



**TWO QUESTIONS**

**ADVICE**

**I'm thinking of investing my 401K in QVC, but I'm retired. What would you do if you were me?**

- I invested and made money so it's probably a good idea
- It would be inappropriate for me to give you personal investing advice—

**SPECULATION**

**I heard that QVC is pulling x from it's lineup. Is that true?**

- I heard that too. I hope not, he's my favorite.
- I wouldn't know as I'm not involved in these decisions.

**RUMOR**

**I heard QVC was adding George Clooney to it's lineup**

- No comment
- It would be inappropriate to speculate
- I am a tour guide and know nothing about that

### COMPETITION

**HSN offers this so I don't understand why QVC can't offer the same product**

- I watch HSN and that's a great product.
- I can't speak to another company but here at QVC we have —

### NEGATIVES

Doesn't this show a lack of confidence?

- No, it does not show a lack of confidence—
- We're fully confident
- Quite the contrary



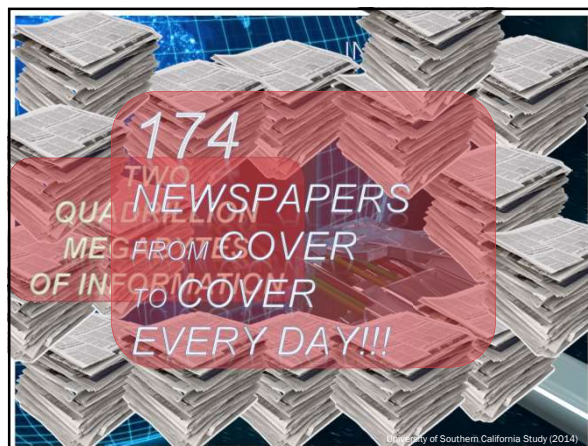
Stick to what you know

An illustration of a group of stylized human figures in various colors (red, orange, yellow) holding up speech bubbles of different shapes and sizes. The figures are arranged in a line, and the speech bubbles are positioned above their heads.

### YOUR TURN

"Hi. My name is Sally. I'm a guide here at QVC which means I show people our amazing facility. I love what I do because I meet so many interesting people."

An illustration of a group of stylized human figures in various colors (red, orange, yellow) holding up speech bubbles of different shapes and sizes. The figures are arranged in a line, and the speech bubbles are positioned above their heads.



### Average Attention Span

- 2000: 12 seconds
- 2012: 8 seconds

**9 seconds!**

Source: Associated Press

### Don't bury the lead

### WRITE THIS DOWN

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

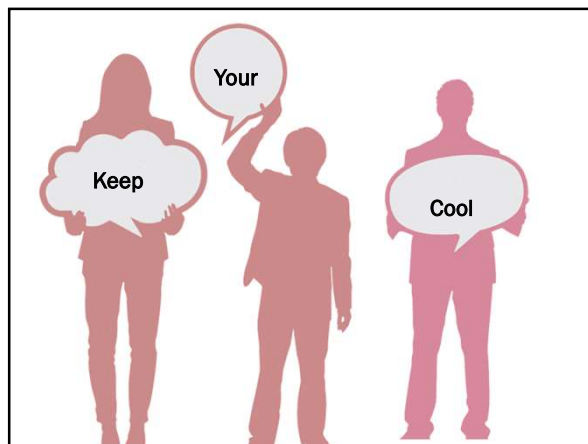
### Back Pocket Words

Who I am  
My job  
QVC

## Lead the Way



- In fact
- It's important to understand
- What you might find interesting
- That is a common misperception so let me clarify
- First, let me say
- Let me point out
- In reality
- Quite the contrary
- What we do know
- That is not my area of expertise
- In my experience



[KarenFriedman.com/qvc](http://KarenFriedman.com/qvc)