

Alterations Management

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VIDEO 1: IN-THE-MOMENT COACHING

VIDEO SUMMARY	SCENE	REQUIRED TALENT	LOCATION	PROPS	NOTES
<p>A re-work of the existing SBI model video with alterations specific coaching scenarios.</p> <p>Note: All on-screen text/visuals the same as original video unless otherwise noted.</p>	1. INTRODUCING THE MODEL	<ul style="list-style-type: none"> narrator 	Text/Visual Only		
	2. BREAKDOWN	<ul style="list-style-type: none"> alterations manager (Ingrid) (voice only) narrator 	Text/Visual Only		Also film manager voice parts
	3. SBI IN ACTION	<ul style="list-style-type: none"> alterations manager (Ingrid) alterations specialist (Sarah) bride☒ narrator 	Fitting Platform and Alterations Room	<ul style="list-style-type: none"> wedding gown measuring tape alterations ticket nametag (Ingrid) nametag (Sarah) prom gown with beads clipboard or iPad 	Film first part of scene on platform while filming <i>customer service</i> video
	4. REINFORCING GOOD BEHAVIORS	<ul style="list-style-type: none"> alterations manager (Ingrid) alterations specialist (Sarah) narrator 	Alterations Room		
	5. CLOSING	<ul style="list-style-type: none"> narrator 	Text/Visual Only		

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Narrator	"The purpose of in-the-moment coaching is to provide immediate feedback and quickly address behaviors that could potentially impact the service experience or business."	Intro Music	B Roll: Manager and associate in alts room having conversation
2.	Narrator	"It also helps you recognize, reward and reinforce desired behavior. This builds your associates' confidence, and also their skill level."		B Roll: Manager and associate on alts fitting platform having conversation
SCENE 1: INTRODUCING THE MODEL				
1.	Narrator	<p>"The SBI model is a simple 3-step method for delivering effective in-the-moment coaching that takes 2 minutes or less.</p> <p>"SBI stands for:</p> <ol style="list-style-type: none"> Situation – The 'when' and 'where' of the situation Behavior – The specific behavior you observed Impact – The impact of the behavior on the customer experience, others on the team, or the business." 		

☒ volunteer/extra ☒ volunteer/extra (non-speaking)

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
2.	Narrator	"When you structure your feedback in this way, your associate will clearly understand the behavior they need to change or do more of or continue and why. And by explaining the impact of their behavior on others, you are prompting them to reflect on their actions and think about what they can do differently ... or continue doing!"		B-Roll: Manager and associate in alts room having conversation (clip of associate nodding head in some agreement)
SCENE 2: BREAKDOWN				
1.	Narrator	"Now, let's look at each part of the SBI model individually, and discuss how you can use it to deliver in the moment coaching to your associates."		
2.	Narrator	"Situation – Start by defining the 'where' and 'when' of the situation. This puts your feedback into context. "For example:		
3.	Alterations Manager (voice only)	"Just now, during your customer fitting..."	plain, professional	On-screen text reflects new script.
4.	Narrator	"Behavior – The next step is to describe the specific behaviors you want to coach to. This is the most challenging part of the process, because it is critical that you only communicate the behaviors you observe directly. "For example:		
5.	Alterations Manager (voice only)	"I noticed you didn't write down the customer's measurements on the alteration ticket."	plain, professional	On-screen text reflects new script.
6.	Narrator	"Impact – The last step is to describe the impact of the behavior on the customer's experience. "For example:		
7.	Alterations Manager (voice only)	"Now when she comes in to pick up her gown, if there's a problem with the fit, we won't have a record of her original measurements to refer back to. "This could result in us having to alter it again for free."	plain, professional	On-screen text reflects new script.
8.	Alterations Manager (voice only) <i>option 2</i>	"Now we won't have a record of her measurements from her first fitting. If her gown doesn't fit correctly, we won't be able to reassure her that we altered it to her measurements. And we'll have to alter it again for free."	plain, professional	

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9.	Narrator	"Once you've delivered your feedback, ask open-ended questions such as, 'What could you have done instead?' that encourage your associate to think about the situation and to understand the impact of his or her behavior."		B-Roll: Manager and associate in alterations room having conversation (clip of manager asking a question)
SCENE 3: SBI IN ACTION				
1.	Narrator	"Now, let's see the SBI model in action. As you watch the scenario unfold, observe how the manager: <ul style="list-style-type: none"> Asks for the associate's permission before giving her feedback. This helps the associate to become open, and take ownership of the feedback. Delivers the feedback in a semi-private location. Uses a soft, but assertive tone when delivering the feedback. Concisely explains the situation, behavior and impact, then prompts the associate to reflect on how she could handle the situation better next time while gaining her commitment." 		B-Roll: Different shot of manager and associate in alterations room having conversation
2.	Alterations Specialist	"I'll be right back, I just need to grab some more pins."	leaves bride on fitting platform and exits to alterations room	
3.	Alterations Manager	"Hey, may I give you some quick feedback?"	enters alterations room and intercepts associate	
4.	Alterations Specialist	"Sure!"	nods	
5.	Alterations Manager	"I've just noticed in your pickup fitting, the bride is wearing flats, but her ticket says she was pinned with 4-inch heels. Her dress is touching the floor, and you can't tell if the bustle and hem lay properly."	deliberately, assertive, soft	
6.	Alterations Specialist	"I know, I reminded her to bring her shoes and undergarments, but when she got here she forgot her shoes because she came straight from work."	defeated	
7.	Alterations Manager	"I understand, sometimes customers forget. But what do you think we can do for her so she sees herself with the perfect fit?"	nods in understanding	
8.	Alterations Specialist	"Well, I could have offered to reschedule her appointment... "...or maybe I could have gotten her a pair of 4-inch heels from the sales floor?"	thoughtful looks to manager for reassurance	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
9.	Alterations Manager	"Yes, absolutely. I would prefer you get her some shoes from the sales floor. That way she can see herself in the gown exactly as it'll be on her wedding day."	congratulatory	
10.	Alterations Manager	"So ... we've agreed going forward, if a customer doesn't have the same shoes she was pinned with, you'll offer to find a pair on the sales floor."	confirming	
11.	Alterations Specialist	"Right."	nods	
12.	Narrator	"Notice how the entire coaching conversation took under 2 minutes. "In-the-moment coaching using the SBI model is designed to be quick, and is different than a productivity conversation or formal performance discussion. "Remember, the desired outcome is to quickly change an undesirable behavior or reinforce good behavior."		
SCENE 4: REINFORCING GOOD BEHAVIORS				
1.	Narrator	"The SBI model is also a great way for you to deliver positive feedback as well! Positive feedback is just as important as corrective feedback, because it helps reinforce and reward desired behaviors, and boosts your associate's confidence. "Let's watch it in action."		
2.	Alterations Manager	"Hi, Sarah, do you have time for some quick feedback?"	approaches associate in alterations room	
3.	Alterations Specialist	"Oh hi, yeah sure."		
4.	Alterations Manager	"When you were hanging that prom dress on the pressing line, I noticed that you found some beads were missing. You took it back to your station and sewed them back on. "This customer's dress is going to be perfect now thanks to you!"		
5.	Alterations Specialist	"Oh yeah, I always check for missing beads and sequins!"	proud	
6.	Alterations Manager	"Great job!"		
SCENE 5: CLOSING				
1.	Narrator	"Now that you've learned how to provide quick and effective in-the-moment coaching using the SBI model, it's time to practice what you've learned with your manager or facilitator."		

