

1.0 Envisioning The Story (Brief Scope & Sequence for Storyboard - Not Included With Content)			NOTES (Client/SME Roles)
Course Title	Target Audience	Context/Setting	Please Write Below:
<ul style="list-style-type: none">• The Rapport Rundown: How to Build Connections and Crush Objections for Sales Success!• Want to know the secret to crushing objections and closing more deals? Hint: it's all about building rapport!	<ul style="list-style-type: none">• Sales professionals or individuals looking to improve their ability to handle objections from potential prospects in a sales context.	<ul style="list-style-type: none">• An employee is pitching to a prospect on the other end of a call and goes through the steps to develop a rapport with that prospect.	
Terminal Company Overall Objective	Learning Objectives; Performance Actions & Goals	Course Duration:	
<ul style="list-style-type: none">• Prospect meetings booked by the local sales teams will increase by 25% in Quarter 3 of this year as sales representatives will implement sales objection handling tactics to successfully overcome prospects' hesitations.	<ul style="list-style-type: none">• Recall the BUILD rapport tips in sales.• Implement the BUILD rapport tips in sales to establish a positive relationship with prospects and to further investigate reasons behind their sales objection.	<ul style="list-style-type: none">• 10 minutes	



1.1 Hook - Question (Related To Topic)			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] NARRATION: Want to know the secret to crushing objections and closing more deals? Hint: it's all about building rapport! Building connections will take your sales game to the next level!</p>	<p>[1] N/A</p>	<p>[1] IMAGE: Split screen with sales employee on one line of the phone and the prospect on the other side of the phone - showing frustration on both sides of the line.</p> <p>[2] IMAGE: Split screen with sales employee on one line of the phone and the prospect on the other side of the phone - making connections on both sides of the line.</p>	
1.2 Welcome/Introduction Of Scene			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] NARRATION: Let's take a step back. Imagine: It's a typical start to your workday. You have cozied up in your office chair with a cup of freshly brewed coffee in hand. You begin to make your first dial of the day, and you're in luck!</p>	<p>[1] N/A</p>	<p>[1] TRANSITION, IMAGE: Transition from split phone call screen to remote from home office.</p> <p>[2] IMAGE: Sales employee making first phone call of the day.</p>	

1.3 Connecting With Prospect On Phone			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] NARRATION: You have successfully reached the primary owner of a general contracting business - a direct decision maker. You're able to break the ice when you both realize your hometowns are merely miles away from one another. It's easy for you to transition into qualifying your prospect to better understand his needs, and you're able to garner interest from your prospect when you clearly describe how your product can be a solution to some of those needs he communicates.</p>	<p>[1] N/A</p>	<p>[1] IMAGE: Split screen showing the prospect answering their phone/the sales employee (zoomed out).</p>	
1.4 Connecting With Prospect On Phone - C. Convo			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] EMPLOYEE (SALEENA): <i>Hi, this is Saleena. Is this Mr. Mason?</i></p> <p>[2] PROSPECT (MR. MASON): <i>Yes. I am Mr. Mason.</i></p> <p>[3] EMPLOYEE (SALEENA): <i>Fantastic! I am calling today to talk with you regarding your applicant tracking system. Before we jump into business, I noticed on your website that your headquarters is located in Phoenix. I'm originally from nearby Tucson. It's not often that I meet</i></p>	<p>[1] N/A</p>	<p>[1] IMAGE: Sales employee on computer in remote office</p> <p>[2] IMAGE: Prospect answering phone at his office location</p>	

<p><i>someone from the same neck of the woods!</i></p> <p>[3] PROSPECT (MR. MASON): <i>Really? That's amazing! What are the odds?</i></p>			
1.5 Prospect's Objection			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] NARRATION: You're about to nudge towards closing the sale with your prospect, when abruptly, the mood changes. His once thorough and thoughtful answers suddenly become one-word, rushed responses. His tone has lowered and his interest in your contributions to the conversation has waned. Finally, you decide to pull out all of the stops and ask your prospect directly if this is an opportunity he would sign onto. Your prospect's response?</p>	<p>[1] N/A</p>	<p>[1] IMAGE: Split screen showing the prospect answering their phone/the sales employee (zoomed out).</p>	
1.6 Prospect's Objection - C. Convo			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] EMPLOYEE (SALEENA): <i>Would you like to move forward with our product and take the next step towards improving your business operations?</i></p> <p>[2] PROSPECT (MR. MASON): <i>I will take a look at the budget next quarter and see where we are at.</i></p>	<p>[1] N/A</p>	<p>[1] IMAGE: Sales employee on computer in remote office</p> <p>[2] IMAGE: Prospect talking on phone at his office location</p>	

