

Animated Video Storyboard

FOUR STEP METHOD

Four Step Method for Handling Customer Objections



Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound begins at the start of the video, and loops continuously throughout.

Animation:

1. Female is typing on her laptop while sitting and Male appears to be hovering over the female with a look of confusion on his face.
2. The title of the video flies in.
3. The entire slide zooms in at entry.
4. No exit animation.

Graphics and Slide Text:

Date: 1/9/2020

Course Name: Four Step Method

Scene #: 2/16

Screen Title: Step 1: Listen Carefully

Step 1



**LISTEN
CAREFULLY**

Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound loops continuously throughout.

Animation:

1. The entire slide zooms in at entry.
2. Each slide element zooms in from back.
2. Entire slide swipes left on exit.

Graphics and Slide Text:

Date: 1/9/2020

Course Name: Four Step Method

Scene #: 3/16

Screen Title: How to Listen Carefully

Navigation Notes:

- Be attentive
- Maintain Eye Contact
- Let the Customer Talk
- Watch for Nonverbal cues



Narration/Voiceover and Sound FX:

Background sound loops continuously throughout.

Animation:

1. The entire slide swipes in from right at entry with checklist image.
2. Each bullet point & text pops up one by one from bottom left of screen.
3. Arm with magnifying glass image slides in over checklist image.
4. Slide fades out on exit

Graphics and Slide Text:

Image of office setting as background



Date: 1/9/2020

Course Name: Four Step Method

Scene #: 4/16

Screen Title: Travel Agency Scene

Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound continues to loop continuously throughout.

Animation:

1. Scene appears no animation upon entry.
2. Male character is talking with lips and hand movement as female character is standing next to him listening.
3. No exit animation.

Step 2



**Acknowledge
Objections**

Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound loops continuously throughout.

Animation:

- 1. The entire slide zooms in at entry.**
- 2. Each slide element zooms in from back.**
- 3. No animation at exit.**

Graphics and Slide Text:

Top of screen has red background and bottom of screen has green background

Date: 1/9/2020

Course Name: Four Step Method

Scene #: 6/16

Screen Title: Angry Customer Scenario

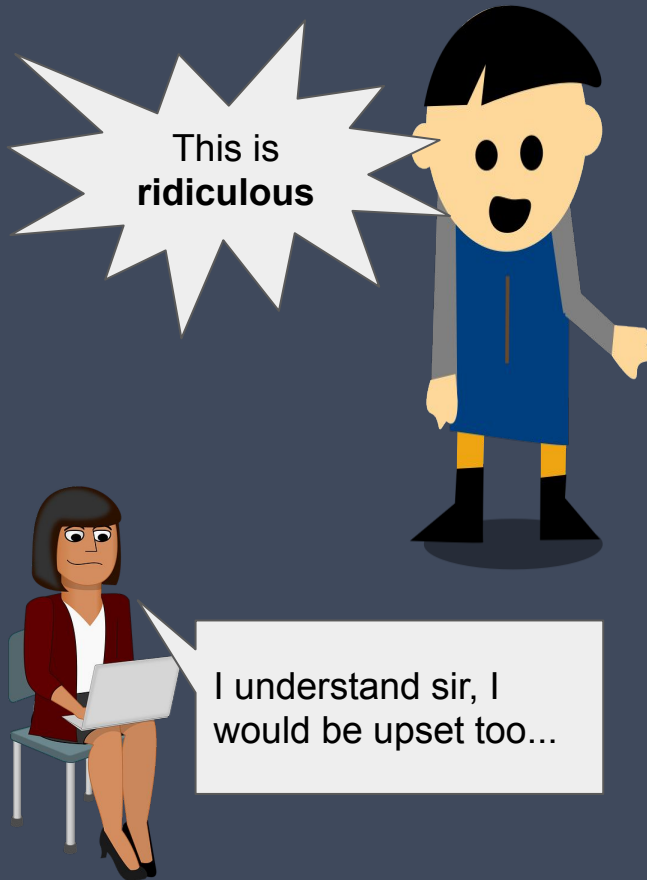
Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound continues to loop throughout the scene.

Animation:

1. No entry animation.
2. At the start of the slide the male along with a speech bubble will fly in from the left. Male is performing an action that shows him being angry.
3. After 3 seconds, the female portion of the scene will fly in from the left. Female will be typing and talking.
4. No exit animation.



Common Statements Used to
Acknowledge Objections

- “I can see your point.”
- “Other customers have asked us the same question.”

Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound continues to loop throughout the scene.

Animation:

1. No entry animation.
2. At the start of the slide the title and shape are already on the screen. Each statement will fly in from the left.
3. No exit animation.

Step 3



Restate the
Objections

Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound loops continuously throughout.

Animation:

1. The entire slide zooms in at entry.
2. Each slide element zooms in from back.
3. No animation at exit.

Graphics and Slide Text:

Image of office setting as background

Ways to Restate Objections

- “I can...
- “You feel...
- Let me see...
- You want....



Date: 1/9/2020

Course Name: Four Step Method

Scene #: 9/16

Screen Title: Ways to Restate Objections

Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound continues to loop continuously throughout.

Animation:

1. Scene swipes in from left and male and female are standing with the female talking to the male providing assurance.
2. Hand with a writing utensil begins writing the title of the slide.
3. Bullet points pop on screen one by one.
4. Circle zoom transition out.