☑ volunteer/extra

☒ volunteer/extra (non-speaking)

VIDEO 2: COACHING FOR PRODUCTIVITY

VIDEO SUMMARY	SCENE	REQUIRED TALENT	LOCATION	PROPS	NOTES
<p>A re-work of the existing GROW video with alterations specific coaching scenarios.</p> <p>Note: All on-screen text/visuals the same as original video unless otherwise noted.</p>	1. INTRODUCING THE MODEL	<ul style="list-style-type: none"> • narrator 			
	2. GROW IN ACTION	<ul style="list-style-type: none"> • alterations manager (Ingrid) • alterations specialist (Sarah) • narrator 	manager's office (side room)	<ul style="list-style-type: none"> • productivity chart • yellow alts tickets • measuring tape • nametag (Ingrid) • nametag (Sarah) 	
	3. CLOSING	<ul style="list-style-type: none"> • narrator 			

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Narrator	"One of the most important things you can do as a leader in your store is to hold frequent productivity conversations with your associates."		b-roll of manager holding performance conversation with alterations associate in alterations room
SCENE 1: INTRODUCING THE MODEL				
1.	Narrator	<p>"Based on the <i>Five Steps of Leadership</i>, these weekly conversations are a chance to check in and:</p> <ul style="list-style-type: none"> • "Review goals and performance expectations • "Provide the tools the associate needs to improve or maximize success • "Hold associates accountable for achieving results and sales expectations • "Recognize and celebrate success" 		
2.	Narrator	<p>"As a leader, you will hold frequent productivity conversations with every associate, not just the ones who need improvement.</p> <p>"You will create a routine and schedule that you can commit to in order to make sure every associate receives the time and attention they deserve."</p>		Different shot of manager holding performance conversation with alterations associate in alterations room

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#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
3.	Narrator	<p>"These productivity conversations don't need to be complicated! A simple, quick and effective way to structure these 10-minute meetings is by using the GROW model. GROW stands for:</p> <ul style="list-style-type: none"> • "Goal • "Reality • "Options • "Way Forward" 		
4.	Narrator	<p>"A good way of thinking about the GROW Model is to think about how you'd plan a journey.</p> <p>"First, you decide where you are going. The goal.</p> <p>"Next, you need to establish where you currently are. Your reality.</p> <p>"Then, you explore various routes to your destination. Your options.</p> <p>"In the final step, establishing the way forward, you commit to making the journey, and prepare yourself for the obstacles that you could meet on the way."</p>		
SCENE 2: GROW IN ACTION				
1.	Narrator	<p>"Now, let's see the GROW model in action. In this scenario, the manager is having a productivity conversation with a newer associate who is not achieving her performance target. As you watch, observe how the manager:</p> <p>"Communicates the associate's expected goal</p> <p>"Discusses the associate's current reality ... her progress towards the goal, her strengths, and her areas of opportunity</p> <p>"Asks open-ended questions that prompt the associate to explore the options that would lead her to her goal.</p> <p>"Gains commitment from the associate on a way forward and action plan."</p>		
2.	Alterations Manager	<p>"Hi, Sarah, I just wanted to take a few minutes to go over your productivity with you.</p> <p>"Do you remember how we calculate the amount of time it should take to sew a gown?"</p>	sitting next to assoc.	
3.	Alterations Specialist	<p>"Um, yep... it's a minute per dollar... so... you take the total cost of the alterations ticket and that's how many minutes it should take?"</p>	thoughtful, becoming more sure	
4.	Alterations Manager	<p>"That's right. So a gown that has \$120 of alterations should take about 2 hours or less to complete."</p>		"Goal"

☑ volunteer/extra

☒ volunteer/extra (non-speaking)

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
5.	Alterations Manager	"I've been looking at your tickets, and I see that sometimes it's taking you 4 hours—or even more—for gowns that should be taking 2. "What's going on?"	shifts, concerned	"Reality"
6.	Alterations Specialist	"I don't know, it's just that some of these dresses are really hard to do. The ones with scallops on the hems, I've got to take a seam ripper and rip it all by hand. I mean, that takes a really long time!"	acknowledging	
7.	Alterations Manager	"Yeah, some styles of gowns can be more time consuming than others. "What can I do to help you get those sewing times back down to where they need to be? Is there any additional support or training you need from me?"	understanding	"Options"
8.	Alterations Specialist	"I don't know, I think I just need more practice..."	defeated	
9.	Alterations Specialist	"Maybe I can get together with Marjorie? She just whizzes right through those hems."	thoughtful	
10.	Alterations Manager	"I think that's a really great plan. She can show you how to cut off scallops for hemming instead of doing them by hand."	satisfied	"Way Forward"
11.	Alterations Manager	"You know, and I want us to get together once a week to go over a few techniques I think will help your productivity. I just really want to help you to be successful. "How does that sound?"	has another thought gesturing (not pointing) between them while saying "us"	
12.	Alterations Specialist	"Yeah okay, sounds good!"	relieved	
SCENE 3: CLOSING				
1.	Narrator	"Notice how the entire conversation took less than 10 minutes! By creating and sticking to a regular routine and using the GROW model to hold weekly productivity conversations, you can have a big impact on the success of your team and, ultimately, your alterations business! "Now, you will have the opportunity to practice having a GROW productivity conversation with your manager or facilitator."		

