

Video Script: Apple In-Store Training Video

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AUDIO	VISUALS
<p><u>Establish music, under for talent VO</u></p> <p><u>TALENT VO</u>: You've seen it before. The customer loves Apple products, they ask questions, they kick the tires, and then they buy from the competitors.</p>	<p>Potential customer with Apple sales rep in a store-within-a-store environment. Montage of shots.</p>
<p><u>TALENT</u>: To sell to these customers, we must emphasize the "Apple Ownership Experience" that goes way beyond the other brands. This experience starts with our amazing hardware and software products, and extends to our superior customer support, rich content, ease of operation, and seamless integration. We also need to counter some common misconceptions about Apple.</p>	<p>Talent enters shot, frame to MS. Animate text and graphical elements around Talent.</p> <p>"The Apple Ownership Experience"</p> <p>Cut to:</p>
<p><u>CUSTOMER #1</u>: Apple products are cool, but they're too expensive. I get a better deal from the other guys.</p>	<p>MCU Customer #1</p> <p>Cut to:</p>
<p><u>TALENT</u>: You'll hear this a lot, and the answer is: value beats price. Apple is a premium brand recognized for top quality design and build, and a superior user experience. You may pay a little more, but you get a whole lot more, for years to come. That's real value!</p>	<p>MCU Talent</p> <p>Animate text: "Think Value over Price"</p> <p>Cut to:</p>

<p>CUSTOMER #2: Apple's a closed system. I can't use apps from a lot of developers.</p>	<p>MCU Customer #2</p> <p>Cut to:</p>
<p>TALENT: But that's not true. (VO): Visit the Apple app store and show them the thousands of apps from independent developers from around the world. And all these apps are carefully vetted for quality and safety before they're posted for sale, so consumers can buy with confidence. And don't forget to tell them: you can run Windows and Windows apps on a Mac, so you're never "locked out" of anything.</p>	<p>MCU Talent.</p> <p>Cut to:</p> <p>B-roll: Apple app store screen shots</p> <p>B-roll: Windows running on MacBook Pro.</p> <p>Cut to:</p>
<p>CUSTOMER #3: I work with people who use PCs. How can I collaborate if I'm on an Apple computer or mobile device?</p>	<p>MCU Customer #3</p>
<p>TALENT: No problem. Compatibility has always been a hallmark of Apple hardware and software. Apple products interface seamlessly with other manufacturer's products and operating systems. We actually lead the way in cross platform compatibility. And, as I've said, you can run Windows on a Mac.</p>	<p>MS Talent. Animate text and graphical elements around Talent.</p> <p>"Compatibility"</p> <p>Dissolve to:</p>

<p><u>TALENT VO</u>: Remember that the best way to turn skeptics into customers is to sell the advantages of the Apple ownership experience, emphasizing the</p> <p>Value, Product integration, Elegant design, Ease of Use, and Amazing innovation Of all our product lines.</p>	<p>Motion graphic: “The Apple Ownership Experience”</p> <p>Dissolve to:</p>
<p><u>TALENT</u>: No one can match the Apple experience, and when you get people to understand that, you’ve got a sale!</p>	<p>MCU Talent</p> <p>Dissolve to:</p>
<p><u>Music up and fade out with video</u></p>	<p>More information graphic Credits</p>

Quiz Questions:

1) If a customer states that Apple products are too expensive when compared with similar products from other manufacturers, what’s your best response to that customer?

- a) You can find better deals on Apple products from third-party vendors online.
- b) Think value over price. Apple offers superior value and is, in fact, less expensive in the long run when compared with lesser products from other manufacturers.
- c) Apple is cool and cool costs a little more.
- d) If you can’t afford a premium brand like Apple, then you shouldn’t be shopping for it.
- e) When you compare specs one-to-one, Apple isn’t really more expensive.

2) What phrase best describes the Apple online app store?

- a) It's the "Wild West" where developers are free to create whatever they want, buyer beware.
- b) It's great for kids and gamers, but somewhat lacking in business and productivity apps.
- c) It features apps written by developers who are paid by Apple to write specific products.
- d) It has some good apps, but the variety is much smaller than you'd find in other app stores.
- e) It's a rapidly expanding universe of vetted high-quality apps from leading developers around the world, catering to almost every taste and use.

3. What elements comprise the "Apple Ownership Experience?"

- a) Superior high-value products
- b) Seamless integration across product lines
- c) Consistency in look, feel, and operation
- d) Rich content
- e) Outstanding customer service and support
- f) A vast ecosystem of accessories
- g) All of the above!