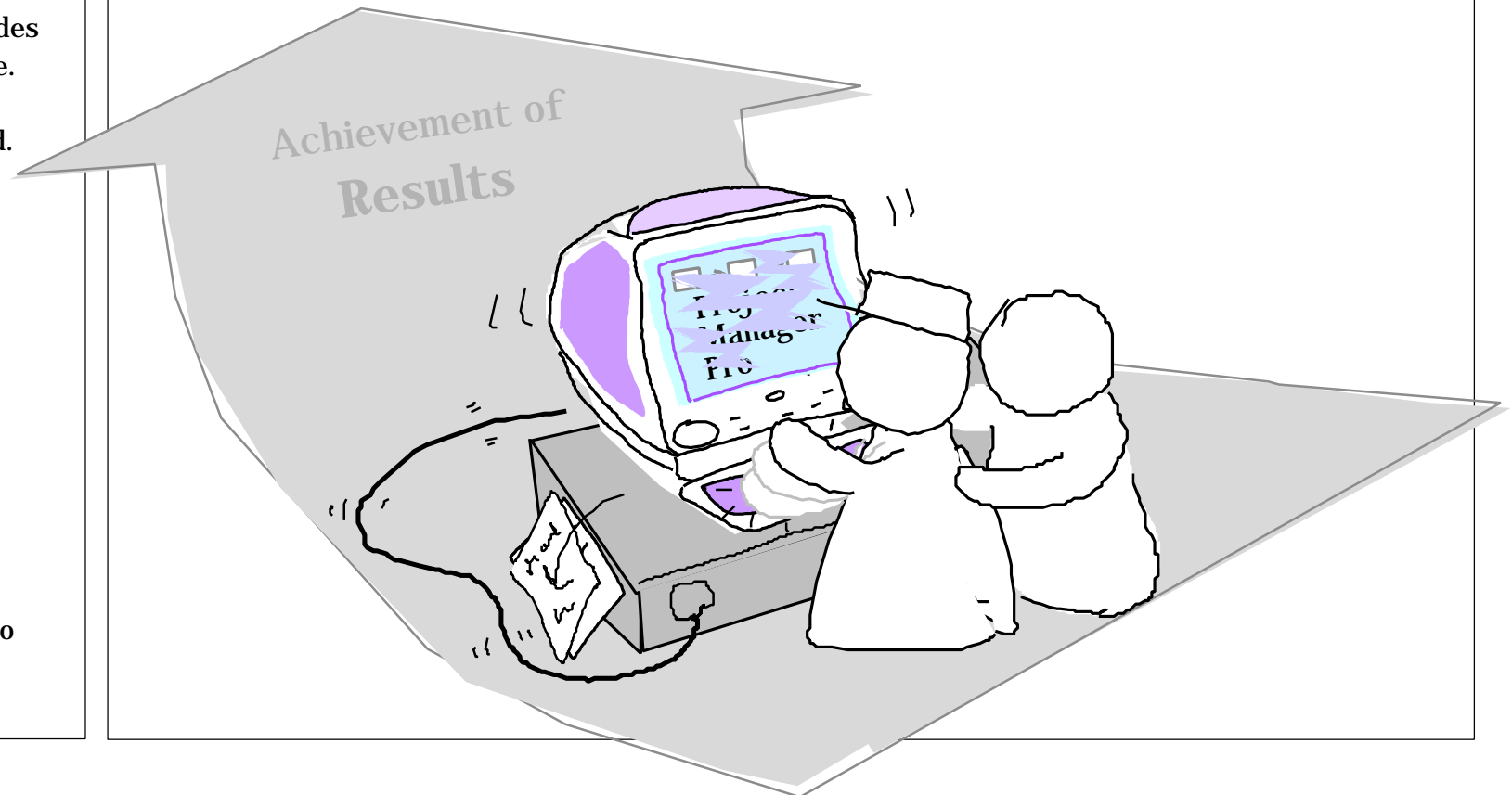
Cross-dissolve heading to "Disenchantment".

Add lightening to cloud.  
(as shown, next page)  
<sfx: thunder>

When the computer is still, the power cable continues to vibrate slowly.



## Disenchantment



Voiceover/Notes

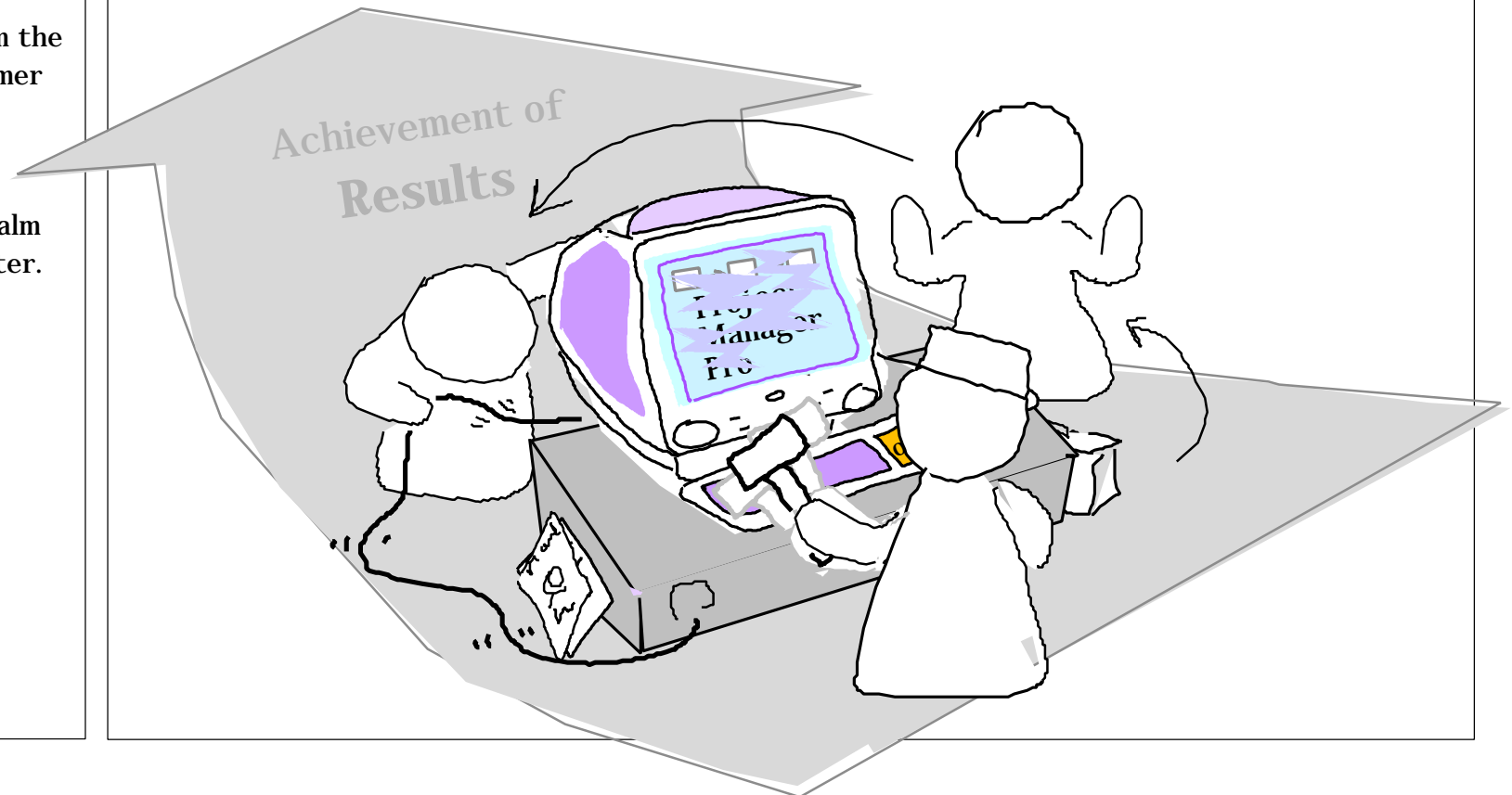
9) Worker moves back from the computer and gets his hammer out.

