

Project: 3-module video training series for Office Depot's Frequent Shopper/Loyalty Program: "Advantage".

Audience: 10,000+ store employees **Shown below:** **Module 3: "How To Sell Advantage With More Confidence"**

Other modules: (Module 1) Introducing Advantage: Big benefits for customers and you! (Module 2) Registration: Step by Step

VIDEO	AUDIO
<p><b>FLASH INTRO</b></p> <p>CUT to shot of associate showing Advantage brochure to customer A program you can feel GREAT about selling! FREE for customers...</p> <p>CUT to: MORE sales &amp; HIGHER attachments for us</p> <p>CUT to shot of customer with loaded shopping cart and supers below: Advantage Customers:</p> <ul style="list-style-type: none"><li>• Buy more often</li><li>• Spend <i>almost double</i> during visit</li><li>• Add more attachment opportunities</li></ul> <p>CUT to Goal: Feel confident introducing Advantage</p> <p>1. Don't try to memorize too much: <i>Cheat Sheet will have cues/tips</i> <i>Know the top 3 Advantage benefits.</i></p> <p>2. Know where to find answers: <i>Advantage Brochure</i> <i>Store Portal – Advantage Marketing Folder</i></p> <p>Transition Slide: WHY join? What's in it for your Customer?</p> <p>CUT to Text slide with "#1 benefit" flashing on screen, then disappearing and cash register sound effect as 2<sup>nd</sup> text message appears. As much as 10% back in REWARDS on all qualifying items customers buy!</p> <p>CUT to shot of Rewards Card with text: As much as <b>TWO HUNDRED BUCKS</b> In Rewards Credit each year!</p>	<p><b>FLASH INTRO</b></p> <p>The best thing about Advantage is that you can feel <b>great</b> selling it. Not only do customers enjoy big rewards without paying a cent....</p> <p>But this program can also put <u>more cash in your own pocket.</u></p> <p>That's because Office Depot Advantage members visit us more often than regular customers and spend <i>almost double</i> the amount. That includes attachment opportunities that earn you extra cash.</p> <p>Today's goal is to help you feel more confident in introducing Advantage to customers. <u>2 things to keep in mind</u> as you watch.</p> <p><u>First:</u> don't try to memorize everything! Your cheat sheet has helpful reminder cues from today's broadcast. The most important point is to know the top 3 benefits, so you can talk about them with customers.</p> <p><u>Second:</u> Know where to go for answers to customer questions! Most are in the brochure or located in the Advantage Marketing Folder on the Store Portal. Knowing how to find answers will give you more confidence.</p> <p><b>First up: WHY would customers want to join this program?</b></p> <p>The #1 reason: as much as 10% back in rewards!</p> <p>That's up to <u>200 bucks</u> in Rewards a year– just for buying what they needed anyway.</p>

CUT to split screen: start with LEFT side: office essentials – pens, post-its, file folders, paper, and ink. Then, as anncr says “*or splurge*”, RIGHT: digital camera; leather office chair

CUT to exploded view shot of rewards brochure back that shows first 4 bullets with 4<sup>th</sup> one circled or highlighted. Header: Tell customers that a few items DON'T Qualify

CUT to Copy and Print Center Shot with text:  
More Benefits: **15% off Copy & Print Center!**

CUT to shot of ODP ink box (Use OD Model C4127X Ultra Precise High-Yield Black Toner Cartridge – SKU XXX-XXX) with header:  
More Benefits: **DOUBLE Reward Credits!**

**Toner Price: \$128.99**  
**Advantage Reward Credits: \$257.98!**  
Single purchase already qualifies them for **\$20 Advantage Reward:**

CUT to bullets: Top 3 Benefits:

- REWARDS Credit! Up to 10% Back!
- 15% off Copy and Print
- DOUBLE Credit on Office Depot Ink/Toner

CUT to shot of customer checking their rewards balance. Need view looking over their shoulder, so we can see actual screen, if possible.

CUT to collage shot showing 2-3 special Advantage ads or direct mail promos.

**Transition Slide:**  
**EASY ways to introduce Advantage to your customers!**

CUT to:  
**Sign 'em up on the FLOOR!**  
**It's not just for cashiers any more!**

Customers can redeem rewards on essentials for their business...  
Or splurge on a treat for themselves!

