

Client: Romex Wiring
Title: "You Make the Connection" **Draft:** RW-4

Training

Title: ROMEX - "You Make the Connection"

(Music: Theme 1, punctuates the movement of wire)

Computer Graphic: Throbbing wire. Bulge follows length to outlet. Light bulb flashes on.

V.O. : Romex - "You Make The Connection"

Set: Large B&W photos ^{A)} hang in front of gray wall.

On-camera talent: enters left frame

On-Camera Talent.

When a do-it-yourself customer comes to you for ROMEX wiring, you can become the difference between a 'successful' sale...

Talent walks to photo ^{B)}

...and a "come back" customer, with a problem

And the difference is ... being able to help the customer use the product successfully. This video will help prepare you to do that.

Talent walks to photo ^{C)}

Whether they ask them or not, customers have questions. And we already know what most of them are. After watching this video, you will too.

Med/CU Talent

You can be ready with the answers.

Talent holds "Help Guide"

... please use the "Help Reference Guide" that comes with it. It is designed for counter use, to access instant answers.

C/U "Help Guide"

A pro always knows where to find the answers.

^A - Three 3X4 foot photos of store clerks counseling customers.

^B - " photo of customer at counter, quizzical expression.

^C - " photo of clerk holding ROMEX cable, demonstrating to customer.

ROMEX sample

C/U Guide opens. Page is matted still photo of clerk showing Romex product to customer.

Super: "Which Wire Do I Use?"

Graphic: Three ROMEX boxes ^{D)}

The "Size" box zooms forward. Cable snakes out and wraps around heading into camera revealing the end of the wire.

. Graphic: Diameter increases in steps

Graphic: Amperes 7, 10, 15, 20, 30 ^{E)}

The ROMEX "Wire Type" box zooms forward. Cable snakes out and wraps around heading into camera revealing the end of the wire.

Graphic: Color of wire changes (end view) with mention of material.

Graphic: Wire snakes into frame from opposite direction meeting first wire, end to end.

Graphic: Marking

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V.O. Question #1 - Which "wire" do I use?

Helping to choose the right product is always critical to customer satisfaction...and safety.

There are three standards that help you choose the right wires and cables. Size, wire type, and type of insulation.

The larger the wire diameter, the lower the gauge number

18, 16, 14, 12, 10. And, of course the current carrying capacity goes up with the diameter size.

You'll see the scale in your "Help - Reference Guide".

and here's a note: With the exceptions in the Guide, number 12 has taken the place of number 14 as the standard residential wire.

The wiring in a home is made up of three types of wire

Copper, copper-clad aluminum, and aluminum. The new wire should be of the same type as the existing wire.

The customer can learn which type they have by looking into a light switch or junction box, and checking the markings on the insulation.

(ON TO REVIEW MODULE)

^D - On each of the 3 boxes is printed a word - "Size", "Type", and "Insulation".

^E - Numbers are rounded shape conform with size of end view of wire.