<sfx: Grrr>

Salesperson gestures for calm and goes behind the computer.



## Disenchantment



Voiceover/Notes

10) From behind the computer,  
the salesperson pulls out . . .

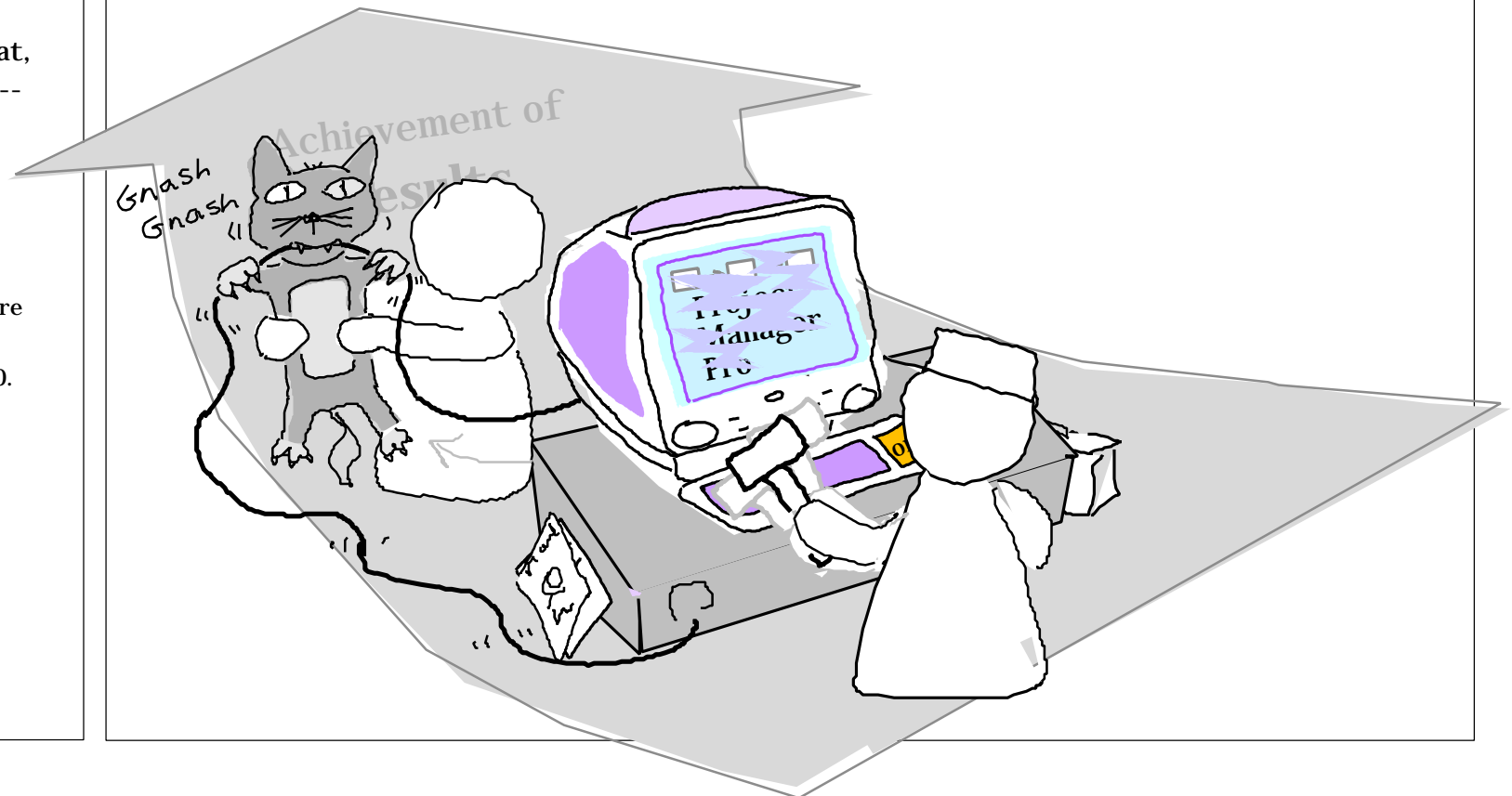
A cute silver-grey fluffy cat,  
-- with gremlin tendencies --  
chewing on the cable.

<sfx: chewing>

Cat should look less like  
Mr Bigglesworth than it does here  
and more like the cat in the  
competitor's picture in CCV0300.



## Disenchancement



## Voiceover/Notes

11) Cat drops cable.  
Screen returns to normal.  
Worker puts hammer away.

Fade in:  
Root Cause Analysis Table  
Build up:  
Problem  
5 why's  
solution A cross  
solution B cross  
solution C tick

12) Salesperson drops cat off  
arrow.

Cat falls backward, pauses,  
flips into a feet-down position,  
then continues falling.