Step 4



Answer the
Objections

Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound loops continuously throughout.

Animation:

1. The entire slide zooms in at entry.
2. Each slide element zooms in from back.
3. No animation at exit.

Navigation Notes:

Answer

Use objections



Get to
the
bottom

Consider

Narration/Voiceover and Sound FX:

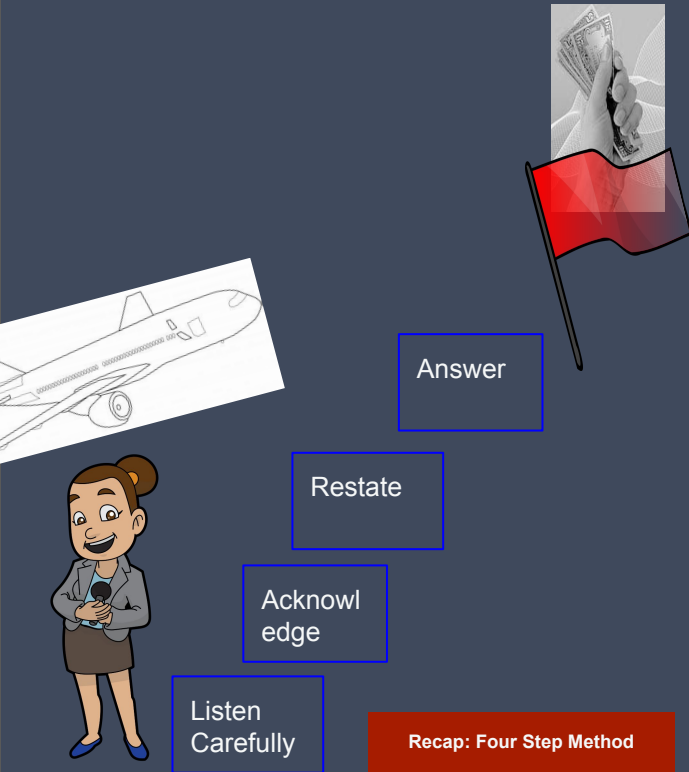
Background sound continues to loop continuously throughout.

Animation:

1. Scene swipes in from left and female slides from top.
2. Explanations on right slide in from right and explanations on left slide in from the left.
3. No exit transition.

Graphics and Slide Text:

Cityscape background with steps



Date: 1/9/2020

Course Name: Four Step Method

Scene #: 12/16

Screen Title: Recap Four Step Method

Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound continues to loop continuously throughout.

Animation:

1. No entry animation for scene.
2. Steps in background appear one by one.
3. Scene Title flies in and words dissolve and appear.
4. Female jumps for joy throughout scene.
5. Airplane flying motion path set; airplane flies in from the bottom left, and exits top right.
6. Each method pops up on each step one by one.
7. Flag & hand slides in from top.
8. Flag moving animation.
9. Scene zooms back towards center for exit.

Graphics and Slide Text:

Date: 1/9/2020

Course Name: Four Step Method

Scene #: 13/16

Screen Title: Problem Solved

Problem Solved

95%

of your customers will make a purchase if you use the four step method properly.

Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound loops continuously throughout.

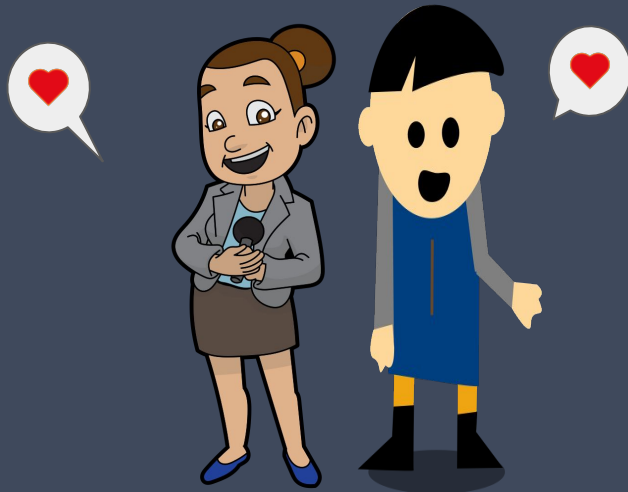
Animation:

1. Entry animation: curtains
2. Problem Solved title zooms in from back.
2. Folded animation at exit.

Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound continues to loop continuously throughout.



Animation:

1. No animation for entry.
2. Hearts inside speech bubble dissolve in and pop on screen.
3. Both male and female have a look of satisfaction and excitement.
4. No exit animation.

Graphics and Slide Text:

Male is on an airplane and flight attendant is rolling down the aisle with her cart and stops at male's seat. Background image is of the inside of an airplane.



Date: 1/9/2020

Course Name: Four Step Method

Scene #: 15/16

Screen Title: Airplane Travel

Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound continues to loop continuously throughout.

Animation:

1. No animation for entry.
2. Flight attendant rolls into scene and stops at the seat of the male passenger.
3. No exit animation

Graphics and Slide Text:



**Happy
Booking**

Date: 1/9/2020

Course Name: Four Step Method

Scene #: 16/16

Screen Title: Happy Selling

Navigation Notes:

Narration/Voiceover and Sound FX:

Background sound continues to loop continuously until video ends.

Animation:

1. No animation for entry.
2. Oval shapes borders slide in from each corner.
3. "Happy Selling" zooms in from back.
4. No exit animation.