1.7 Objection Explanation			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
[1] NARRATION: Your first dial of the day has suddenly turned from luck to a setback. Your prospect has just given you an objection - a barrier that exists and is obstructing your prospect's ability to see the need in your product or service.	[1] OST: Objection Definition - a barrier that exists and is obstructing your prospect's ability to see the need in your product or service.	[1] TRANSITION, IMAGE: Transition from split phone call screen to remote from home office - sales employee frustrated.	
1.8 Rewind Phone Call			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
[1] NARRATION: Let's go back to rewind and revisit that phone call. Again, we're going back to where you were cozied up in your office chair with a cup of freshly brewed coffee in hand. When you made your first dial of the day, you reached a potential prospect - Mr. Mason.	[1] N/A	[1] TRANSITION, IMAGE: Rewind scene from ending of phone call and end at the beginning of phone call.	
1.9 Building Rapport Question			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
[1] NARRATION: Within your interaction with Mr. Mason, you were able to break the ice when you both realized your hometowns were merely	[1] OST: How can you actually leverage the rapport you have built and information you have gathered from prospects effectively to tailor	[1] IMAGE: Focus in on when rapport was building/sales employee and prospect bonding over hometowns.	

<p>miles away from one another. Because you were able to build rapport with this prospect, you left your conversation with much more information than you came in with. But, how can you actually leverage the rapport you have built and information you have gathered from Mr. Mason in this call to effectively tailor your pitch and increase the likelihood of closing a sale with him the next time you call him?</p>	<p>your pitch and increase the likelihood of closing your sales?</p>	<p>[2] IMAGE: Sales employee close-up with this question in bubble</p>	
1.10 B.U.I.L.D - Developing Rapport Skills			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] NARRATION: When you develop a meaningful relationship with your prospect, you are better able to establish trust and respect for you and your product/service. You can use the B.U.I.L.D. rapport tips in sales to establish a positive relationship with your prospects to further investigate reasons behind their sales objection.</p>	<p>[1] OST: B.U.I.L.D. Rapport Tips</p>	<p>[1] IMAGE: Computer screen with B.U.I.L.D. Rapport Tips displayed on it</p>	
1.11 B.U.I.L.D - Acronym Letter Meaning			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] NARRATION: To build a rapport with your prospect means to:</p>	<p>[1] OST: B.U.I.L.D. Acronym:</p>	<p>[1] IMAGE: B.U.I.L.D. Acronym Display on computer screen.</p>	

<p>B - Be prepared for conversations with your prospect by doing your research.</p> <p>U - Understand the prospect's needs by asking relevant questions.</p> <p>I - Interact with your prospect naturally and avoid being robotic.</p> <p>L - Listen actively and show empathy to build trust with your prospects.</p> <p>D - Deliver solutions tailored to your prospect's concerns.</p>	<p>B - Be prepared for conversations with your prospect by doing your research.</p> <p>U - Understand the prospect's needs by asking relevant questions.</p> <p>I - Interact with your prospect naturally and avoid being robotic.</p> <p>L - Listen actively and show empathy to build trust with your prospects.</p> <p>D - Deliver solutions tailored to your prospect's concerns.</p>		
1.12 B.U.I.L.D. - B (Be prepared)			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] NARRATION: To first B.U.I.L.D. a rapport with your prospect, you must be prepared for conversations with your prospect by doing your research. Ensure that you fully understand, before connecting with your prospect, make note of their business' mission, goals, and products. This information can typically be found on a business' website or even social media sites. Additionally, you can research the individual you are speaking with by visiting their LinkedIn profile. Review their position title and their recent contributions to confirm this</p>	<p>[1] OST: B - Be prepared for conversations with your prospect by doing your research.</p> <p>[2] OST:</p> <ul style="list-style-type: none"> ● Make note of business mission and goals ● Review business website and business social media sites for product and service information ● Visit LinkedIn profiles to investigate stakeholders at the table who make the business' decisions 	<p>[1] IMAGE: Computer screen with B explanation</p> <p>[2] IMAGE: Sales employee doing research on the prospect.</p>	

