

Client

Fairmont/AmSouth

Title

Benefits Sell – Recommendation Stage

Purpose

Training video demonstrating the persuasiveness of benefits in sales situations and utilizing a spokesperson to explain how this is accomplished

Prepared By

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Recommendation Stage, “Benefits Sell” – Vignette #10

Approximate Running Time: 4:00

Writer: Jason Trost

Client: Fairmont/AmSouth Bank

GRAPHIC: BENEFITS SELL

FADE IN

In an electronics store (Best Buy, etc), an Employee (college age, hip, male) is wearing wireless headphones. He is disco dancing quite expressively and singing parts of the song out loud, often out of tune. We hear a hint of music coming from the headphones.

A Customer approaches (soccer-mom type) with her two children (one boy, one girl, both between 5-10 years old). She is looking for assistance but no one is available. Then she sees Employee and approaches cautiously.

Customer: Excuse me?

Employee: *(does not notice, continues to dance and sing)*

Customer: *(more forcefully, tapping him on the shoulder)* Excuse me?

Employee: *(startled, stops dancing and takes off headphones)* Oh, hey. Sorry about that. Just tryin’ out the new products. Uh, what can I do for you?

Customer: I’m looking for a present for my husband. His birthday’s coming up and I thought maybe I could get him something fun.

Employee: Yeah. Fun’s good.

Customer: Right. Well, he’s a big electronics whiz and I’m not. So maybe you could recommend something?

Employee: Sure. How ‘bout these wireless headphones? They’re way cool! And they’ll work from just about anywhere in the house.

Customer: They do seem... fun.... I don't know. It probably requires some expensive new equipment, right?

Employee: Actually, you can save money 'cause they'll work with any system.

Customer: Really?

Employee: Yeah. Everything you need comes in this box (*gestures to display*). You just plug the unit into the headphone jack on your receiver and presto! You're good to go.

Customer: Sounds simple enough.

Employee: And if it ever needs service, we got the best service department in town. So there's nothin' to worry about. By the way, what kind of music does your husband like?

Customer: Opera. I'm not a fan.

Employee: Yeah, me either. You know, if you got him these headphones, you'd have the peace of mind that comes from knowing you never have to listen to opera again.

Customer: (*laughs*) A birthday present for both of us.

Employee: Exactly. And I didn't even tell you how good they sound.

Employee puts his headphones on Customer. Puts another set of headphones on himself. They begin disco dancing together as the children look on in astonishment.

FADE OUT

GRAPHIC: BENEFITS

Spokesperson is seated on front corner of desk in bank office. He is 40s, male, professional, dressed in suit.

Spokesperson: As this video demonstrates, benefits sell. People buy things when they feel there is something in it for them. Benefits fall into five major categories.

GRAPHIC: BENEFIT CATEGORIES
(insert bullets one at a time, coordinating with Spokesperson dialogue)

- Economy
- Convenience
- Security
- Prestige
- Service

Spokesperson: *(VO)* Economy, convenience, security, prestige, and service.

Spokesperson: In the situation you just viewed, the salesperson presented a variety of benefit statements.

GRAPHIC: WIRELESS HEADPHONE BENEFITS
(insert bullets one at a time, coordinating with Spokesperson dialogue)

- Prestige – way cool
- Economy – save money
- Convenience – easy to install and use
- Service – best in town
- Security – not having to listen

Spokesperson: *(VO)* First, he described the prestige of the headphones – how cool they are. Next, he described the financial savings from not needing to purchase new equipment. He then explained how easy they are to install and use, and that their service department was the best in town. Finally, and probably most importantly, he offered her the benefit of not listening to her husband's opera music.

Spokesperson: The effective use of benefit statements is essentially the same in all types of sales situations, from stereo equipment to financial products. Let's take a look at how one of our financial sales representatives uses benefit statements when selling a bank product.

FADE OUT

FADE IN

New accounts area of a bank branch. Banker (30s, female, professional) is seated at desk with Customer (male, 20s, business casual).

Banker: Jim, based on what you told me, I recommend our Distinction Checking Account. You'll have more money at the end of each month since you'll be earning interest everyday on your entire balance. The larger your balance, the more you earn since the account has three interest rate tiers.

Customer: Okay.

Banker: Plus you'll save about \$150 a year in fees with the free services that come with this account.

Customer: That's wonderful. What about an ATM card?

Banker: That's free too. Our Check Card combines the convenience of an ATM card with the ability to make purchases anywhere Visa is accepted. The money comes right out of your checking account, and you never have to deal with the hassle of writing a check for your purchases.

Customer: That sounds great.

Banker: To receive all these benefits, all you need is a combined checking, savings and CD balance of \$5,000.

Customer: Let's do it!

FADE OUT

GRAPHIC: BENEFITS SELL

(A large door is shown with a key in the key hole. The key turns and the door opens. Inside is the word, "Sold!")

Spokesperson: *(VO)* As these two sales examples clearly demonstrate, benefit statements are one of the keys to making a sale.

FADE OUT