VIDEO 3: CLICK-TO-LEARN CUSTOMER SERVICE STANDARDS

LEARNING SUMMARY	CTL VIDEO	REQUIRED TALENT	LOCATION	PROPS	NOTES
<p>Static slide with voice-over introducing the five customer service standards.</p> <p>User clicks on each customer service standard to see video of short interaction.</p> <p>Note: Slide programmed in Captivate</p>	1. LISTEN TO THE CUSTOMER	<ul style="list-style-type: none"> alterations manager (Ingrid) bride narrator 	platform	<ul style="list-style-type: none"> gown measuring tape nametag (Ingrid) 	<p>ALM to always have measuring tape and glasses</p> <p>Bride always in wedding gown</p>
	2. EDUCATE THE CUSTOMER	<ul style="list-style-type: none"> alterations manager (Ingrid) bride narrator 	platform	<ul style="list-style-type: none"> gown with train nametag (Ingrid) 	
	3. CREATE VALUE THROUGH EDUCATION	<ul style="list-style-type: none"> alterations manager (Ingrid) bride narrator 	platform	<ul style="list-style-type: none"> gown with beaded bodice and detailed hem nametag (Ingrid) 	
	4. ASK PERMISSION	<ul style="list-style-type: none"> alterations manager (Ingrid) bride narrator 	fitting area	<ul style="list-style-type: none"> gown with layers nametag (Ingrid) 	
	5. BE CLEAR WITH PRICING AND EXPECTATIONS	<ul style="list-style-type: none"> alterations manager (Ingrid) bride narrator 	fitting area	<ul style="list-style-type: none"> gown with layers pricing book nametag (Ingrid) 	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
SLIDE VOICE-OVER (CAPTIVATE AUTOPLAY)				
1.	Narrator	<p>"Having a gown altered at David's should be a wonderful experience.</p> <p>"We want her to leave satisfied and confident that the alterations we make to her gown will be completed correctly, and make her look beautiful on her big day.</p> <p>"Here are some things you can do to ensure she has a wonderful experience.</p> <p>"Click on each of these customer service standards to see some scenarios in action."</p>		
2.	<i>option 2</i>	"We want her to leave satisfied and confident that the alterations we make to her gown will be perfect, and make her look amazing on her big day.		
CLICK-TO-LEARN 1: LISTEN TO THE CUSTOMER				
1.	Title Card	—————>		"Listen to the Customer"

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
2.	Narrator	"Your customer most likely already has an idea how she wants her gown to fit. Give her the opportunity to tell you how she envisions herself in her gown. "Listening to your customer helps her feel empowered in the alterations process, and confident that she'll have the perfect look."		slow action b-roll
3.	Alterations Manager	"So tell me about your gown... What can we do to make it fit perfectly? How do you envision yourself on your big day?"	excited, genuine	
4.	Bride	"Well, I think I want it a little taken in here..."	grabs midsection	
5.	Alterations Manager	_____→	nods	fade scene/trail off
CLICK-TO-LEARN 2: EDUCATE THE CUSTOMER				
1.	Title Card	_____→		"Educate the Customer"
2.	Narrator	"Remember, for many of your customers, this is the first time she's ever needed something altered. She may not be accustomed to which alterations are and aren't possible. Educate her, and offer your sincere advice. "If she asks for something that can't be done, suggest alternatives. This shows her that you understand, and you want to work with her to accomplish the same goal."		slow action b-roll
3.	Bride	"... Yeah but I just want to be able to dance and walk around without help... can't you just cut it off?"	looks at train, concerned, hopeful	
4.	Alterations Manager	"Oh I understand completely. However, if you cut off the train, then you won't have anything to weigh it down, and the skirt just won't hang right."	gestures to train	
5.	Alterations Manager	"But there <i>is</i> something we can do instead... Do you know what a bustle is? It's where we add something like a hook-and-loop or buttons or ribbons to hold your train up. "That way, you can still have the train as a showpiece for the ceremony. Then afterwards, just bustle it up and you're free to dance the night away!"	stands and informs proudly playful, fun	
6.	Bride	"Hmm, can I see what that would look like?"	considering	
7.	Alterations Manager	"Absolutely... It's actually what most brides choose."	bends to start bustle	fade scene/trail off

☑ volunteer/extra

☒ volunteer/extra (non-speaking)

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
CLICK-TO-LEARN 3: CREATE VALUE THROUGH EDUCATION				
1.	Title Card	_____→		"Create Value Through Education"
2.	Narrator	"Customers want to know they're getting a valuable service for the money. You have the opportunity to show this value through education. "Make sure your customer understands the care and work that goes into making her gown fit perfectly."		slow action b-roll
3.	Bride	"Wow, that's a lot of money for a hem... Do I have to get this done here?"	concerned, looking down	
4.	Alterations Manager	"Well, we specialize in wedding gowns, and we guarantee all our work. "I hem gowns like yours all the time..."	understanding, reassuring	
5.	Alterations Manager	"You see this detail on the bottom? We can't cut that off, so what we do is pull it up from the bodice... (see, this part here is the bodice). "So we would have to remove the beading on the bodice, raise up the five layers, and hand-sew the beads back on perfectly after."	point to bottom and bodice as mentioned	
6.	Bride	"Oh wow, that is a lot of work."	surprised, sated	fade scene/trail off
CLICK-TO-LEARN 4: ASK PERMISSION				
1.	Title Card	_____→		"Ask Permission"
2.	Narrator	"Our customers want to feel comfortable, and we want them to be in control of their personal space. "Always ask before entering her fitting room. And ask permission before you do <i>anything</i> that could make her feel uncomfortable, like raising her gown or putting in a bra cup."		slow action b-roll
3.	Alterations Manager	"Once you're comfortable for me to come in, let me know and I will help you into your gown."	in fitting area, leaning toward the curtain	
4.	Bride	"Oh, I'm fine, you can come in!"	off-camera	
5.	Alterations Manager	"I have to pull your gown up to flatten the layers and fluff out your slip, is that okay?"	on platform, fussing with gown	hard cut from previous clip
6.	Bride	"Oh yeah, sure go ahead."	allowing	

