Client	
Project	**DSGO-6028: Sales and Industry Program Videos** Video 2: Accelerated Learning
Deliverable	Video Script 1 min. video
Version	Draft 1
Date	11/08/16
Word count	112

Voice over	Visual treatment
1. In today's information-age it's not what you know, but how fast you learn that is going to make the difference for successful sales.	Demonstrate information overload motion graphics
2. The IBM Sales Accelerator's knowledge-base provides the key to relevant knowledge on ever changing advanced topics with short videos, and point earning games. Play, learn, and compare your knowledge with colleagues, at no extra cost or travel expense.	Show motion graphics of scenes from https://salesaccelerators.w3bmix.ibm.com/
3. Now IBM makes it more engaging than ever for sales people to extend their knowledge on their own time from wherever they are without disruption because sellers don't have time to sift through a ton of information to find what they need to be up to speed and at their most competitive.	Motion graphic of business people shaking hands, demonstrate closing sales
4. Visit IBM Sales Accelerators to stay on top of your sales game, and stay focused on the road to success.	*CTA image Need motion graphics of CTA (Kathy can you provide also)* https://salesaccelerators.w3bmix.ibm.com/

| | |
| | |