<sfx: falling miaow>



## Disenchantment

## Root Cause Analysis

**Problem:** Computer screen malfunctioning

**Why?** Power level variations

**Why?** Short circuit

**Why?** Cable damage

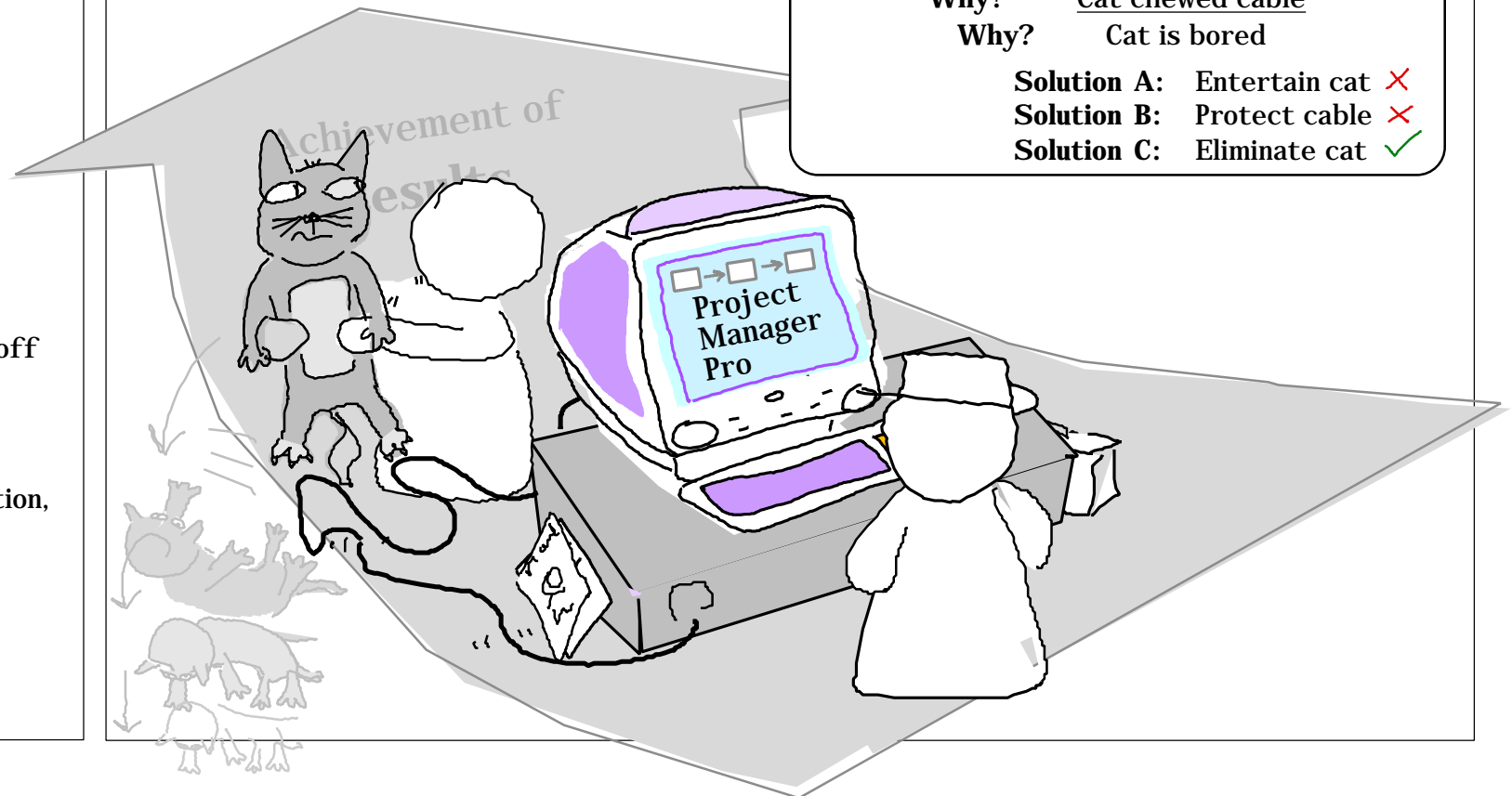
**Why?** Cat chewed cable

**Why?** Cat is bored

**Solution A:** Entertain cat ✗

**Solution B:** Protect cable ✗

**Solution C:** Eliminate cat ✓



Voiceover/Notes

13) Dissolve to: Worker and Salesperson back at computer. Manual back on desk. "Project Manager Pro" on screen.

14) Fade in heading:  
Sun + "Success"

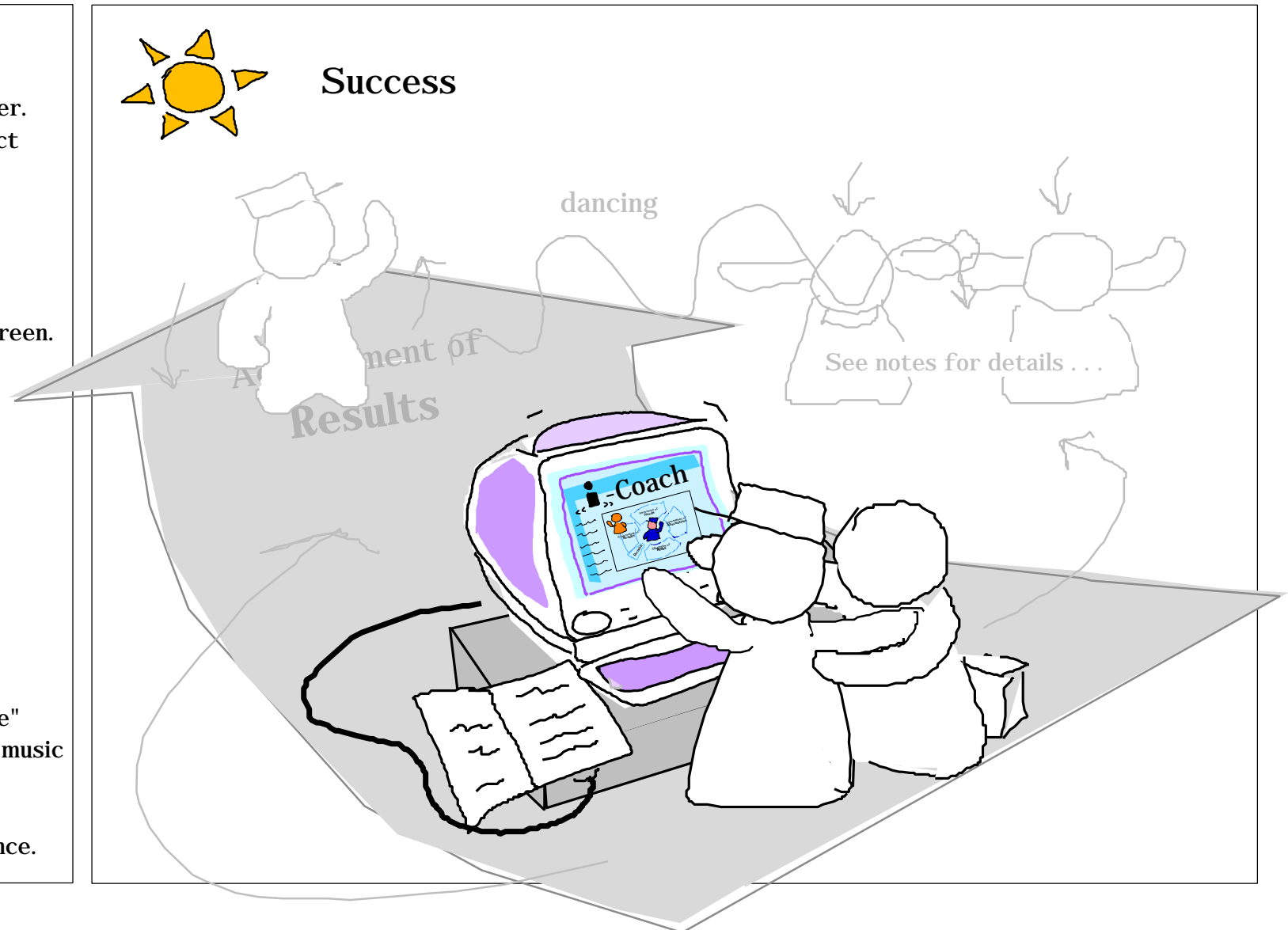
15) Salesperson points at screen.  
Worker moves mouse.  
<sfx: mouse double-click>

The screen changes to show  
Imparta's "i-Coach".

Worker's head tilts up.  
< excited Worker :  
"I'm on the Internet ! " >

< sfx: Ping! Ping! Ping! Ping!  
Worker's usual dance "tiddle"  
extends into a latin carnival music  
loop >

Worker and Salesperson dance.