individual would also be a stakeholder in the business to sit at the table and make the decision to invest in your service or product.			
1.13 B.U.I.L.D. - B (Be prepared) C. Convo			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
[1] EMPLOYEE (SALEENA): <i>Oh! That makes sense! After visiting Mr. Mason's website, it looks like most of his general contracting jobs are landscaping jobs that take place in the summer. Since it's winter, that may be the reason he has to wait until the end of the quarter to look at the budget - he doesn't get as many jobs during this season!</i>	[1] N/A	[1] IMAGE: Sales employee excited after finding out information.	
1.14 B.U.I.L.D. - U (Understand)			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
[1] NARRATION: Once you have fully prepared yourself through researching the prospect and their business, you must then seek to garner understanding of your prospect's needs by cultivating and asking relevant questions. The questions you ask can focus on your prospect's personal	[1] OST: U - Understand the prospect's needs by asking relevant questions. [2] OST: <ul style="list-style-type: none"> What are your business goals and timelines for these goals? 	[1] IMAGE: Computer screen with U explanation [2] IMAGE: Sales employee writing questions and then on the phone asking them to the prospect.	

business ventures or about their current business ventures. Asking your prospect questions can help you gather more information about their business needs and allows for you to better personalize the solutions you have to offer through your product or service.	<ul style="list-style-type: none"> • What main obstacles exist when carrying out these goals? • What products/services are you currently using to assist you with these goals? 		
1.15 B.U.I.L.D. - U (Understand) C. Convo			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] EMPLOYEE (SALEENA): <i>Mr. Mason - what are your business goals and main obstacles that exist when carrying out these goals?</i></p> <p>[2] PROSPECT (MR. MASON): <i>Thank you for your interest in our business, Saleena. Our current goals include expanding our client base and improving project efficiency. Our main obstacles are dependency on season for services and labor shortages.</i></p>	[1] N/A	[1] IMAGE: Sales employee talking on the phone with the prospect	
1.16 B.U.I.L.D. - I (Interact)			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
[1] NARRATION: While interacting with your prospect, ensure that you're making your interaction with your prospect natural. Use the prospect's	[1] OST: I - Interact with your prospect naturally and avoid being robotic.	<p>[1] IMAGE: Computer screen with I explanation</p> <p>[2] IMAGE: Sales employee talking on the phone with the prospect</p>	

name when possible and try to modulate the tone of your voice. Don't be afraid of using "ahhs" and "umms" to steer away from the mundaneness of your pitch. Include confirmations to reassure your prospect that you're listening.	<p>[2] OST:</p> <ul style="list-style-type: none"> ● Use your prospect's name in conversation ● Vary/modulate the tone of your voice ● Include confirmations to reassure your prospect you're listening 	laughing/having fun	
1.17 B.U.I.L.D. - I (Interact) C. Convo			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] PROSPECT (MR. MASON): <i>One of our main obstacles is that we are very dependent on the season for our services. Since most of our work is in landscaping, we typically book many more clients in the summer than in the winter. I mainly want to expand our client base to service more individuals in the winter for snow removal, hardscaping, installing outdoor light fixtures, and even designing blueprints with clients for summer projects.</i></p> <p>[2] EMPLOYEE (SALEENA): <i>Ahh, okay, I completely understand, Mr. Mason! What are some of the biggest challenges you face when hiring employees? I know you had mentioned an obstacle of yours was navigating the labor shortage, Mr. Mason.</i></p>	[1] N/A	[1] IMAGE: Sales employee talking on the phone with the prospect	

1.18 B.U.I.L.D. - L (Listen actively)			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] NARRATION: When you take the time to truly listen to your prospect's needs and concerns, and respond with genuine empathy and understanding, you create a sense of trust and rapport that can go a long way in building a successful relationship. Ask open-ended questions to encourage your prospect to share more information. Paraphrase your prospect's words into your own words so you can clarify and summarize your prospect's main points. And validate your prospect's experience through acknowledging their feelings. Never be too quick to dismiss your prospect if they provide you with an objection.</p>	<p>[1] OST: L- Listen actively and show empathy to build trust with your prospects.</p> <p>[2] OST:</p> <ul style="list-style-type: none"> • Ask open-ended question • Paraphrase you prospect's words • Validate your prospect's experiences 	<p>[1] IMAGE: Computer screen with I explanation</p> <p>[2] IMAGE: Sales employee talking on the phone with the prospect laughing/having fun</p>	
1.19 B.U.I.L.D. - L (Listen actively) C. Convo			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] PROSPECT (MR. MASON): <i>When hiring employees, Saleena, well, the market is very competitive and there's a shortage of skilled labor in our area. When it comes to hiring employees, it's not as simple as just putting out a job posting. In today's market, we're up against a lot of</i></p>	<p>[1] N/A</p>	<p>[1] IMAGE: Sales employee talking on the phone with the prospect</p>	

