

Time	Shot (Transition Method)	Music/Non-talking Sound	On-screen Text (Method, Color)	Speaker Text (pacing, tone)
	Segue into scene #1.	Some music underneath.	Spot Not Logo with text of film title: "Exceeding Customer Expectations".	
:50	<p>Scene #1 Tom is standing at an automatic bay currency meter. In the adjacent bay background, a customer drives up to the meter and is met by an attendant. As Tom speaks, the attendant is seen servicing the customer through the automatic sequence.</p> <p>Dominant visual is midshot to closeup of Tom.</p>			<p>Speaker: Welcome to this Spot-Not Car Washes video training session, "Exceeding Customer Expectations!"</p> <p>Spot-Not Car Washes is acknowledged as the #1 car wash franchise in the United States by nationally recognized rankings. (Who/Which...can we name a specific reference?) What gives us the edge is the high quality service we provide our customers. Our goal is to exceed customer expectations while taking pride in the way we do it. When you and your associates maintain a well presented car wash, offer great customer service and promotional offerings, customer expectations will be exceeded! When you do your part as a member of the Spot-Not Team, your work will be personally satisfying and positively recognized.</p> <p>In this video you'll learn to use the three keys to exceeding customer expectations: presentation, customer service and promotion.</p>
			<p>Expectations:</p> <ul style="list-style-type: none"> 🔊 Presentation 🔊 Customer Service 	