
Commercial Academy Multimedia Storyboard

- Presentation goals:
 - Recapture the sales audience's attention, generate buzz and illustrate that these trainings are something different from anything they've ever experienced
 - Share our vision of a global approach to selling
 - Visually, the presentation needs to be:
 - Compelling
 - Powerful
 - Global (not US-specific)
 - Slick (cool)
 - Innovative



<<ART DIRECTION>>

Music intro (“Superman” soundtrack type of music), voice over, globe spinning and onscreen text

<<Voice Over Script>>

The world is evolving...the business landscape is changing...the customer is more aware...and the competition is growing stronger.

And, past success does not guarantee future success.

We need to continue to develop ourselves...and differentiate ourselves...and define ourselves to continue our success.

<<Onscreen Text>>

Develop ourselves

Differentiate ourselves

Define ourselves



<<Art Direction>>

Transition--silhouettes of men and women spanning across the globe

<<Voice Over Script>>

The Commercial Academy was created to instill a commercial culture that will be recognized by our partners, members and prospects as a clear differentiator. Continuing to be experts in the industries you serve, you will also diagnose “needs” rather than “wants” and deliver multifaceted solutions to our customers.

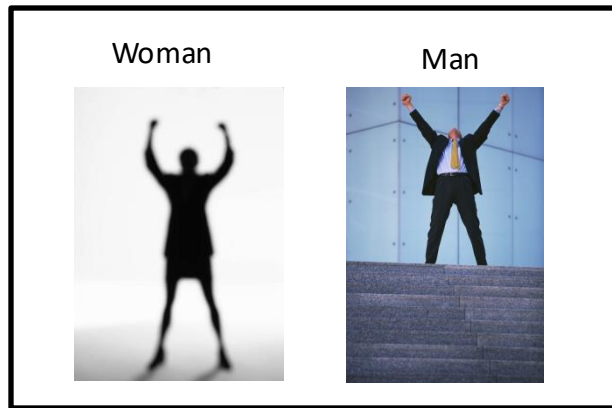
<<Onscreen Text>>

The Commercial Academy...

Differentiate ourselves through industry expertise

Diagnose customer “needs” rather than “wants”

Deliver multifaceted solutions



<<Art Direction>>

Transition—Silhouettes breaking away from the globe and standing alone on screen

<<Voice Script>>

We're building on your existing strengths by establishing a global sales approach, based in sales psychology. This approach:

- Applies consultative and strategic dialogue to identify customer needs enabling you to become a trusted advisor.
- Articulates the value of our products and services from the customer's perspective to reduce resistance.
- And checks customer acknowledgement after positioning personalized solutions.

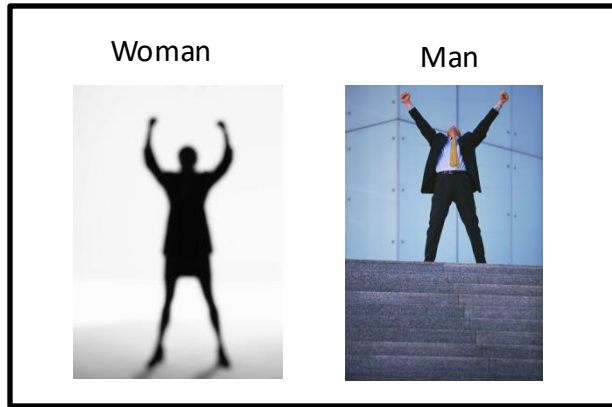
<<Onscreen Text>>

Global sales approach

Applies consultative and strategic dialogue

Articulates the value of our products and services

Checks for customer acknowledgement



<<Art Direction>>

Voice over, text flying in from the sides and separate text/pictures “equipping” the sales person with what they need to be successful in the field, papers/briefcase?

<< Voice Over Script>>

Professional athletes train 80% of their time and perform 20% . You, as professionals , perform more than 80% of your time. We need to better balance that ratio. That is why the Commercial Academy is “equipping” you with the training and tools you need to continue to evolve. These include:

- Knowledge, through new learning experiences
- Skills, through sales dialogue models
- Behavior, through our values and the six critical skills
- Support, through manager coaching and mentoring

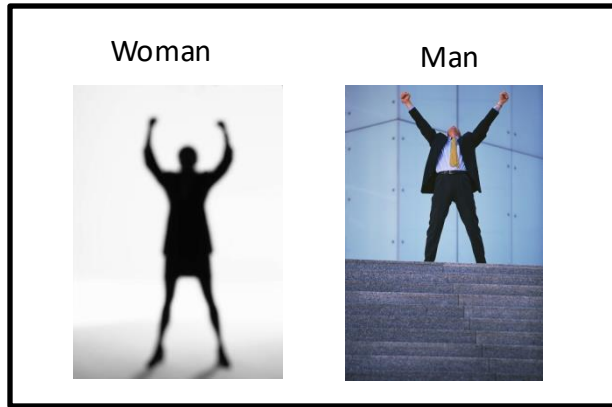
<<Onscreen Text>>

CVALUE , Coaching to CVALUE, Becoming Trusted Advisors <<Titles of learning programs>>

Need, solution and customer resistance dialogue models

Six critical skills

Managers attend Coaching To CVALUE session



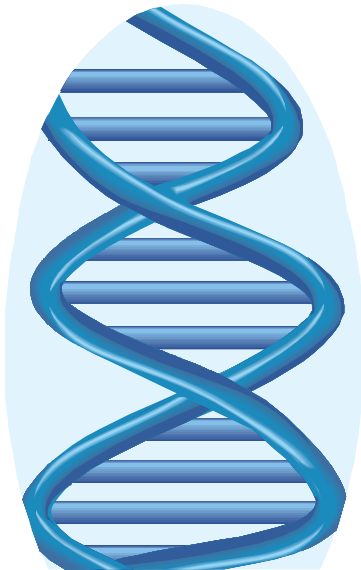
<<Art Direction>>

Voice over, DNA strands in the silhouettes spiral and change the silhouettes from black to DLL blue. Text coming in from sides.

<<Voice Over Script>>

You've spent time, possibly years, mastering your approach, which has led you to where you are today. Now it's time to build on your expertise and master new skills and behaviors.

This journey is only going to be of value if you take time to apply what you've learned and continue to develop, to explore and evolve, so that these skills and behaviors become second nature to you...become part of your DNA.



<<Onscreen Text>>

Build on your expertise
Master new skills and behaviors
Evolve your DNA



Developing starts with me

I take charge of my own development
I help others develop and progress
I am keen to help the organization evolve

<<Art Direction>>

Music with Voice Over and onscreen text on black screen and graphic of DLL's Values with an emphasis on "Developing starts with me"

<<Voice Over Script>>

A DLL Core Value is "Developing starts with me". The Commercial Academy is an investment in you and in our future.
Now it's up to you.

<<Onscreen Text>>

Now it's up to you.
DLL - See what counts.