Almost all items qualify for rewards, but a few do not. Tell customers this upfront to avoid confusion. You'll find excluded items listed on the back of the brochure.

Another great benefit is an extra 15% off Copy and Print Center services that we're offering until December 31<sup>st</sup>. This is just for Advantage members: all they need to do is show their card!

And rewards rack up **super-fast** with the sweetest benefit: **DOUBLE** reward credit on Office Depot Brand ink & toner!

Take a look at this SKU as an example. They pay \$128.99 for the toner, but get **\$257.98** in reward credits- **double** the value! That gets them a \$20 Reward Card just on this item alone!

These 3 benefits are definitely the top ones to mention, but if you get a chance, there's even *more* to share:

Like instant online access to their reward status and purchase history 24 hours a day, 7 days a week.

And special buys throughout the year for Advantage members only.

Now that we know **WHY** Advantage is a great deal for customers, let's show you **HOW EASY** it is to introduce it.

If you're not signing up Advantage members right on the selling floor, you're missing the **BEST** opportunity!

SHOT of relaxed customer browsing furniture – maybe sitting in a chair or behind a desk

CUT to shot of customer pointing out a desk to associate, somehow conveying they've made their choice

Header: Mention Rewards Credit Immediately!

CUT to shot of names with store number, city and state with a screened back shot of an office depot logo or store.

CUT to same image, but with quote:

“Remember: this desk will get you \$50 in rewards points in our advantage program!”

CUT to customer w/multiple speech bubbles:

“I don't have a card”

“What's an Advantage Card?”

“Huh?”

CUT to quote style with 2 shots: an associate showing customer Advantage brochure and then showing them registration form:

**Have you heard about our Advantage program? It's FREE to register and earns you reward credit on lots of items like this desk.”**

***In fact, if you take a few seconds to register now, this desk purchase already gets you a FIFTY dollar reward card, good towards anything in our store***

(Same #2 shot: associate showing form) with copy: **The most IMPORTANT STEP!**

“Can I register you right now? It takes just a few moments!”

CUT to shot of customer with paper in their cart, basket, or in their arms, as well as a couple of binders, CD spindle.

Header: Lower-Ticket Supplies?

Customers are a lot more relaxed while they're still in shopping mode than at the register when they're trying to get out and back to work.

Let's say your customer has chosen a higher ticket item like a \$500 desk. To introduce advantage: point out the specific rewards value on that item right away.

That's what two of our top Advantage performers, David Last Name, from store xxxx in city/state) and Kurt Last Name from store xxx in (city/state) do:

*(Have Kurt's voice reading sales line)*

“Remember: this desk will get you \$50 in rewards points in our advantage program!”

If your customer says they don't have a card or aren't sure what you're talking about, that's your opportunity!

*(David's voice reads)*

*Have you heard about our Advantage program? It's FREE and gives you up to \$200 in Rewards a year in reward credit on items like this desk.”*

Ann cr: Always have a Registration Form nearby to show them:

*(Kurt reads) If you take a few seconds to register now, this desk already gets you a FIFTY dollar reward card, good towards anything in our store*

Ann cr. And most importantly ASK for their registration: *(David reads)*

*Can I register you right now? It takes just a few moments!*

If your customer is buying lower cost items like supplies, just adjust your opener a bit.

**CUT to header:** Rewards add up FAST: especially on “consumables” they need often! Then have supplies appear, one by one: first stack of legal pads; followed by CD spindle followed by carton of paper; followed by pens, etc, so we keep building supplies on screen.

**Transition Slide:**

Sign ‘em up at the REGISTER!  
Think FAST & FOCUSED!

**CUT to text slide with header:**

**Take a Tip from Top Advantage Stars:**

“Tie Advantage opener to items your customer is getting ready to buy”

Lou	Store xxxx
Jeff	Store xxx
John	Store xxx
Tom	Store xxx
Mike	Store xxx
Kurt	Store xxxx

**Cut to associate at register checking out customer with exploded quote:**

***Do you have your Advantage Card with you, so you can get reward credit for your purchase today?”***

**CUT to shot of associate holding brochure, pointing out program:**

*Advantage is a great customer program that’s FREE to join. You get reward credits on almost everything you buy at Office Depot. And if you register now, you’ll even get credit on these qualified items you’re buying today! **Would you like to register? It takes just a few seconds!***

**CUT to shot of busy customer looking at their watch, in a hurry as associate shows Advantage brochure:**

- #1 Benefit: 10% back!
- Sell it on the floor and at the register
- **What objections do you hear most often?**

**Cut to: split screen – on left blurred shot, hectic customer OR watch/clock graphic with quote “I don’t have time right now!”**

**On right: associate’s advice w/name, store**  
Show them the quick form. Say: “Look how short this is! You’ll be done filling it out before I can even get you checked out!”