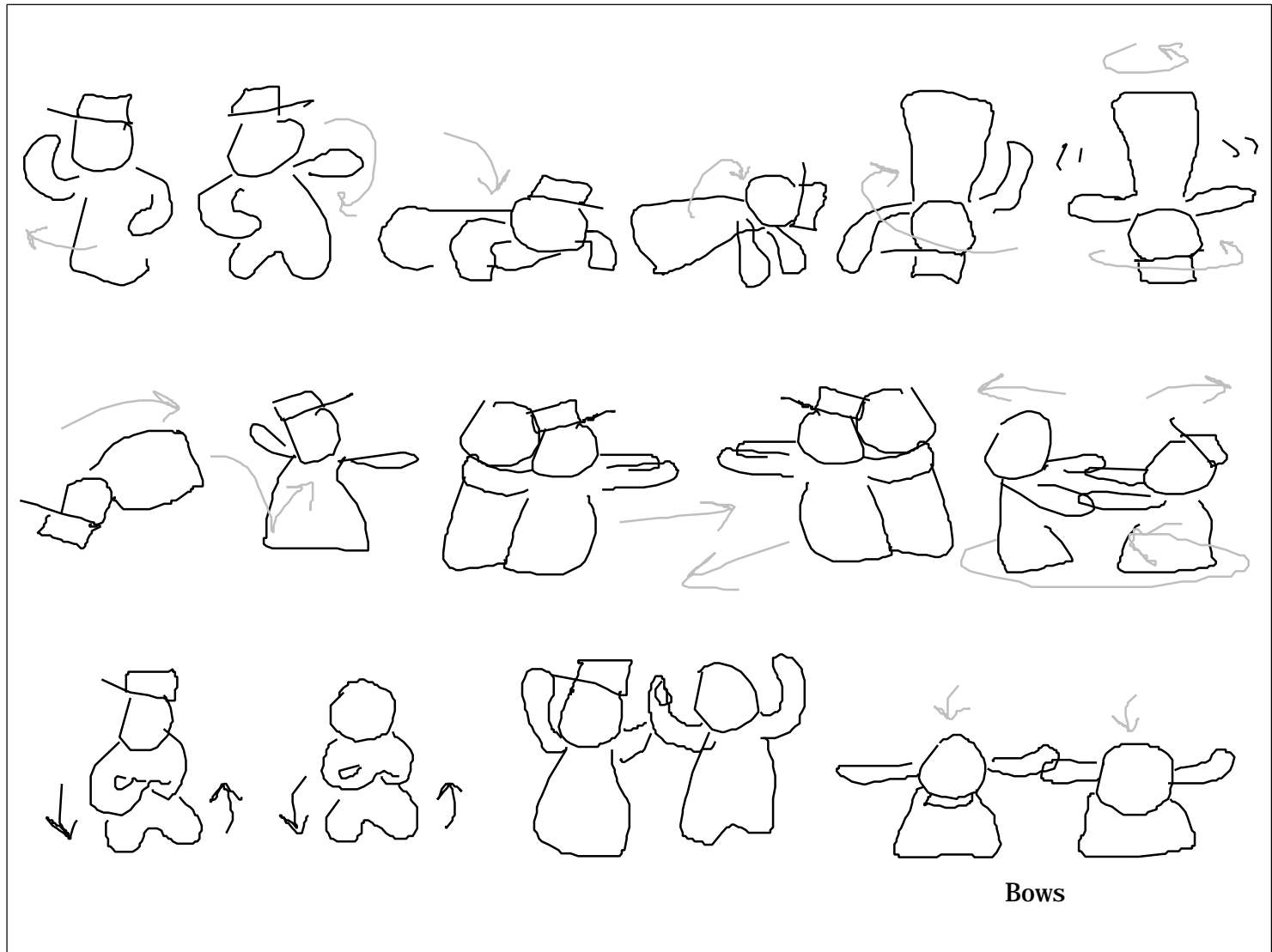


## Voiceover/Notes

Worker does his usual dance,  
 flips on the floor,  
 flips over,  
 spins on his head,  
 flips onto his feet again,  
 grabs the salesperson  
 they tango one way,  
 they tango the other way,  
 they hang apart,  
 they spin around.  
 They turn to the camera for a  
 Russian Blues Brothers routine.  
 Hold hands. Skip. Jump.

The music ends.

They take a bow.



## Animation

Note: This sequence is the CLIMAX of the whole tutorial! -- The user's treat for completing all the levels. The characters' treat for successfully completing the Sales Process. So don't skimp on it just because we're near the end!

## "Deciding your involvement"

**VoiceOver:** Salespeople should plan their involvement in the implementation in relation to the customer's experience pattern of Honeymoon, Disenchantment and Success.

In the Honeymoon phase (1), customer satisfaction is running high and you may feel your presence is not necessary. (2) But that's wrong. <boing!> (3)

You should spend more time in this phase, not less. (4) This is your last chance to build a rapport with customers before any problems arise. (5)

Accentuate all the positive Results being Achieved (6) - the real-life Gain - to balance any possible growing-pains later.

When progress slows down (7), and Disenchantment sets in (8), your experience of previous implementations will create value if you help the relevant stakeholder to investigate and solve the problem. (9) (10)

Use Root Cause Analysis (11), to find out Why results are poor and what you can do about it. (12)

With the right adjustments (13), the implementation will move into the period of Success. (14)

Now your customers can enjoy the full benefits of your product or service. (15)

Voiceover/Notes

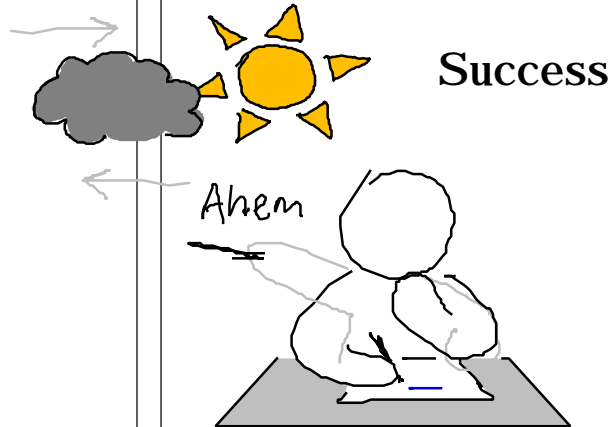
Sun. Success.

1) Salesperson at "desk"  
composing a document.

2) Grey cloud edges in behind.

