BANKCODE

POWER SCRIPTING
PREPARATION WORK
WELCOME TO B.A.N.K. POWER SCRIPTING™!

INTRODUCTION
Your 2-day B.A.N.K. Power Scripting course is right around the corner and since the focus is on writing effective sales scripts, it is important that you define your business, products, and services in advance.

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There won’t be any time to collaborate with your peers on your business model. For the best results, you need to come prepared to write sales scripts for a particular product or service that is targeted at a defined audience.

HOMEWORK
Complete the guiding questions that are designed to help you define your business, products, and services so that you arrive at the training prepared with ideas and your writing tone of voice.

When you write scripts, they need to be genuine, otherwise the content won’t flow or resonate with your audience.

Car Script Samples: 2015 Mercedes S600 Sedan

The final pages in this packet feature car script samples that the one-minute scripts from the B.A.N.K.™ White Paper were based upon.

The samples provide a model of product benefits that are categorized by the four B.A.N.K. personality types. The best way to learn how to write anything is to start with an example!
WHAT TO EXPECT

NERVOUS?

If you’re feeling nervous about writing—because you think it is one of your weaknesses—you are definitely not alone! Nervous about presenting? You’re not alone either!

The good news is that this course gives you the opportunity to improve your marketing writing and sales presentation skills in a nurturing and constructive environment.

*Power Scripting is not about flawless grammar or presentation; it’s about communicating, negotiating, and closing sales like a superstar because you’re speaking your prospect’s buying language!*

COURSE SUMMARY

4 x 1-Minute Scripts: Power scripting spans two very focused and productive days. You will write and validate four 1-minute scripts tailor-made for each of the B.A.N.K. personality types and custom written by you to sell your own products and services.

Peer Review and Prizes! With peer review and constructive feedback of both the content and delivery of your 1-minute scripts, you’re guaranteed to leave with powerful scripts that will convert more sales and you will understand why because of the feedback. You’re going to have fun too with friendly competition and prizes!

1 x 3 to 5-Minute Script: You will also produce a 3 to 5-minute script that appeals to all four of the B.A.N.K. personality types. This becomes valuable, not only as a longer script, but also as boiler plate content that you can re-use for marketing purposes such as email campaigns, brochures, website content, blog topics, and so on.

Expand your Knowledge: Before you write and deliver your scripts, we will test and expand your understanding of the B.A.N.K. coding characteristics. Then we will introduce you to the three pillars of sales and how to use the B.A.N.K. language to accelerate deals.

Triggers and Trip Wires: By revealing the triggers, trip wires, and results from the B.A.N.K. White Paper, we show you the secret formula to effective negotiations and closing arguments by speaking your prospect’s B.A.N.K. dialect.

Closing: With all your scripts complete, Cheri Tree will add more value and momentum by sharing her wisdom, experiences, and methods for actively closing deals!

VALUE CARDS, PENS, AND HIGHLIGHTERS

Don’t forget your value cards, pencils, colored pens, and highlighters for taking notes and for editing and marking up drafts of your various scripts.
HOMEWORK

LOGISTICS

To print or not to print?

You can print this file and hand-write your answers or start a new document of your own to answer these questions electronically. Bring your laptop/device with you so that you can copy and paste your electronic content when you craft your sales scripts.

Pen and Paper

We will provide you with a blank workbook when you arrive. Your participant guide features special pages reserved for your final scripts.

DEFINE YOUR BUSINESS

What is your unique value proposition? When someone asks you, “What do you do?” or, “What does your company do?” what’s your answer?

WHAT PRODUCTS AND SERVICES DO YOU OFFER?

Create a short list of the products and services you offer, then underline the product or service for which you plan to write sales scripts.
VALUES

What’s your B.A.N.K. Code?

What’s your actual corporate culture? What’s your company’s B.A.N.K. Code?

What do you want your perceived corporate culture to be? What B.A.N.K. Code?

What are the core values of your existing market? Look at your B.A.N.K. value cards and select all the words that apply.

BENEFIT STATEMENTS

Write two benefit statements for your product or service. Here’s the structure to follow: CUSTOMER NEED + FEATURE or FUNCTION + HOW NEED IS SATISFIED
INTRODUCTION

HIGHWAY AUTHORITY

For more than 60 years, Mercedes-Benz engineers have been foretelling the future of automotive safety. From 1951’s crumple zone to the first stability control 20 years ago, countless breakthroughs have predicted the safety standards all cars eventually come to follow. Today’s S-Class doesn’t just imagine what’s next, it actually looks ahead—and all around the car—to detect imminent danger, and responds to help you avoid it. As history has shown, someday all automobiles will be able to do this. As for now, no car helps you see tomorrow the way an S-Class can.

