**Character Personalities**

**The Veteran:** (Male, age 40-60) Appearances are deceiving with this sharp-witted veteran. He may always be in suit and tie and deliver absurdly firm handshakes, but it’s his performative, possibly a little magical, spirit that makes him a great mentor.

**The Rookie:** (Female of color, age 24-35) She’s a young gun trying to close her first sale as fast as possible. She gets along well with her mentor (The Veteran) and while she has a lot to learn from him – she’s never afraid to share her own fresh perspective.

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**Rough Script**

**ROOK IS GIVING A PRESENTATION TO A DARK, EMPTY CONFERENCE ROOM.**

**ROOK**: Why are all of us here today talking about lemonade? It’s only the third largest category in the beverage landscape. Soft drinks and coffee are the headline grabbers, but lemonade is where the greatest growth potential is. That’s what I care about. People are looking for a healthier option in their drinks, and lemonade can be that option. It’s just up to us, Coca-Cola’s best and brightest, to make that growth happen. Thank you for your time.

**A SINGLE CLAP EMANATES FROM THE BACK OF THE DARK ROOM, STARTLING ROOK.**

**ROOK**: Who’s there?

**VET**: It doesn’t matter who I am. What matters is what you’re doing here so late. The lemonade symposium isn’t until next quarter.

**ROOK**: I’m Rook and I’m here because closers never take a day off.

**VET**: You know, I was told I had a new rookie on my hands. They didn’t tell me you’d be here this early, or that she’d already know so much about lemonade.

**ROOK**: Thank you, I…

**VET CUTS HER OFF**

**VET**: But you still have a lot to learn. Come park yourself in a seat over here.

**ROOK SITS NEXT TO VET**.

**VET**: Who or what consumes the majority of our lemonade?

**ROOK**: Restaurants, duh.

**VET SCOFFS**

**VET**: That was easy. What percentage of retailers offer lemonade as a beverage option?

**ROOK LOOKS AROUND THE ROOM NERVOUSLY**.

**ROOK**: Uhhh, I’m not sure but it should be 100%.

**VET**: You’re correct and wrong. Yes, all of them should, but only 63% do. As you mentioned in your presentation, that means there’s an incredible amount of room for growth. I can tell you’re going to be a natural at this. Before long, info like lemonade being the number one cho…

**ROOK CUTS VET OFF**

**ROOK**: Choice for lunch and dinner. Lemonade is the number one option for lunch and dinner.

**VET**: Hmmm. Let’s run through some training scenarios. Come with me to Burger Boss.

**VET SNAPS HIS FINGERS. THEY’RE NOW IN A RESTAURANT AND VET IS IN DIFFERENT CLOTHES, ROOK IS IN THE SAME OUTFIT**.

**ROOK**: Vet, what are you wearing?

**NOT VET**: I’m wearing my uniform, and my name is James. How can I help you?

**ROOK**: What’s this about? How did we get here?

**NOT VET**: I drove here, like I do every day. And what’s this we? I’d like for you to leave.

**NOT VET SNAPS FINGERS AND THEY’RE BACK AT THE TRAINING FACILITY**.

**VET RUNS THROUGH HOW TO START CONVERSATIONS AND HOW TO FINISH THE SALE.**