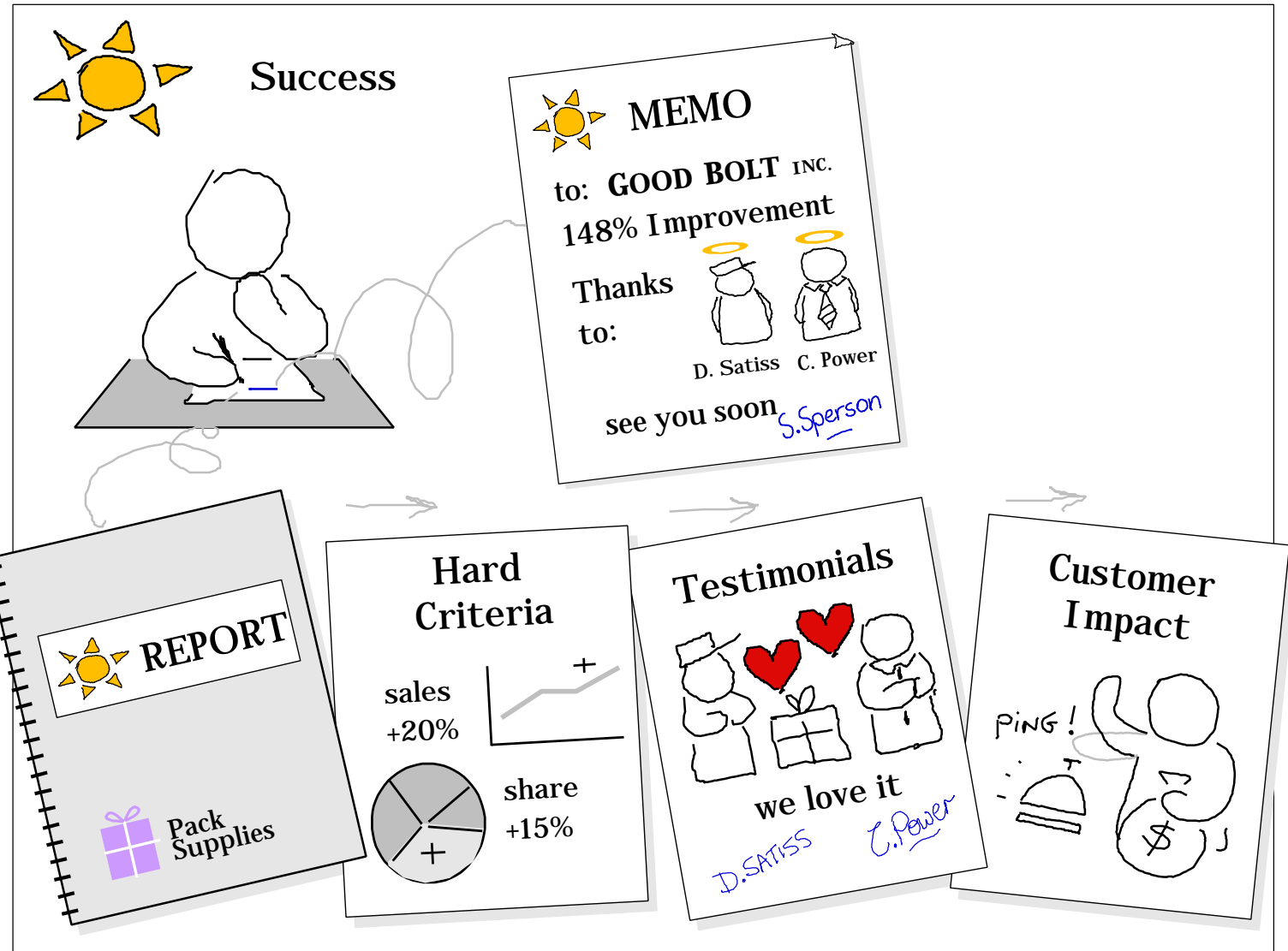
Salesperson turns and points off  
with pen. <ahem!>

Cloud retreats.



## Voiceover/Notes

- 3) Sunny REPORT zoom-spins out from desk.
- 4) "Hard Criteria" page slides out from report.
- 5) "Testimonials" page slides out (Boss and Worker in love with the product. Make the hearts BIG)
- 6) "CustomImpact" page slides out.  
(pink customer with money bag., waves. Hits bell <ping!>. Waves again.)
- 7) Sunny MEMO zoom-spins out from desk.
- 8) Add "148% Improvement".
- 9) Add "Thanks to:", people and signature.



## Animation

Note: Drop shadow.

Report row can exceed the edges of the frame a bit if it looks good.

"Taking advantage of your success"

Voiceover/Notes

10) Dissolve to:

Worker and Boss at meeting table.

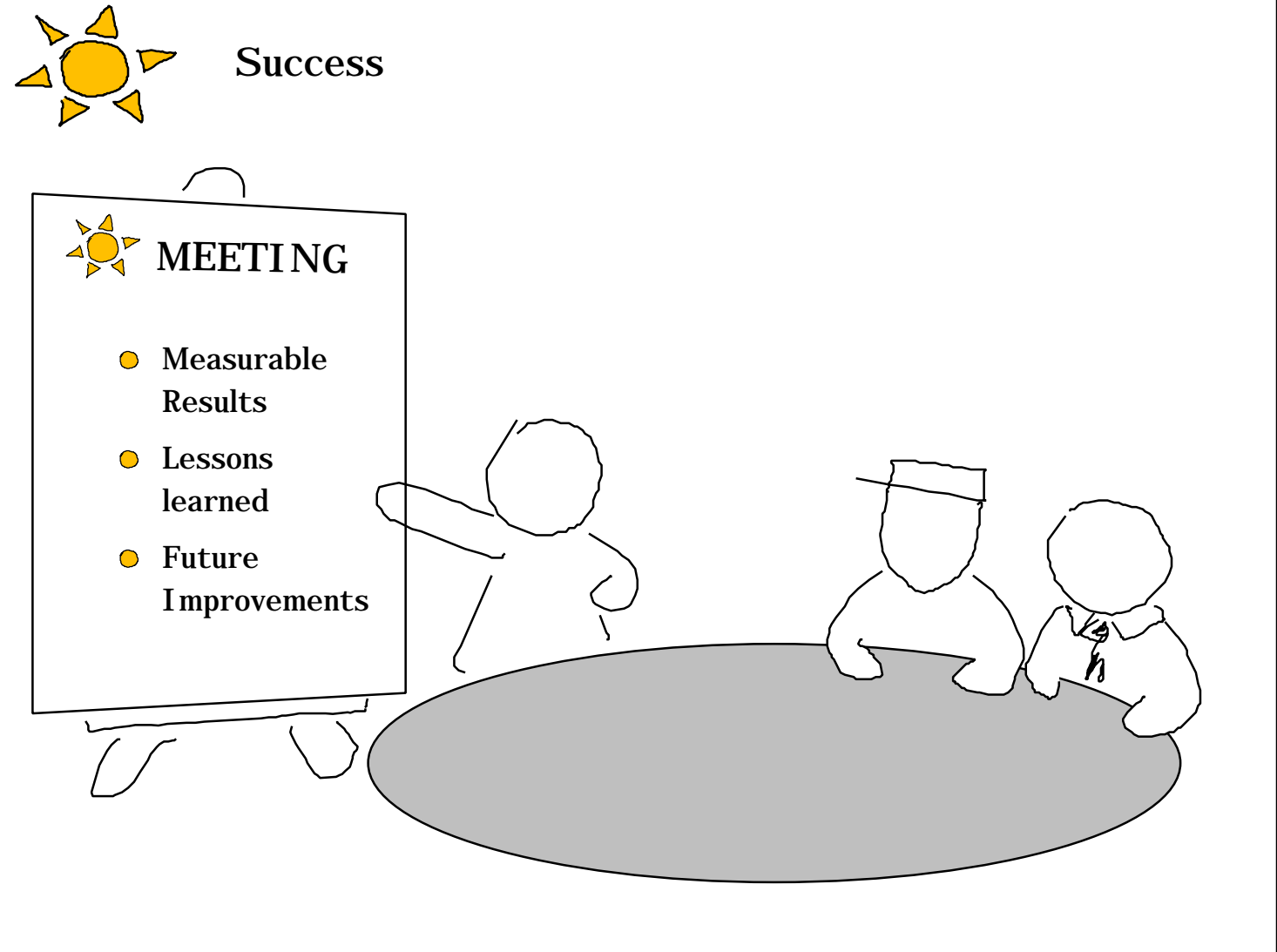
"Meeting" chart.