☑ volunteer/extra

☒ volunteer/extra (non-speaking)

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
7.	Alterations Manager	_____→	raises gown slightly	fade scene/trail off
CLICK-TO-LEARN 5: BE CLEAR WITH PRICING AND EXPECTATIONS				
1.	Title Card	_____→		"Be Clear with Pricing and Expectations"
2.	Narrator	"Being transparent with our pricing and expectations can help the customer be prepared and understand the alterations process. "Tell the customer the price of each alterations as you're pinning it, and let her see you using the pricing book to calculate prices. When hemming, count the layers out loud."		slow action b-roll
3.	Alterations Manager	"To take in the sides on this dress style is \$65..."	consulting pricing guide	
4.	Alterations Manager	"...and it has 1, 2, 3, 4, 5 layers, so hemming will be \$150. Is that okay?"	counting gown layers	
5.	Bride	_____→	nodding consent	fade scene/trail off
6.	Narrator	"While your customer is still in her gown, review the work to be done on the pricing ticket. Go over each item with her—and the total price. "Always give her time to read the terms on the back of the alterations ticket before she signs."		slow action b-roll
7.	Alterations Manager	"...and the first three points of the bustle is \$50. Each additional point is \$7, and we have 12 additional points, so that's \$134. "The total is \$364 before tax. Is that okay?"	bride in gown, ALM trailing as though we're catching the end of the conversation	
8.	Bride	"Yes okay."	nods	
9.	Alterations Manager	"Okay great! Before you sign the bottom, please take a few moments to read the terms and conditions on the back. And let me know if you have any questions."	handing clipboard to bride	
10.	Bride	_____→	accepts clipboard and flips ticket around	fade scene/trail off

VIDEO 4: RESOLVING CUSTOMER SERVICE ISSUES

VIDEO SUMMARY	SCENE	REQUIRED TALENT	LOCATION	PROPS	NOTES
A re-work of the existing LAST video with alterations specific coaching scenarios.	1. INTRODUCTION TO THE MODEL	<ul style="list-style-type: none"> • narrator 			
Note: All on-screen text/visuals the same as original video unless otherwise noted.	2. LAST IN ACTION	<ul style="list-style-type: none"> • alterations manager (Ingrid) • alterations specialist (Sarah) • customer[Ⓜ] (Melissa) 	Alterations Fitting Area	<ul style="list-style-type: none"> • nametag (Ingrid) • nametag (Sarah) • cell phone • bag with shoes • business card 	customer in street clothes

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Narrator	<p>“As the alterations manager, it is your responsibility to make sure that all alterations customer service issues are resolved immediately, and to the customer’s satisfaction.”</p> <p>“The way you manage a customer’s concern can make or break her experience and her impression of David’s.”</p>		b-roll of alterations customer service interaction
SCENE 1: INTRODUCTION TO THE MODEL				
1.	Narrator	“While it’s impossible to prepare for every type of customer service issue, it is possible to make sure every customer leaves our store satisfied.”		existing animation with alterations green background
2.	Narrator	<p>“How will you accomplish this?”</p> <p>“When a customer is upset, what they really want is to feel that they are being seen, heard, and recognized.</p> <p>“You can accomplish this by actively listening to her problem, apologizing, and taking accountability for the solution.”</p>		
3.	Narrator	<p>“When resolving customer service issues, keep in mind the 4 steps to making a lasting impression:</p> <ul style="list-style-type: none"> • “Listen to her problem • “Apologize for the situation. • “Solve the issue. • “And Thank the customer for allowing us to make it right.” 		

Ⓜ volunteer/extra

Ⓜ volunteer/extra (non-speaking)

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
SCENE 2: LAST IN ACTION				
1.	Alterations Specialist and Alterations Manager	_____→	alts specialist enters scene with alts sales mgr in tow	
2.	Alterations Specialist	_____→	stands quietly to side	
3.	Alterations Manager	"Good morning, Melissa. I'm Ingrid, the alterations manager. "I understand we didn't have your gown ready for your pickup appointment?"	shakes customer's hand professional, concerned	
4.	Customer	"Yeah, I get all the way over here for my appointment and she tells me we need to reschedule because my dress isn't even ready yet. Why even send me a confirmation e-mail then? "My wedding is in 2 weeks, I need my dress. You've had it for like a month, how is it not done yet!?"	exasperated, outdone	"Listen"
5.	Alterations Manager	"I'm so sorry this has happened. I take full ownership of this oversight. "Your gown is being pressed as we speak; and I will personally see that it's ready as soon as possible."	apologetic, empathetic	"Apologize"
6.	Alterations Manager	"Now, it <i>will</i> take about 45 minutes to finish pressing all the layers, but if you have the time to stay nearby, we'll get you in for your fitting as soon as possible. "If you'd like to go have lunch or do some shopping and come back, I will personally take care of you for your fitting. "How does that sound?"	regretful	"Solve"
7.	Customer	"Well what if I get back here and it's all wrinkled because they're back there rushing to get it done?"	suspicious	
8.	Alterations Manager	"You have my word: I'll oversee it myself. I will see to it personally that it's perfect and pristine for you today before you leave."	shakes head <i>no</i>	
9.	Customer	"Well, I do have some errands to run, what time do you want me back?"	rolls eyes	
10.	Alterations Manager	"We'll have it ready at 3:00; you can come back anytime after that, no need for an appointment. When you get back here, ask for me, and I'll take you immediately."	promisingly hands business card	

☑ volunteer/extra

☒ volunteer/extra (non-speaking)

