

## **Growth Video**

### **1. INT./EXT. - DAY**

SELLER (Age: 35 years)

Business me growth chahiye? Ye 5 cheeze aapke business ko le jaayengi yahaan se yaahaan.  
(Shows from bottom to top with the motion of hand).

First, sale events!  
(Shows one finger)

### **2. INT. STUDY ROOM - DAY**

SELLER'S SON (Age: 10 years)

Sale??!! Dad works twice as hard in the times of sale. He works on Sundays too. Wo kehte hain ki a sale is like an exam. They give you an opportunity to prove yourself and grow. Jitna hard work utna acha result. And just like exams, if you do well, you get rewards!

### **3. INT./EXT. - DAY**

SELLER

Ab ye bhi Sunday ko padhai karta hai! Apne baap pe gaya hai!

Second, account manager.  
(Shows two fingers)

### **4. INT. DRAWING ROOM (WATCHING TV)/ KITCHEN - DAY**

SELLER

Okay! Okay! Thanks, Amit. Mai aaj hi list karta hoon.

SELLER'S WIFE (Age: 30-35 years)

Dekhiye inhe! Dekhiye! Do minute bhi chain nahi hai. Jab dekho phone pe. 12 saal me mujhse 2 minute bhi ek saath baat nahi ki hogi inhone, aur Amit se poora waqt call pe!  
(Looks annoyed)

SELLER

Are bhaagyawaan! Account Manager hai mera Amit. Pata hai kitni help karta hai business badhane me? Mere business ka aisa khayal rakhta hai jaise apna khud ka ho. Kya bechna hai, kaun se offers rakhne hai products pe, kaun se products demand me hai, sab bataata hai mujhe. Ye help karta hai, to aapke ye naye naye jhumke aate hain!  
(Smiles and points to her new earrings)

SELLER'S WIFE

Acha! Fir to theek hai! Jaiye baat kar lejiye Amit se aur mujhe khaana banaane dejiye!  
(Blushes)

## 5. INT./EXT. - DAY

SELLER

Ye khush, to hum khush!

Now third, tiering! .  
(Shows three fingers)

## 6. INT. DRAWING ROOM (WATCHING TV) - DAY

SELLER

<In the other room, talking over the phone>

Itni breaches kyu ho rahi hain? Do something about it! I don't want to lose my Gold status.

SELLER'S MOTHER (Age: 60 years)

Suna?! Fir Gold! Mai badi pareshaan hoon is ladke se. Jab dekho Gold ki baat karta rehta tha. Gold ye aur gold wo! Isko apne paas bithaungi aur bolungi "Beta! Itna laalach accha nahi hai! Itna gold gold nahi karte. Apne business pe dhyaan de, sab theek rahega."

SELLER

<Comes running in>

"Maa! Sone ki baat nahi kar raha. Gold status ki baat kar raha hooni. Aap bhi na! Kaun kitne ache se bechta hai, uske hisaab se sellers ko Gold, Silver ya Bronze status dete hain. Is status se pata chalta hai aapko aur behtar seller banne ke liye kya karna hai. Isse mujhe himmat milti hai aur acha karne ki! "

SELLER'S MOTHER

Acha hai! Mujhe to laga mera ladka nikal gaya haath se!

**7. INT./EXT. - DAY**

SELLER

Maa da ladla is still maa da ladla!

And now fourth, advertising!  
(Shows four fingers)

**8. INT. DRAWING ROOM - DAY**

SELLER'S BROTHER (Age: 30 years)

Bhai! Sab kuch to kar raha hu main. Sahi se list kar raha hoon, par meri listings ko bhav nahi mil raha!

SELLER

Ek second! Baat teri listings ki ho rahi hai ya teri? (Chuckles)

SELLER'S BROTHER

Bhai masti mat karo yaar. Aisa lag raha hai customers mere products dekh hi nahi rahe. Kya karu bolo na!

SELLER

Bhai tu payjaame se aadmi kab banega! Simple hai. Advertising ki help se apne products ko promote kar. Isse products ki visibility badhegi aur fir sales me bhi growth aayegi.

Chal ab bol - Bhaiyya tussi great ho!

<Both laugh>

**9. INT./EXT. - DAY**

SELLER

Kuch cheeze kabhi nahi badalti!

Aur ab aakhri baat! Mai humesha sochta tha ki kitna sahi hoga agar mujhe pata chal jaaye log kya soch rahee hai. Matlab sab kuch nahi, sirf wo kya search kar rahe hai aur kya khareedna chahte hai!

Then came Selection Insight! Mujhe pata chalta hai kaun se products ki demand zada hai, fir mai wahi list karta hu. Makes me feel like I have super powers. Super Seller if you may!  
(Chuckles)

To fifth aur lasti cheez hai Selection Insight!

Bus aakhir me yahi kahunga,

Arz kiya hai.. Irshaad boliye  
Agar aapne in 5 baato se naata jod liya,  
To samjhna apna business growth ki raah pe mod liya!

At the end, the original photos of the sellers will come and the line will read : Inspired by true stories.

THE END

List of characters

1. Seller (35 years)
2. Seller's son (10 years)
3. Seller's wife (30-35 years)
4. Seller's mother (60 years)
5. Seller's brother (30 years)