Salesperson points out:

11) "Measurable Results"

12) "Lessons learned"

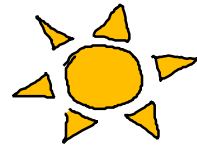
13) "Future Improvements"



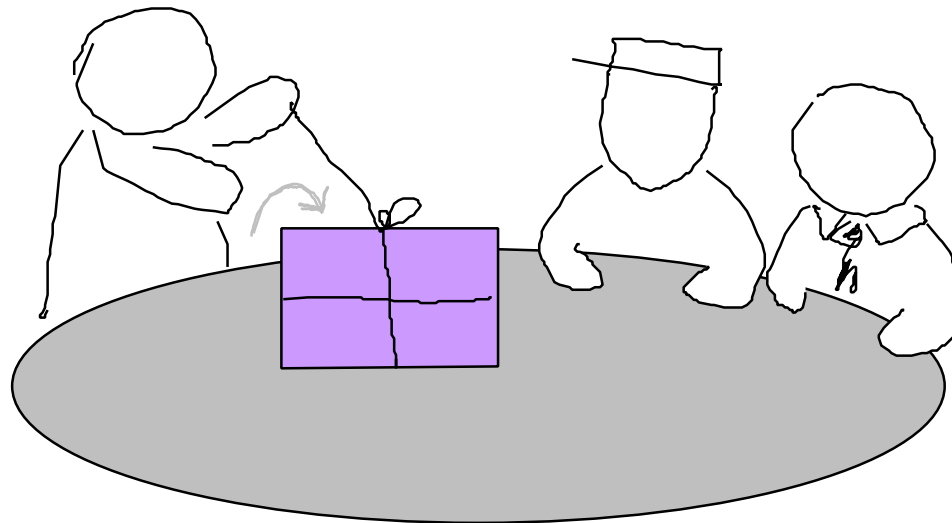
Voiceover/Notes

14) Salesperson produces a purple present - shorter than usual -and places it on the table.

Pulls string.  
Box opens to reveal . . .



Success



Voiceover/Notes

15) A Value-Gold sponge cake with a light-value-gold filling and one pink candle, lit, on top.  
<sfx: worker: Mmm>

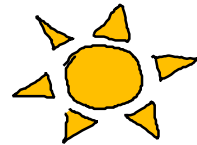
16) Boss stands up stiffly.  
<Ahem!>  
Worker looks.

Exit Boss.

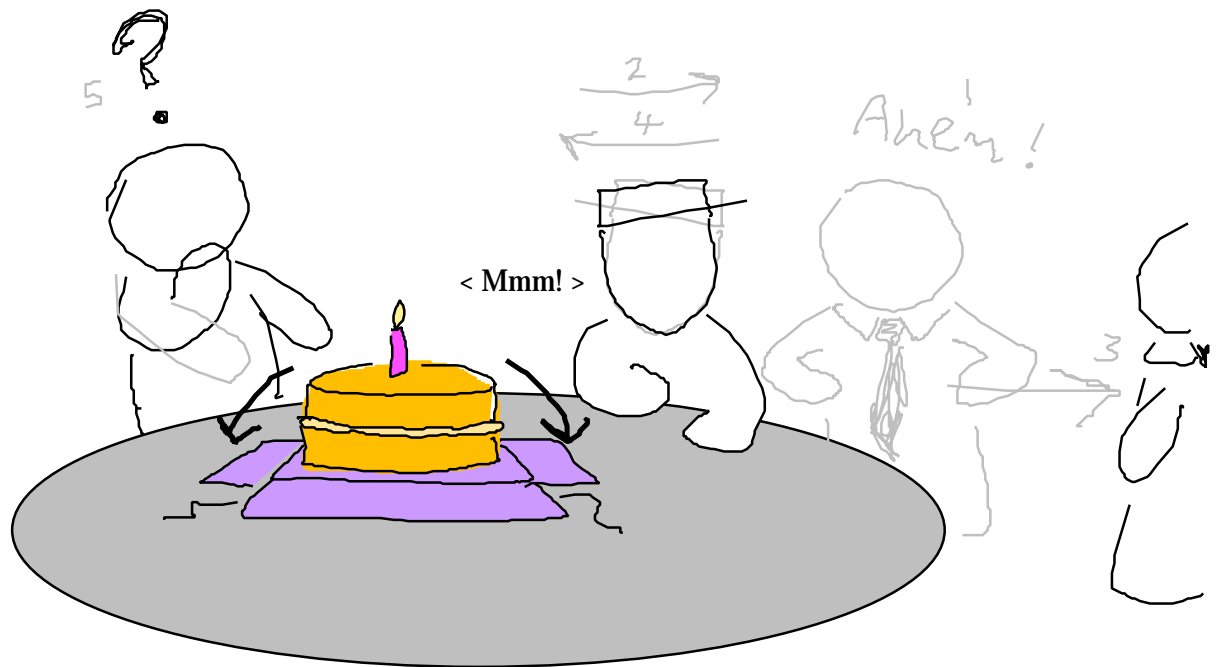
Worker looks at salesperson.

Salesperson is puzzled/worried.

"Taking advantage of your success"



Success

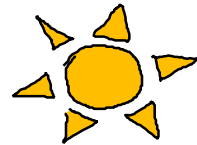


"Taking advantage of your success"

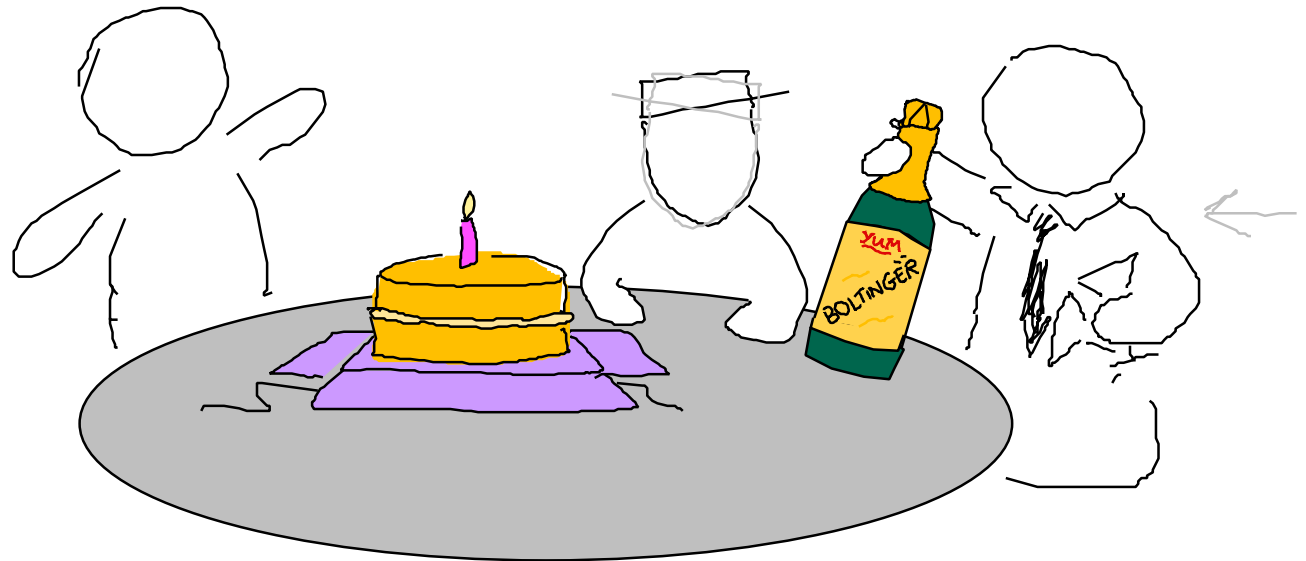
Voiceover/Notes

17) Boss returns  
with a large bottle of value-gold  
bubbly

("Boltinger" Veuve Cliquot),  
and glasses!



