

Screenplay

LIFTGATE VIDEO

OUTSIDE - BACK OF DELIVERY TRUCK

Delivery man standing at the back of delivery truck with his arm resting on a big box looking at the camera smiling.

NARRATOR:

So, you've just purchased a large piece of equipment from FoodServiceWarehouse and delivery day has finally come. You must be excited to get this off the truck and into your shop!

ZOOM OUT TO SHOW BACK OF TRUCK DOESN'T HAVE LIFTGATE

NARRATOR:

Wait a minute. It looks like you may have a problem here.

SHOT OF THE TRUCK'S BACK END BEING HIGHER THAN THE GROUND

NARRATOR:

How are you going to get that heavy package off the truck? The delivery man certainly can't lift it. In fact, it's probably too heavy for you and a couple of friends to lift - and you wouldn't want to risk dropping it.

Pop up graphic emphasizing the distance between the back of the truck and the ground.

NARRATOR:

It looks like you're going to need a ...

Liftgate comes down triumphantly

NARRATOR:

Liftgate!

The delivery man dollies the freezer box onto the liftgate and give the camera a hearty thumbs up. The liftgate lowers slowly, comically.

NARRATOR:

Liftgate service is available for an additional \$100.00 during the order checkout process. A liftgate will lower the goods from the truck

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NARRATOR: (cont'd)  
to the ground, and you will be  
responsible for the merchandise  
once it is lowered to the ground.

If you have paid for the additional  
service of liftgate delivery, then  
the driver is required to lower the  
item to the ground for you. The  
driver is not required to remove  
the item from the truck or bring  
the item inside. If the truck has  
no liftgate, please contact us  
immediately for further  
instructions. If you have not paid  
for the additional service of  
liftgate delivery, you will be  
responsible to remove the item from  
the truck yourself.

The delivery driver wheels his cargo onto the ground.

NARRATOR:  
Ta-da! Works like a charm every  
time. If you are considering a  
large item purchase, such as an ice  
machine, commercial refrigeration  
or anything else that may be too  
heavy to safely lift, be sure to  
ask your personal account manager  
about adding liftgate service to  
your order!

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