UNPRECEDENTED SAFETY STANDARDS

For decades, the S-Class has predicted the safety standards of the future. Today’s S-Class literally looks ahead, and 360 degrees around, to spot hazards in your path. A team of standard and optional systems can alert the driver, assist in braking, and even respond autonomously to help avoid collisions with other vehicles and pedestrians.

IT CAN SEE DANGER AND SEE YOU THROUGH IT

With Intelligent Drive, Mercedes-Benz introduces the next generation of safer driving, and its breakthroughs are truly visionary. Multipurpose cameras, multi-range radar and a multitude of sensors continually survey your surroundings. An integrated network of systems can alert you to danger from almost any direction—because they’re able to see more at once than the human eye. They can adapt the car’s speed, steering, braking, and exterior lighting to rapidly changing situation—because they can multitask more effectively. And they can even take action autonomously on your behalf—to ease your journey, help protect you, and look out for others, like never before.

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POISE UNDER PRESSURE

Two advanced suspensions serve up silky comfort with sharp handling. Both offer 4-wheel level control, speed-based lowering for better highway stability and fuel-efficiency, plus Comfort and Sport modes. Semi-active AIRMATIC® suspension combines precise sensors with pressurized air spring-struts. MAGIC BODY CONTROL®—the world’s first proactive suspension—is standard on the V-12 models and optional on the S 550 Sedan. In Comfort mode, cameras scan the road surface ahead to prepare the suspension for bumps and dips. In real time, high-pressure active hydraulics generate counterforces to minimize body motions, for an uncannily smooth ride.

YEAR-ROUND CONFIDENCE

Optional on the gasoline-only S 550 Sedan, 4matic® all-wheel drive automatically sends the engine’s torque to the wheels with the best grip—whether that’s all four wheels, two of them, or even just one. Nimble, lightweight and fuel-efficient, 4matic enhances handling in any season.

ACTION SAMPLE

INTRODUCTION

IT’S NOT WHAT IT GOES FOR, BUT WHAT IT STANDS FOR.

A singular ambition drives the S-Class: to be the best car in the world.

For 47 years, AMG has been creating championship race-cars and thoroughbreds for the street. Every trophy earned and each experience learned has shared the same starting line: an engine crafted by the hands of its own master. “One man, one engine,” is more than a guiding philosophy—it’s a pedigree of performance that’s evident throughout the car. And it’s a promise made during the rigors of competition that every Mercedes-AMG fulfills even in the routine of a daily commute. Is it a race-car for the road? No. It’s an automobile that can conduct itself with absolute authority in any arena of driving.

ICONIC

For generations, an S-Class Sedan has been instantly recognizable not just for its iconic design, but for predicting the future of the automobile. Strong, powerful, and majestic, it’s also lighter, sleeker, and the most athletic S-Class yet. And while it slips through the wind with ease, it stands out in any crowd. In fact, it stands above.

Continued on next page
S 600

Sumptuous, seamless, and superlative describe its 523-hp bi-turbo V-12 and its extraordinarily outfitted cabin. Its presence and identity are unmistakable, defined by proportions that are both majestic and athletic. Intricate, intimate, and impeccable, the S-Class cabin is a celebration of time-honored handcraftsmanship. Every detail is modern yet elegant. Virtually every surface is richly upholstered, precisely tailored, and swathed in sweeping spans of fine wood. Along with an extensive palette of trim options, nearly 300 LEDs let you set the cabin aglow in any of seven variable hues—one of countless industry firsts.

SWIFT SHIFTING

A sporty, smooth, and efficient 7-speed automatic transmission features an elegant electronic selector and shift paddles—all fingertip-close with your hands on the steering wheel. At any time, a tap of the paddles offers instant manual control of gear changes. Pushbutton Sport and Comfort modes let you tailor the automatic shift patterns to your driving mood of the moment.

ROLLING ART

Meticulously engineered lightweight alloy wheels offer generous sizes in a wide array of styles—including a choice of two AMG® designs in the Sport Package. The S 600 wears standard 19" wheels in an exclusive multi-spoke configuration, or select any of three 19" or 20" options.