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
11.	Alterations Manager	"Thank you so much for letting me take care of this for you. I really appreciate the opportunity to help."	sincere	"Thank"
12.	Alterations Manager	"Would you like me to hold your shoes for you until you come back?"	gestures to shoe bag	
13.	Customer	"Yeah, sure, alright."	satisfied	trail off and fade scene
SCENE 3: CLOSING				
1.	Narrator	"By using the four steps to making a lasting impression, the alterations manager effectively resolved customer's concern. "You can apply this process to any customer service situation you may encounter." "If you cannot resolve the customer's issue, or the customer asks for compensation, partner with the store manager to come up with a solution."		slow action b-roll of interaction
2.	<i>option 2</i>	"By using the four steps to making a lasting impression, the manager effectively resolved customer's concern."		
3.	Narrator	"In the next section, you'll have the opportunity to practice with your manager or facilitator"		

VIDEO 5: STORE PARTNERSHIP

VIDEO SUMMARY	SCENE	REQUIRED TALENT	LOCATION	PROPS	NOTES
<p>Video depicts scenarios where ALM interacts with SM, CSR and stylists throughout the day, to communicate revenue and appointment needs.</p> <p>Note: Scenes can be broken out as individual videos if needed.</p>	3. DURING THE WINNER'S CIRCLE	<ul style="list-style-type: none"> alterations manager (Ingrid) store manager (Lois) 2-3 stylists☒ CSR☒ (Jennifer) narrator 	sales floor	<ul style="list-style-type: none"> alts reporting dashboard clipboard pen, black nametags (all) 	ALM and SM names determined by available nametags
	4. WITH THE STYLISTS	<ul style="list-style-type: none"> alterations manager (Ingrid) stylist (Lisa) bride☒ narrator 	veil / headpiece area	<ul style="list-style-type: none"> gown in bag nametag (Ingrid) nametag (Lisa) 	bride☒ on platform in background
	5. WITH THE CSR	<ul style="list-style-type: none"> alterations manager (Ingrid) CSR☒ (Jennifer) narrator 	CSR welcome desk	<ul style="list-style-type: none"> iPad nametag (Ingrid) nametag (Jennfr.) 	
	6. WITH THE STORE MANAGER	<ul style="list-style-type: none"> alterations manager (Ingrid) store manager (Lois) narrator 	manager's office (side room)	<ul style="list-style-type: none"> gown to work on nametag (Ingrid) nametag (Lois) 	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Narrator	<p>"The partnership between alterations and the rest of your store team is so important. Working together helps to drive both front-of-store sales <i>and</i> alterations appointments.</p> <p>"As an alterations manager, there are several ways you can communicate and interact with the store manager, stylists, and CSRs.</p> <p>"In this video we'll look at just a few of these. Let's begin with the Winner's Circle."</p>		<p>title screen then slow action b-roll</p> <p>other words/animation discretionary</p>
SCENE 1: DURING THE WINNER'S CIRCLE				
1.	Narrator	"When you attend the Winner's Circle each morning, bring your alterations reporting dashboard so you're prepared to update the team. Give them a short summary of what what's needed, and how you can help each other."		"Attending the Winner's Circle" title screen then slow action b-roll
2.	Store Manager	"...so those are our sales goals for the day. Everybody on board?"	trailing from implied previous conversation	
3.	CSR / stylists, all	_____→	nod in understanding	

☒ volunteer/extra

☒ volunteer/extra (non-speaking)

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
4.	Store Manager	"Now let's hear from Ingrid. Where do we stand for the week in alterations? How many more appointments do we need to make plan?"	turns to Agnes	
5.	Alterations Manager	"Well team, this week looks great. And it looks like we're going to need 5 more appointments to make plan next week. Tuesday's already pretty full, so if you can, gear those appointments into Thursday. "Oh, and I can take up to 3 instant fittings today! "As always, let's try not to book alterations appointments on weekends, so I can be out on the floor helping you close your sales!"	smiles and moves thoughtfully as she addresses the group looks down at alterations dashboard	
6.	CSR / stylists, all	→	look toward each other in excited agreement	
7.	Alterations Manager	"And Julie, I noticed you booked the most alterations appointments for us last week. Nice job! Can you share with the group what you're doing or saying to help you capture so many?"	turns to a stylist	
8.	Narrator	"With everyone on the team knowing the appointment goals, we can ensure we make our sales plan."		slow action b-roll
SCENE 2: WITH THE STYLISTS				
1.	Narrator	"Keeping in touch with the stylists during their shifts is another great way to stay on the same page. Build a relationship with the stylists, and let them know you're there to help answer any alterations questions." "If you know when the stylists have bridal appointments, you can begin building a relationship with their bride. This can help the stylist close the sale, and can help <i>you</i> get an alterations appointment."		"Working with the Stylists" title screen then slow b-roll
2.	Alterations Manager	"Hey thanks for capturing that alterations appointment this morning. Next week is really filling out nicely. It's really going to help us make plan!"	smiling, grateful	
3.	Stylist, any	"Oh no problem, she was really on the fence about it until you showed her that bustle. I have a bride on the platform right now, and I think we're really close to finding the one. Her wedding is next month."	finding the perfect veil from the veil wall	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
4.	Alterations Manager	"That's wonderful! I'll swing around to see how it fits. Call me to the platform if she has any alterations questions in the meantime. Maybe we'll get an instant fitting since her wedding is so soon!"	walks away after line	
SCENE 3: WITH THE CSR				
1.	Narrator	"The CSR is like the air traffic controller of the store. The CSR interacts with every customer who comes through the door, and speaks with many customers who call the store. "Working together with the CSR can really help provide additional exposure for our alterations services—and most importantly, it makes booking alterations appointments really convenient for our busy customers."		"Working with the CSRs" title screen then slow b-roll
2.	Alterations Manager	"How's everything going today?"	enters scene with genuine greeting	
3.	CSR	"Wonderful, how about you?"	looks up from computer/appt. form	
4.	Alterations Manager	"Great, great. So I have some fittings and some pickups coming in today, but we're really busy in the back with sewing. Can you please have someone walk them to the back for me when they come in?"		
5.	CSR	"Sure, I'll do my best. I'll get them checked into EASE and I'll take them to you myself if someone can watch the desk for a minute."		
6.	Alterations Manager	"Great! Thank you so much! "And don't forget, when customers come in to pick up those special orders, ask them if they'd like to try it on. We want to make sure she has the perfect fit, and I can usually set an appointment that way!"	grateful	