Paul Last Name, Manager, Store xxx

Talk about how quickly those day-to-day items can add up to big rewards. Always remind them that these are items they’d be buying anyway – they might as well be rewarded for them!

**When selling Advantage at the register, you want to keep things fast and focused, since most customers are in a hurry to get back to work.**

*Take a tip from Lou, Jeff, John, Tom, Mike, Kurt and other Advantage pros. They use what the customer is about to buy to bring up Advantage.*

*(Lou reads)*

“Do you have your Advantage Card with you, so you can get Reward credit for your purchase today?”

Ann-cr: If customer says “no” or “what’s that?” then say:

*(Tom reads)*

*Advantage is a great customer program that’s FREE to join. You get reward credits on almost everything you buy at Office Depot. And if you register now, you’ll even get credit on these qualified items you’re buying today! **Would you like to register? It takes just a few seconds!***

Ann-cr: Now that you know what benefits to mention and how to introduce the program, our top Advantage stars can help you with 1 more thing: how to answer customer concerns and get that signup.

*(Paul’s voice – store xxx)*

I don’t have time is the 1 thing we always hear! I show them the quick form we use and say “look how short this is!” You’ll be done filling it out before I even get you checked out!”

Cut to shot of 8-10 plastic cards stacked or fanned on left side of screen

“I have too many cards already!”

On right side:

- **No need to carry card...**
- **Just need phone number**
- **Not a credit card...no fees, no obligations!**

Susan Last Name, Manager, Store xxx

CUT to shot of form section that asks for their phone/address with quote:

“I don’t give out personal information”

On right side:

- **Don’t sell their info**
- **Information kept in-house**

John Last Name, Store xxx

**CUT to Transition Slide: Quick Recap:**

RECAP:

Advantage: 3 Top Benefits

1. Up to 10% Back in Rewards
2. 15% off Copy/Print Center
3. DOUBLE credit on Depot ink/toner

RECAP

Introduce Advantage on the FLOOR and mention rewards right away

RECAP

Introduce Advantage at the REGISTER

Ask for their card to credit what they’re about to buy. Invite those who don’t have one to register

RECAP

Ease Customer Concerns

<u>Customer Concern:</u>	<u>Your Reply:</u>
1. No time!	Takes just seconds!
2. Too many cards!	Don’t need to carry
3. Don’t give out info	Info kept in-house

CUT to shot of cheat sheet with header:

Ask Store Manager for Your Cheat Sheet: Helps You Remember Key Points!

CUT to: happy customer with full cart:

Supers: The more members you register:

- Higher sales
- More cash for you!

**FLASH OUTTRO (same as INTRO)**

(Susan’s voice – store xxx)

Many people say they have too many cards. Some think it’s a credit card. Tell customers they don’t even need to carry the card. Just say they’re an Advantage member and give us their phone number. Make sure they know this is definitely not a credit card - no fees, no obligations.

John’s voice, Store xxx:

Many times, customers don’t want to give us their phone number or address. I always tell them we don’t sell their information. It stays in-house.

**Let’s do a Quick Recap:**

Remember the 3 big benefits: Up to 10% Back in Rewards. 15% off Copy/Print Center and DOUBLE credit on Depot ink & toner

To introduce Advantage on the sales floor, tie rewards to whatever they’re buying that day.

To introduce Advantage at the register, start by asking for their card to credit their purchases, then encourage non-members to register.

Use these tips from top store teams to ease customer concerns. Remind customers signup is FAST. They don’t need to carry the card - just give us their phone number. And their information stays here. We don’t sell it.

Your store manager has your pocket-sized cheat sheet that includes many of the tips we talked about today.

Remember: Advantage customers buy more often and spend more each visit – and that could include more attachment cash for you! So it pays to tell as many people about this program as you can!

**FLASH OUTTRO (same as INTRO)**