<p><i>competition. It can be a real challenge to find the right people with the right skills, especially when we're trying to grow our business and take on bigger projects.</i></p> <p>[2] EMPLOYEE (SALEENA): <i>I completely understand the challenges you're facing, Mr. Mason, especially as a general contractor. Finding the right people with the right skills is crucial to the success of your business. May I ask, how do you currently handle your recruitment process? Have you noticed any specific pain points that are causing inefficiencies or delays in finding the right candidates? I'd love to learn more about your experience and see if our ATS system can help address any of these challenges.</i></p>			
1.20 B.U.I.L.D. - D (Deliver solutions)			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] NARRATION: Lastly, when you demonstrate a deep understanding of your prospect's unique obstacles and offer tailored solutions, it will help build confidence in your ability to provide the right solution for their business. You can leverage the information you've gathered from your research on the business and your</p>	<p>[1] OST: D - Deliver solutions tailored to your prospect's concerns.</p> <p>[2] OST:</p> <ul style="list-style-type: none"> ● Customize your pitch ● Provide relevant case studies and references 	<p>[1] IMAGE: Computer screen with I explanation</p> <p>[2]: IMAGE: Sales employee talking on the phone with the prospect laughing/having fun</p>	

<p>prospect to customize your pitch. Emphasize the features and benefits of your product or service that specifically address your prospect's challenges. Ensure that you are also providing case studies and references to your prospect that demonstrate how your product or service has helped similar businesses overcome the same barriers. Including personalized follow-ups and support can further cement your reputation as a trusted partner who is committed to your prospect's success.</p>	<ul style="list-style-type: none"> • Include personalized follow-ups and support 		
1.21 B.U.I.L.D. - D (Deliver solutions) C. Convo			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] EMPLOYEE (SALEENA): <i>Mr. Mason, at the beginning of our conversation, you stated that you needed to look at your budget at the end of this quarter. Sure, I understand that you're being mindful of your budget, but delaying an ATS implementation can actually end up costing you more in the long run. By streamlining your hiring process and making it more efficient, an ATS can help you save both time and money, which can directly impact your bottom line. Additionally, a good ATS can help you attract better candidates and reduce your time-to-hire, which can</i></p>	<p>[1] N/A</p>	<p>[1] IMAGE: Sales employee talking on the phone with the prospect</p>	

<p><i>lead to more productive and successful projects. We have flexible payment plans that can be tailored to your needs and help you manage your cash flow. Would you like to learn more about our payment plans and how we can work with your budget?</i></p> <p>[2] PROSPECT (Mr. Mason): <i>Thank you, Saleena, for explaining the benefits of implementing an ATS and the flexible payment plans. I agree that streamlining our hiring process and attracting better candidates can lead to more successful projects. Please tell me more about your payment plans and how we can work within my budget.</i></p>			
1.22 B.U.I.L.D. - Recap			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] NARRATION: Because you were able to leverage the BUILD rapport strategies with Mr. Mason, you're taking your sales game to the next level!</p>	<p>[1] OST: B.U.I.L.D. Acronym: B - Be prepared for conversations with your prospect by doing your research. U - Understand the prospect's needs by asking relevant questions. I - Interact with your prospect naturally and avoid being robotic. L - Listen actively and show empathy to build trust with your prospects.</p>	<p>[1] IMAGE: B.U.I.L.D. Acronym Display on computer screen.</p>	

	D - Deliver solutions tailored to your prospect's concerns.		
1.23 Ending			NOTES (Client/SME Roles)
Voice Over Script	On-Screen Text	Graphics Notes	Please Write Below:
<p>[1] NARRATION: Because you were able to leverage the BUILD rapport strategies with Mr. Mason, you're taking your sales game to the next level! Remember: no information is useless information. When you build rapport with your prospects, you are leaving your interaction with much more depth than you came in with. And, once you're able to build that rapport with your prospects, you can go into your next interactions confident that you will overcome any objections to your sales pitch.</p>	<p>[1] N/A</p>	<p>[1] IMAGE: Split screen with sales employee on one line of the phone and the prospect on the other side of the phone - showing frustration on both sides of the line.</p> <p>[2] IMAGE: Split screen with sales employee on one line of the phone and the prospect on the other side of the phone - making connections on both sides of the line.</p>	