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
SCENE 4: WITH THE STORE MANAGER				
1.	Narrator	"Have transparent and open discussions with the store manager about your plan for the week, and what your needs are. Working together will help to ensure we all win."		"Working with the Store Manager" title screen then slow b-roll
2.	Alterations Manager	"Hi, Lois, can I talk to you for a minute?"	enters into frame	
3.	Store Manager	"Sure, have a seat. What is it?"	offers seat	
4.	Alterations Manager	_____→	sits	
5.	Alterations Manager	"It's almost the weekend and we don't have enough alterations appointments on the books to make plan next week."	burdened	
6.	Store Manager	"Oh wow. I know traffic's been slow this week, but I didn't realize..."	shocked, concerned	
7.	Alterations Manager	"So here's what I'm thinking – we need to book 7 more appointments for next week. "So, I'll be out on the floor, and I'll look on the schedule to see if I have someone who can call customers to pick up their special order gowns. And while we have them on the phone, she can ask if they will need an alterations appointment." "What do you think about that?"	calculated	
8.	Store Manager	"Great, that really sounds like a plan. Let's have a chat with the other managers, and we'll help you to get those appointments!"	relieved	

VIDEO 6: SIGN POSTS - PROGRAM NAMES

VIDEO SUMMARY	SCENE	REQUIRED TALENT	LOCATION	PROPS	NOTES
Short animations with voice over to introduce each new program in the course.	Each scene will be broken out into its own short video.	<ul style="list-style-type: none"> narrator 			These could possibly be built with Captivate if time permits.

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
SIGN POST 1: MANAGER ORIENTATION INTRO				
	Narrator	<p>"Let's begin with Manager Orientation, where you'll learn the alterations process, and the journey a gown makes through your alterations room.</p> <p>"You'll also learn the essential functions of the other roles in the store, and how working as a team gives our customers a celebrated, seamless experience."</p>		<ul style="list-style-type: none"> Manager Orientation graphic opaque other graphics dim "journey of a gown", "store partnership" offshoot with arrows when mentioned
SIGN POST 2: DAILY ROUTINES INTRO				
	Narrator	"In this program, Daily Routines , you'll learn the opening, mid-day, and closing routines for your alterations room. Throughout the week, you will observe and practice these routines yourself."		<ul style="list-style-type: none"> Daily Routines graphic opaque other graphics dim "learn", "observe" and "practice" offshoots with arrows as they are mentioned
SIGN POST 3: MAKING PLAN INTRO				
	Narrator	"Now, let's take a closer look at how each of the 5 Field Priorities plays an important role in running a successful alterations business."		<ul style="list-style-type: none"> The next five graphics opaque other graphics dim "running the business" text appears surrounding them in some fashion
	Narrator	<p>"The first field priority is Make Plan. In the following sections, you'll learn about the alterations revenue plan, and how the Alterations Reporting Dashboard will help you to make plan.</p> <p>"You'll learn which sales drivers, like appointments, will impact your revenue."</p>		<ul style="list-style-type: none"> Making Plan graphic opaque other graphics dim "running the business" text stays on screen, opaque "alterations reporting dashboard" offshoot with arrow "appointments" offshoot with arrow

volunteer/extra

volunteer/extra (non-speaking)

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
SIGN POST 4: BUILD WINNING TEAMS INTRO				
	Narrator	<p>"The second field priority is Build Winning Teams.</p> <p>"It's important that you know how to lead and achieve results through others.</p> <p>"In the following sections, you'll learn how to manage, coach (and even recruit) a winning team of skilled, productive alterations associates."</p>		<ul style="list-style-type: none"> • Build Winning Team graphic opaque • other graphics dim • "coaching" offshoot with arrow • "recruiting" offshoot with arrow
	<i>option 2</i>	"It's important that you know how to be an effective leader, and how best to achieve results through others."		<ul style="list-style-type: none"> •
SIGN POST 5: PROVIDE EXCELLENT CUSTOMER SERVICE				
	Narrator	<p>"The third field priority is Provide Excellent Customer Service.</p> <p>"Our customer is the most important part of our business. It's important that you and your team build a trusting relationship with her.</p> <p>"In the following sections, you'll develop the confidence you need to provide her with expert advice and help her achieve the perfect fit.</p> <p>"You'll also learn how to resolve customer service issues in a compassionate, professional manner."</p>		<ul style="list-style-type: none"> • Provide Excellent Customer Service graphic opaque • other graphics dim • "service recovery" offshoot with arrow
SIGN POST 6: FLOOR TIME INTRO				
	Narrator	<p>"Part of providing excellent customer service is making sure you plan for Floor Time.</p> <p>"In the following sections, you'll learn how spending time on the sales floor can elevate the customer's experience.</p> <p>"You'll also learn how to partner with other managers and the rest of our sales team to support the stylists—and book more alterations appointments."</p>		<ul style="list-style-type: none"> • Floor Time graphic opaque • Provide Excellent Customer Service graphic opaque • other graphics dim • "booking alterations appointments" offshoot with arrow when mentioned
SIGN POST 7: MAINTAIN A BEAUTIFUL STORE INTRO				
	Narrator	<p>"The fourth field priority is Maintain a Beautiful Store.</p> <p>"In the following sections, you'll learn how to keep the gowns on our sales floor in perfect condition, so our customers can take home pristine, aisle-ready gowns."</p>		<ul style="list-style-type: none"> • Maintain a Beautiful Store graphic opaque • other graphics dim • "daily housekeeping" offshoot with arrow

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
SIGN POST 8: MANAGE EXPENSES INTRO				
	Narrator	<p>"The fifth field priority is Manage Expenses.</p> <p>"In these sections, you'll learn how to manage expenses by using your payroll hours effectively, and minimizing damages and repairs."</p> <p>"Optimizing schedules and workload in order to manage payroll is the key to driving a successful alterations business."</p>		<ul style="list-style-type: none"> • Manage Expenses graphic opaque • other graphics dim • "scheduling" "payroll" "damages and repairs" offshoot with arrow when mentioned
SIGN POST 9: WEEKLY AND MONTHLY ROUTINES				
	Narrator	<p>"Now you will learn the weekly and monthly routines for your alterations room. These routines ensure the room and business runs efficiently and without interruption.</p> <p>"Throughout the week, you will observe and practice these routines yourself."</p>		<ul style="list-style-type: none"> • Weekly and Monthly Routines graphic opaque • other graphics dim • "running the business" dim • "learn", "observe" and "practice" offshoots with arrows as they are mentioned