FIVE-STAR LUXURY

The S-Class wraps five-star luxury in the ingenuity and thoughtfulness that earn it the shining star on its hood. Its rear cabin welcomes you with expansive space and exquisitely crafted furnishings, then treats you to amenities that perhaps only room service could make more fulfilling. Four available cabin configurations progressively add upgrades from power recliners to twin seats with folding tables. And unlike other forms of first-class travel, there's never a line at check-in.

They're not just our flagships. They're the industry's.
# NURTURING SAMPLE

## INTRODUCTION
The true worth of a car does not come from the value of its standard features. It comes from the values and standards it upholds. You feel it in the sense of well-being it inspires. And the experiences that cannot be duplicated at any price.

## TAKE A DEEP BREATH
With every new generation, the S-Class Sedan has introduced bold new ways to attend to the well-being of its occupants, without sacrificing the qualities that never go out of fashion. The S-Class can purify its cabin air three different ways—including activated charcoal filtration and electric ionization—and then infuse it with the rejuvenating subtlety of aromatherapy, perfect for a Sunday afternoon drive with your family.

## GAS-FREE DRIVING
It can travel up to 18 miles at highway speed on 100% electricity—with zero local emissions. Save the environment and enjoy inspiration, even for your respiration.

## RELAX AND ENJOY
An S-Class wants you to feel more than comfortable within its flowing spans of artful design and spacious comfort. It wants you to enjoy the benefits of its thoughtfulness, and feel special in its care. That’s why it can heat not just its seats but its armrests and door panels. Its seats can offer you a gentle massage, a vigorous massage, or a “hot stone” massage that might make driving to the spa more refreshing than the spa itself! It can actually boost your lung capacity by up to 15% by electrically ionizing impurities, spores and even viruses out of its cabin air. Of course you want a luxury sedan’s cabin to take your breath away. The S-Class would also like to give it back.

## LAUREUS FOUNDATION
The personal rewards of striving to be the best are even more meaningful in the development of young people than they are for automobiles. Instilling the values of leadership, goal-setting, discipline, and teamwork in youth is an investment in everyone’s future. It’s why Mercedes-Benz USA is collaborating with the Laureus Sport for Good Foundation, with an ongoing commitment to train and place hundreds of coaches for after-school and in-school sports programs in communities around the country. Sports offer kids more than the chance to be physically active and have fun. It’s also an opportunity to have a mentor who can guide them, help them learn how to deal with major life issues, and help them grow stronger not just physically but in their character. As a Mercedes-Benz driver, you become a part of this effort to give hundreds of thousands of kids a better life today, and all of us a brighter tomorrow.
KNOWLEDGE SAMPLE

INTRODUCTION
An S-Class can engage, protect, and indulge its occupants in ways that only recently seemed beyond imagination. A new era of technology watches the world around you, so it can help you avoid danger, or even react autonomously to avoid it on your behalf. Its performance breakthroughs accelerate progress itself. And its cabin innovations can not only satisfy your senses, they can soothe and stimulate them, too.

WITH REAL INNOVATION, CHANGE EMBRACES YOU
When you’re the leader, the only thing you can follow is your imagination. With so many first-of-their-kind innovations, an S-Class offers a visionary preview of the car of tomorrow. More importantly, it delivers a one-of-a-kind experience that you can enjoy today.

HIGH TECH
Information comes to life on a pair of animated 12.3" widescreens. Web-linked audio and navigation2 respond to your fingertip gestures and handwriting, thanks to a new touchpad controller, or to your natural voice. Best of all, these innovative luxuries don’t just set a new standard. Every one of them actually is standard.

WORLD CLASS INNOVATION
When innovations reach the road first in a Mercedes-Benz, they do more than break new ground. They cover ground more quickly, cling to it more surely, and reshape it more smoothly. The performance legacy that began at history’s first auto race only sped up from that victory—bringing the world the multivalve engine, all-wheel drive, fuel injection, the independent suspension, electronic throttle, the driver-adaptive transmission, countless breakthroughs in braking, the lithium-ion hybrid car, and now, the only camera-based active suspension in production. Whether each innovation leaps forward to start a new generation, or hones the car’s response by mere milliseconds, together they help ensure that the driver of an S-Class is always ahead of the curve.

CUTTING-EDGE ENGINEERING
Every S-Class engine is engineered to be leaner and greener. Two Direct Injection bi-turbo V-8s. A new Plug-In HYBRID teaming a turbo V-6 and torque-rich electric motor. And a pair of superlative V-12s. From ultralow emissions to ultra-high power, the S-Class engines accelerate the pace of progress. And from hybrid efficiency to AMG handcrafting, they turn fuel and air into both motion and emotion.