

Client: <redacted>
Project Name: B2B Retail Sales Video

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Script

Today's urban and indoor gardeners search for ways to push past the basics to produce something truly spectacular. They research techniques to improve quality and are eager to try products that offer real value and remarkable results.

In a market flooded with hype and empty promises, <redacted> stands above the competition. We deliver the superior, proven products and insider knowledge you need to build loyal, satisfied customers.

We are champions of soil biology, using natural methods to produce living soil using Mycorrhizae and beneficial soil biology formulations to inoculate plants and naturally produce accessible plant nutrients. Our products are organic, low-risk, and reasonably priced, breaking down the barriers customers may have to using new gardening solutions.

Start with the nature rack: our flagship product suite presented in an attractive, Point-of-Sale counter-top display. It's filled with 200 single-use packets of our four power-packed products—<redacted>. The Nature rack brings professional quality soil biology to quality obsessed growers.

We provide all the information you need to turn your staff into true experts who can explain the power and benefits of Mycorrhizae to their customers. Our toll-free customer service line puts you in contact with our master indoor gardeners. They can help with any questions concerning our products and their uses. We have one of the most robust social media campaigns in the industry. Follow us on Facebook and Twitter at <redacted>, and visit our web page at www.supremegrowers.com.

Sign up for our Starter Kit retail sales package that includes the Nature rack and everything you need to start selling the complete suite of <redacted> products. We'll even throw in an Android tablet as an incentive. Talk to a sales associate for details. But act fast.

Finally, let's not forget your ROI. Your one dollar per packet investment retails for \$2.95! We're convinced that once your customers try these products, they'll be back for more. That means more money in your pocket.

Join a proven winner. We look forward to making you a part of the <redacted> team!