Success



Voiceover/Notes

<sfx: champagne pop>

Fade in:

Value-gold cake for everyone.

Value-gold wine for everyone.

PULL BACK

Fade in: Oval cell + steps

18) LEFT steps:

the Centre of Receptivity leads a new Centre of Dissatisfaction by the hand.

19) RIGHT steps:

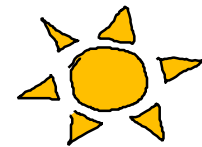
A new Boss enters, with a loveheart over his head.

PAUSE PULL BACK.

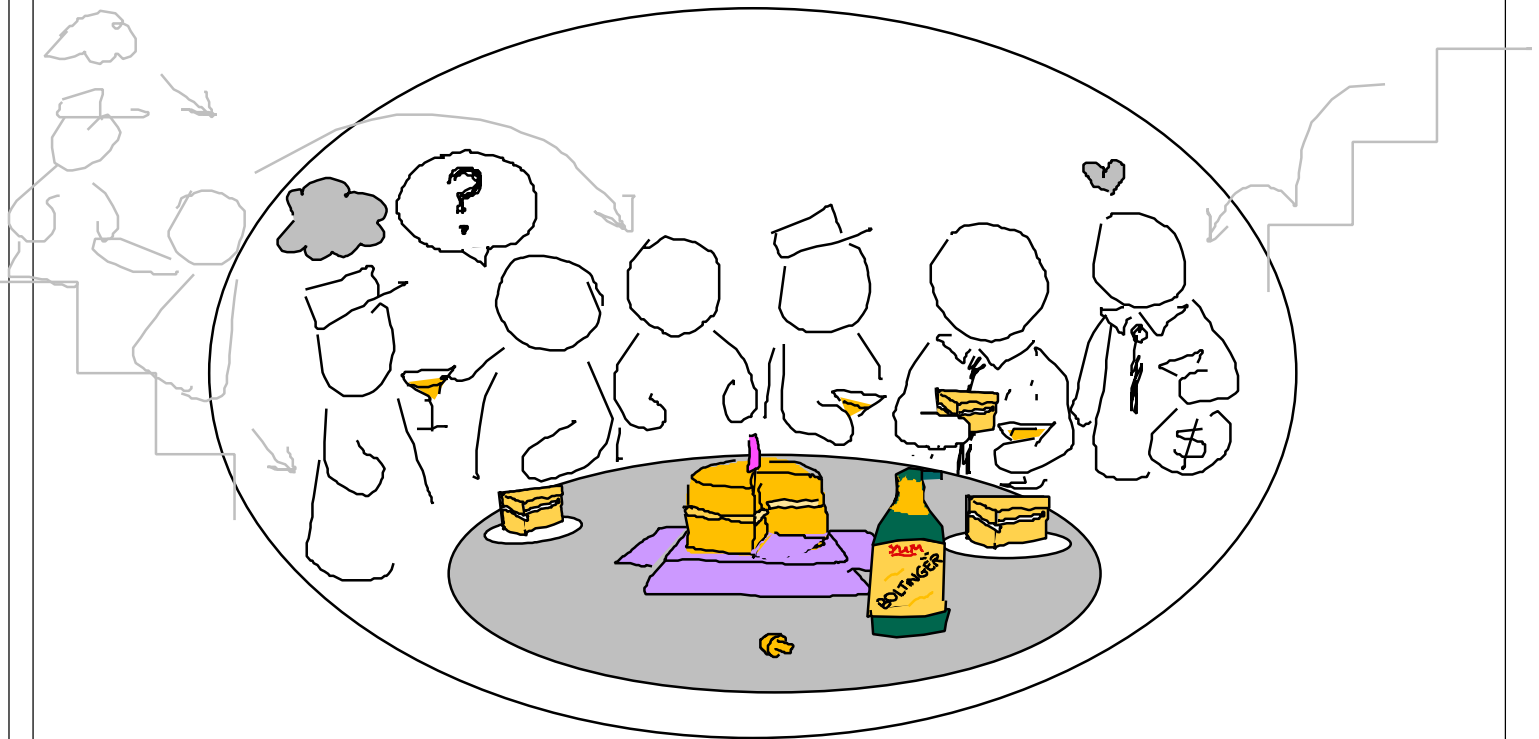
20) Salesperson turns to face new worker.

Gives new worker a glass of wine.

Asks question.