VIDEO 7: YOUR NEW ROLE AS ALTERATIONS MANAGER

VIDEO SUMMARY	SCENE	REQUIRED TALENT	LOCATION	PROPS	NOTES
A welcome video with animation and b-roll that introduces the position and the course. Note: Use b-roll obtained from the shoot.	1. WELCOME	• narrator			
	2. PARTICIPANT EXPECTATIONS	• narrator			

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
SCENE 1: WELCOME				
1.	Narrator	"Welcome to your new role as Alterations Manager at David's Bridal! Alterations is such an exciting and important part of our business, and we're glad to have you with us."		text/welcome at your discretion
2.	Narrator	"You'll be a helpful, knowledgeable resource for our customers, from the first time they're in our store searching for <i>the one</i> , until the time they pickup their perfectly-altered dress."		b-roll of bride in gown on platform
3.	Narrator	"As an alterations manager, you'll be responsible for ensuring all our customers get the perfect fit– and you'll drive a profitable, efficient alterations business so that we can help every bride stay true to her dreams."		b-roll of bride ringing bell; you know the one
SCENE 2: PARTICIPANT EXPECTATIONS				
1.	Narrator	"Throughout this training course, there are a variety of activities you'll complete both on your own, and with your manager or facilitator."		b-roll of associate connecting with manager (maybe from stylist GROW video?)
2.	Narrator	"You will use a workbook for notes and hands-on activities. In some activities, you'll write down answers to questions in the workbook, and then use it to input the answers into the assessment... right here on your iPad!"		b-roll of associate using a workbook to answer assessment questions in the myLearning app on the iPad.

☑ volunteer/extra

☒ volunteer/extra (non-speaking)

VIDEO 8: JOURNEY OF A GOWN THROUGH ALTERATIONS

VIDEO SUMMARY	SCENE	REQUIRED TALENT	LOCATION	PROPS	NOTES
Animation with voice over to give overview of what happens to a gown during the alterations process.	1. TITLE SEQUENCE	• narrator			Text/Visual: journey graphic, TBD.

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Narrator	"When the customer comes in with her gown, the gown is fitted and pinned for the work that is to be done."		"First Fitting"
2.	Narrator	"The pinned gown is placed in the alterations room on the incoming line. "Throughout the day, the gowns on the incoming line are checked to make sure the tickets are properly filled out, and the work to be done matches the paid receipt."		"Incoming Line"
3.	Narrator	"The gowns then move from the incoming line, and placed onto the work line in the order of the date they will be picked up."		"Work Line"
4.	Narrator	"Later, the gowns are taken from the work line, and an alterations specialist completes the work listed on the gown's ticket. Alterations Specialists sew the gowns that will be picked up that week."		"Sewing"
5.	Narrator	"Once the gown is completed by the alterations specialist, it is placed on the pressing line—where it waits to be steamed and pressed."		"Pressing Line"
6.	Narrator	"Gowns are then taken from the pressing line, and a presser presses all layers (inside and out). The gown is bead-checked and quality-checked. "Once a gown is perfect, pristine, and aisle-ready, it is now complete."		"Pressing"
7.	Narrator	"Completed gowns are hung on the pickup line, in alphabetical order by customer name, where it awaits customer pickup."		"Pickup Line"
8.	Narrator	"When a customer comes to pickup her gown, the gown is tried on again to ensure the perfect fit."		"Pickup Fitting" some kind of tadaaaa moment

🗨 volunteer/extra

🗨 volunteer/extra (non-speaking)

VIDEO 9: A DAY IN THE LIFE OF A STYLIST

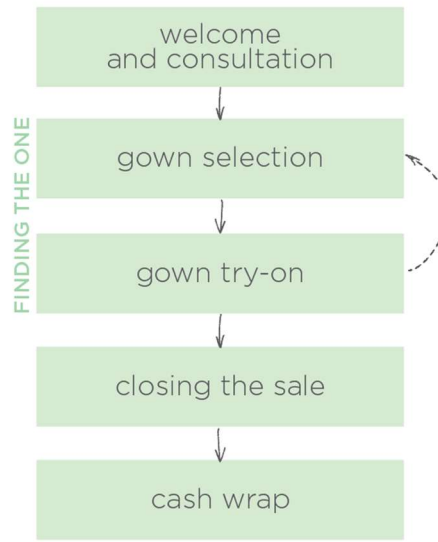
VIDEO SUMMARY	SCENE	REQUIRED TALENT	LOCATION	PROPS	NOTES
<p>Short video highlighting what a stylist does and where alterations can interact with the sales process.</p> <p>Note: Narration only. Existing b-roll from stylist training.</p>	1. TITLE SEQUENCE	<ul style="list-style-type: none"> narrator 			Sales process graphic shown on next page.

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Narrator	<p>"In your new role, you will work closely with our stylists.</p> <p>"Stylists have the privilege of working directly with our customers in a very special way that will be remembered for a lifetime.</p>		
1.	Narrator	"Here's what the stylists do to help our customers find <i>the one</i> , and to make her dreams become reality."		sales process graphic
2.	Narrator	"During the consultation, the stylist starts to build a relationship with the customer by establishing a connection early-on. The stylist asks questions, shows interest in her event, and actively listens to her."		"Welcome and Consultation"
3.	Narrator	"Stylists use their product knowledge—and what they've learned by talking with the customer—to determine the customer's two to three favorite gowns.		"Gown Selection"
4.	Narrator	<p>"As the customer tries on the gowns, she and the stylist hone in on what she loves, and positive buying signals begin to emerge.</p> <p>"This is the perfect time for the stylist to complement the gown with accessories – headpieces, veils, sashes, and jewelry help to finish her perfect look."</p> <p>"An alterations associate should always be available and nearby. Introduce yourself to the customer while she's trying on gowns. By building a relationship with the customer during the sales process, you can become her trusted friend."</p>		"Gown Try-On"

☑ volunteer/extra

☒ volunteer/extra (non-speaking)

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
5.	Narrator	<p>"Sometimes, a customer may love a gown, but could be concerned about the fit. This is where discussing alterations with the customer can help the stylist close the sale.</p> <p>"The stylist closes the sale by first confirming that the customer loves her gown. Then the stylist confidently asks for the sale and the customer rings the bell!"</p>		"Closing the Sale"
6.	Narrator	"The customer then pays for her gown at the cash wrap. She should leave happy, confident, and with her alterations appointment booked!"		Cash Wrap



(sales process graphic)

VIDEO 10: A DAY IN THE LIFE OF A CSR

VIDEO SUMMARY	SCENE	REQUIRED TALENT	LOCATION	PROPS	NOTES
<p>Short video highlighting what a CSR does.</p> <p>Note: Narration only. Existing b-roll from CSR training.</p>	1. TITLE SEQUENCE	• narrator			

#	ROLE	SCRIPT	BLOCKING	TEXT / VISUAL
TITLE SEQUENCE				
1.	Narrator	<p>"Here at David's Bridal, we have the pleasure of serving customers who are preparing for some of life's most joyous and memorable moments.</p> <p>"Our CSRs keep things running smoothly in the store, which ensures the customer experience is pleasant and seamless."</p>		
2.	Narrator	<p>"The CSR manages the customer service chart, efficiently matching customers to stylists on shift.</p> <p>"Partnering with the CSR to know when brides will be on the platforms, can help you plan when to spend time on the sales floor."</p>		welcome
3.	Narrator	<p>"The CSR manages customer appointments, and prepares her paperwork so that we are ready to take care of every customer the moment she walks in the door.</p> <p>"Whether she's here for a special order pickup, a bridal appointment, or even an alterations appointment, the CSR puts the David's Bridal experience in motion by welcoming each customer warmly and enthusiastically, which sets the tone for her visit. And, the CSR makes sure she is happy at the conclusion of her visit</p>		
4.	Narrator	"When customers are ready to make their purchases, our CSRs also help by ringing up their sales at the cash wrap."		
5.	Narrator	"CSRs also supporting selling by adding on merchandise and services—like alterations appointments!"		
6.	Narrator	<p>"When customers return for their alterations appointment, the CSR welcomes her back and lets her know we were expecting her."</p> <p>"The CSR ensures she is prepared for her alterations appointment with her bra, slip and shoes, and offers to take her items while she waits for an alterations associate to come and greet her.</p>		

volunteer/extra volunteer/extra (non-speaking)

VOICE-OVER ONLY: ADDITIONAL PHRASES

VIDEO SUMMARY	SCENE	REQUIRED TALENT	LOCATION	PROPS	NOTES
Please record this list of additional phrases, in at least 2 intonations each.		• narrator			{phonetics} in brackets as applicable

#	ROLE	SCRIPT			
AUDIO CLIP 1: POSITIONS AND PHRASES					
1.	Narrator (at least 2 intonations each)	click on each to learn more	sales manager	customer service	dress
		click on each item to learn more	operations manager	customer experience	dresses
		alterations	other managers	customer expectations	gown
		alts	store manager	service standards	gowns
		alterations manager	store leader	customer service standards	
		alts manager	district manager	the bride	
		alterations sales manager	district leader	the customer	
		alterations associate	floor manager	stylist	
		alts associate	floor management	stylists	
		alterations specialist	David's	CSR	
		alts specialist	David's Bridal	assistant manager	
				second assistant manager	
AUDIO CLIP 2: THE 5-5-5					
1.	Narrator	the five field priorities are:	the five sales drivers are:	the five steps of leadership are:	
		manage expenses	registration to traffic	expectations	
		build winning teams	scheduling appointments	education	
		maintain beautiful stores	increased bridal conversions	accountability	
		provide excellent customer service	add-ons	discipline	
			comeback appointments	rewards and recognition	
AUDIO CLIP 3: PRONUNCIATIONS					
1.	Narrator	ruching {rooshing}	lace	lace applique	illusion
		bodice {bod-iss}	applique {app-lik-ay}	tiers {teerz}	beading

volunteer/extra volunteer/extra (non-speaking)

#	ROLE	SCRIPT			
AUDIO CLIP 4: BRANDS					
1.	Narrator	White by Vera Wang Vera Wang Jenny Packham Wonder by Jenny Packham	Zac Posen Truly by Zac Posen Galina Galina Signature	DB Studio David's Bridal Oleg Cassini	Jewel Jewel by David's Bridal Cheers Cheers by Cynthia Rowley
AUDIO CLIP 5: MANIFESTO					
1.	Narrator	<p>We believe in the power of dreams. To fashion a life worth living. To give life purpose and meaning. We believe that weddings are the stuff dreams are made of. And that every woman deserved the wedding she's always aspired to. It is our passion to help transform dreams into reality.</p> <p>We reject elitism. The notion that only certain sized brides, or those with deep pockets, deserve to find <i>the one</i> is a foreign concept. Dreams shouldn't be limited by budget, size race, ethnicity, age, or sexual orientation. We believe that everyone is entitled to feel like they belong. Inclusivity is our greatest virtue.</p> <p>We believe in the importance of staying true to oneself. We believe that <i>the one</i> should feel like a second skin. We believe that trusted consultants have the power to match aspirations to the one dress for her. And to empower brides to confidently stay the course. Feeling overwhelmed or stressed has no place here. 'Compromise' and 'settle' are not in our vocabulary.</p> <p>In the interest of authenticity, we believe that less is not more. More is more. More opportunities to find each bride's genuine dress.</p> <p>Every woman dreams. But not every woman believes hers can become a reality. We are in the business of changing that paradigm for as many women as possible. We believe in the beauty of dreams. We are David's Bridal.</p>			
2.	<i>option 2</i>	<p>We believe in the importance of staying true to oneself. We believe that <i>the one</i> should feel like a second skin. We believe that trusted stylists have the power to match aspirations to the one dress for her. And to empower brides to confidently stay the course. Feeling overwhelmed or stressed has no place here. 'Compromise' and 'settle' are not in our vocabulary.</p>			