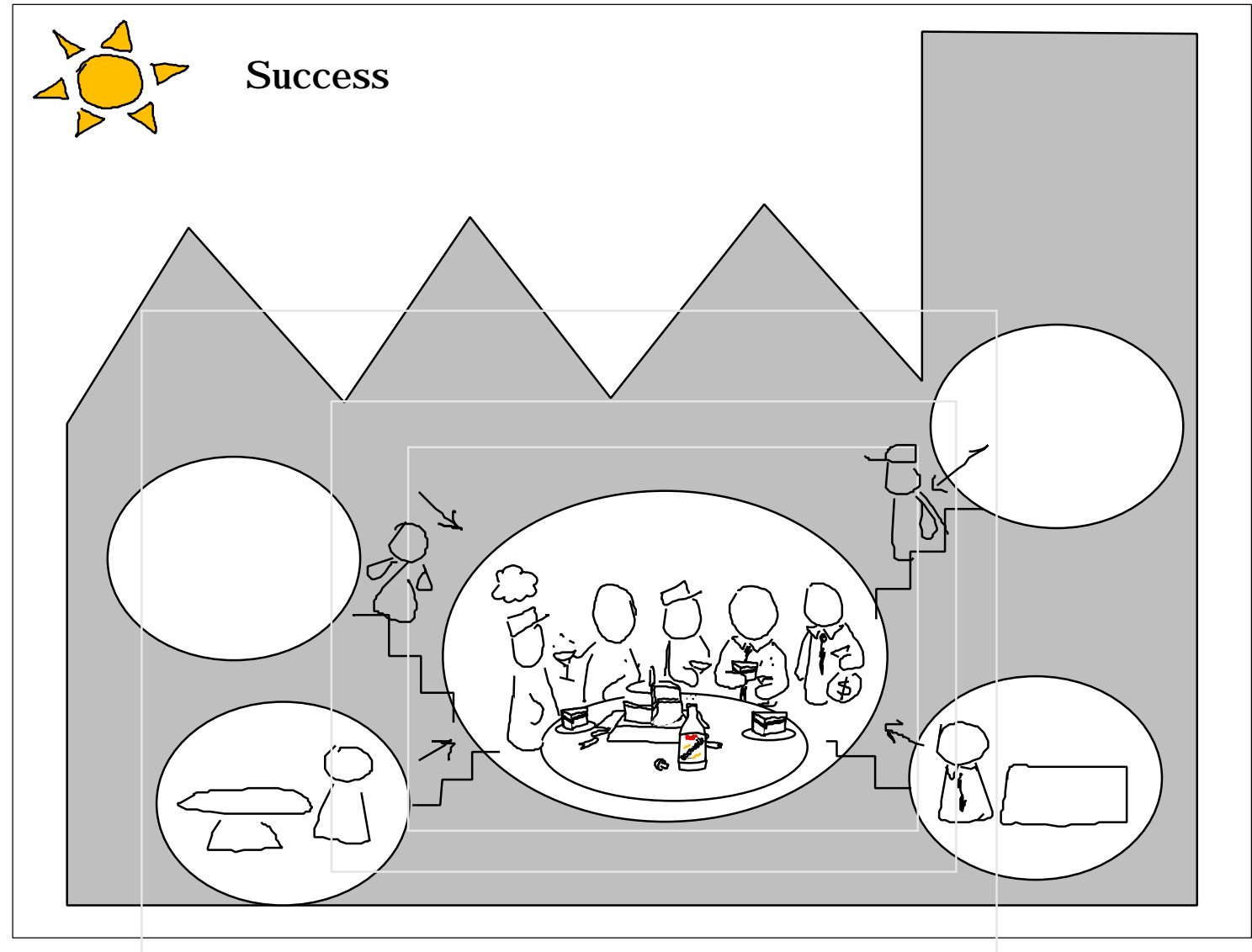
Success



Voiceover/Notes

21) PULL BACK and PAN L  
to reveal layout of factory.

Other workers, bosses and  
centres of receptivity join the  
party.



Voiceover/Notes

PULL BACK.  
Heading moves R.

<sfx: birdsong>  
Factory on hill, as before.  
Bird "B" singing on branch.

22) Add "Creating Customer Value"/Customer Co-Pilot in whatever Logo/typestyle has been agreed.

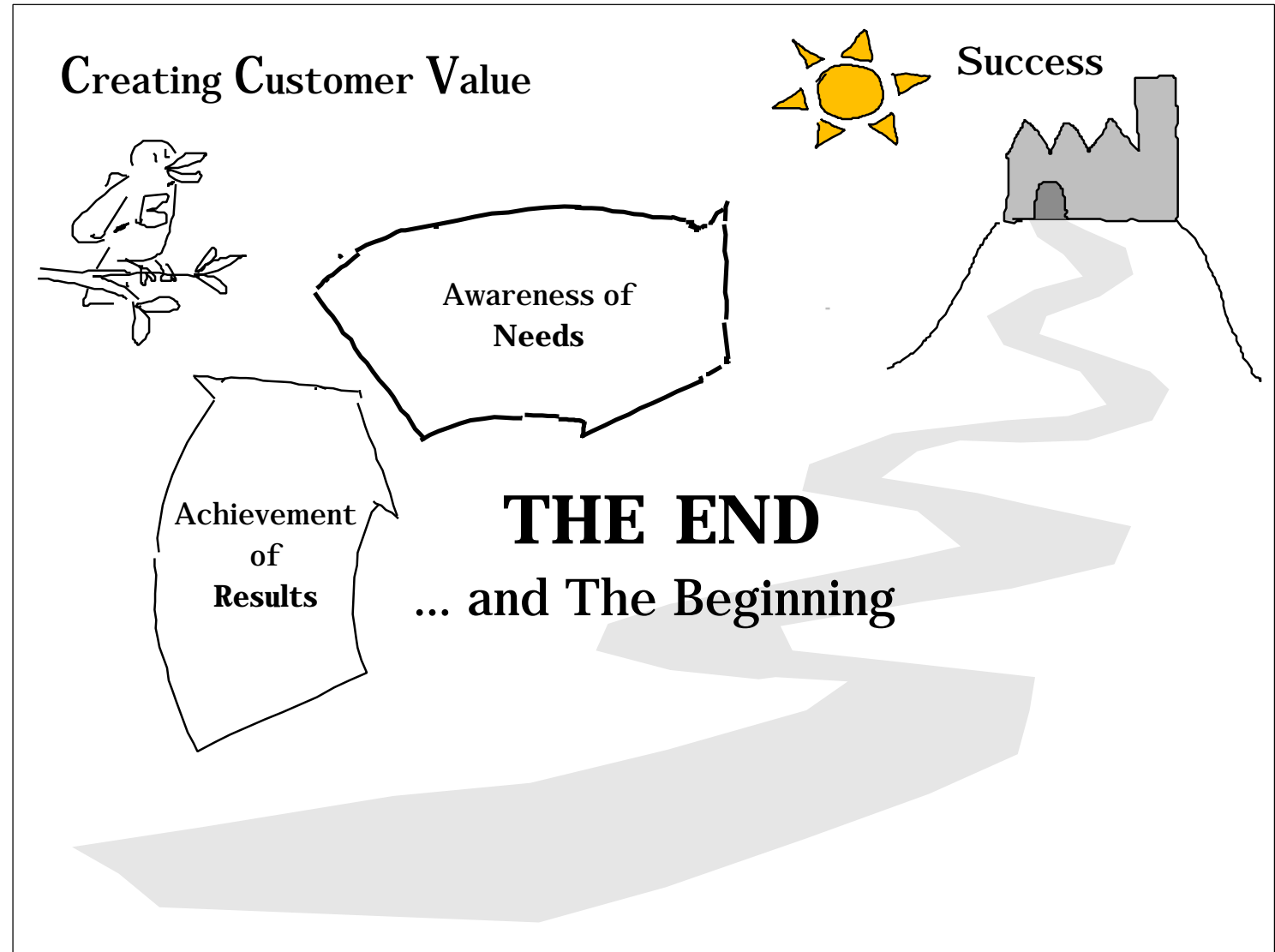
23)  
Add "Results" phase, highlighted.

Add "THE END", centre screen.

Add "Needs" phase, unhilighted.

Move highlight from "Results" phase to "Needs" phase.

Add "... and The Beginning".



## "Taking advantage of your success"

**VoiceOver:**

The Period of Success is an important time to build the relationship, through reports, memos, meetings or socializing. (1)

This will make any remaining Disenchantment easier to deal with and can lead to new sales opportunities. (2)

When describing the Achievement of Results (3), use objective hard criteria (4) and be brief. Include testimonials from satisfied stakeholders (5). And describe the positive impact the implementation has on your customer's customers. (6) < bell ping! >

(7) Acknowledge that Results were Achieved through customer effort, not your own brilliance. (8) Identify by name individuals in the customer company who contributed to the success. (9)

(10) At review meetings, concentrate on measurable results (11), lessons learned (12) and potential for future improvements. (13)

(14) Socializing - in the Honeymoon period and now - can help cement the relationship because key buyers and stakeholders see you as a colleague rather than a seller. (15) <Mmm!>

Consider the customer's culture when deciding issues such as venues, times and formality of the event. (16) (17)

(18) Try to involve the original Center of Receptivity and make the most of satisfied stakeholders (19) who may be able to introduce you to new Centers of Dissatisfaction. (20)

(21) Over time, your company's capabilities may change; your customer's needs may change; new Value Sweet Spots may come to light. (22)

And you will be ready to embark on another buying cycle, possibly with a different stakeholder. (23)