

# How to turn ACP calls into effective opportunities



# TRAINING AGENDA

01

## Welcome to the ACP calls training

- What is ACP
- Eligibility
- Benefits

02

## Our process

- Campaigns
- Call-flow

03

## Road to success

- Selling Process for ACP calls
- Five pillars for sales
- Key sales behaviors

04

## PosData

- Dispositions
- Questions

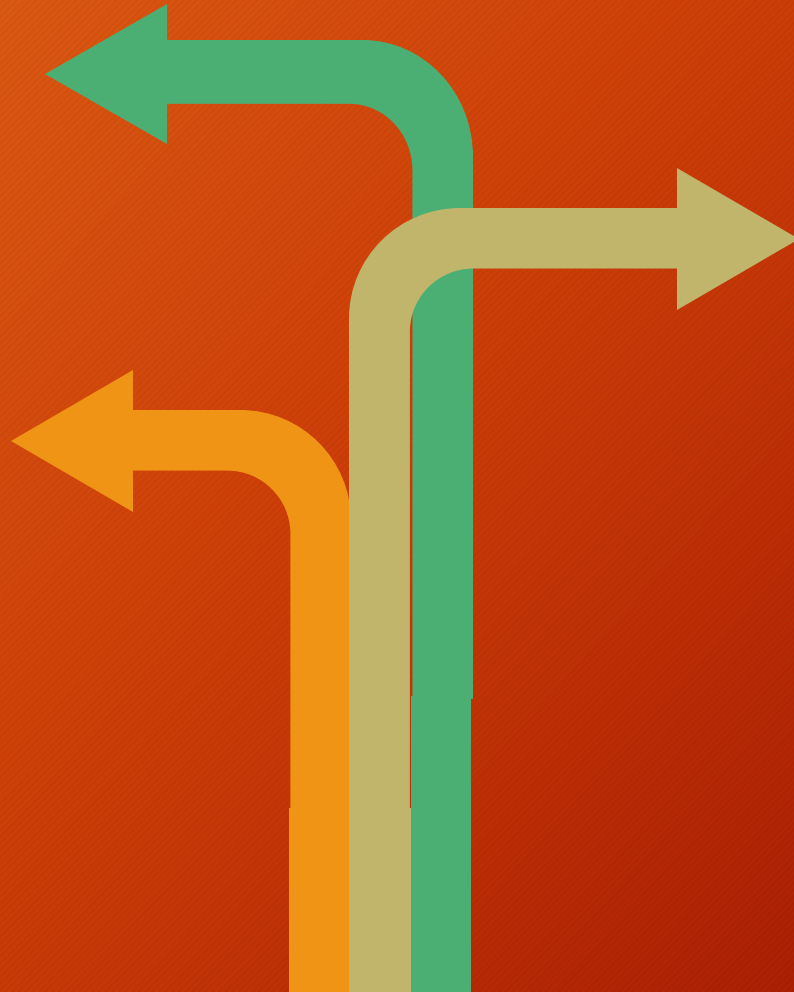


# Session objectives

Define what is ACP

Classify your calls

Implement the sales  
process





# What If?

How would you feel  
if you're calling  
about a benefit and  
the person answering your call  
doesn't know enough about  
the topic?





Do you know  
what ACP is?





# Introduction to ACP

The Affordable Connectivity Program is an FCC (Federal Communications Commission) benefit program that helps ensure that households can afford the broadband they need for work, school, healthcare and more.





# ACP Eligibility

A household is eligible for the Affordable Connectivity Program if the household income is at or below 200% of the Federal Poverty Guidelines, or if a member of the household meets at least one of the criteria below:

- Received a Federal Pell Grant during the current award year
- Free and Reduced-Price School Lunch Program or School Breakfast Program
- SNAP
- Medicaid
- Federal Housing Assistance
- Supplemental Security Income (SSI)
- WIC
- Veterans Pension or Survivor Benefits
- Lifeline
- Participates in assistance programs and lives on qualifying Tribal lands



# ACP Benefits



- Empowering consumers to choose the service plan that best meets their needs (including a plan they may already be on).
- Ensuring consumers have access to supported broadband services regardless of their credit status.
- Prohibiting providers from excluding consumers with past due balances or prior debt from enrolling in the program.
- Preventing consumers from being forced into more expensive or lower quality plans to receive the ACP.
- Ensuring that consumers are not liable for early termination fees.
- Reducing the potential for bill shock or other financial harms.
- Allowing ACP recipients to switch providers or broadband service offerings.
- Providing a dedicated FCC process for ACP complaints.



# Campaigns and Call-Flow

## Google

These calls are obtained through our own marketing, they have a different opening than our normal Google calls.

## Boom sourcing

An agent from this affiliate is going to connect the lead to us, you must use a special opening for these leads.

## Affiliates

These calls are obtained through our affiliate retailers, we are going to cross sell and if it is a customer service call, we won't provide any phone number

## Rapid Response

Rapid response leads are already filtered as ACP prospects, you must use a special opening for these leads.



# Key sales behaviors

## Mindset

Remember to always have the best version of you for every call

## Smiling

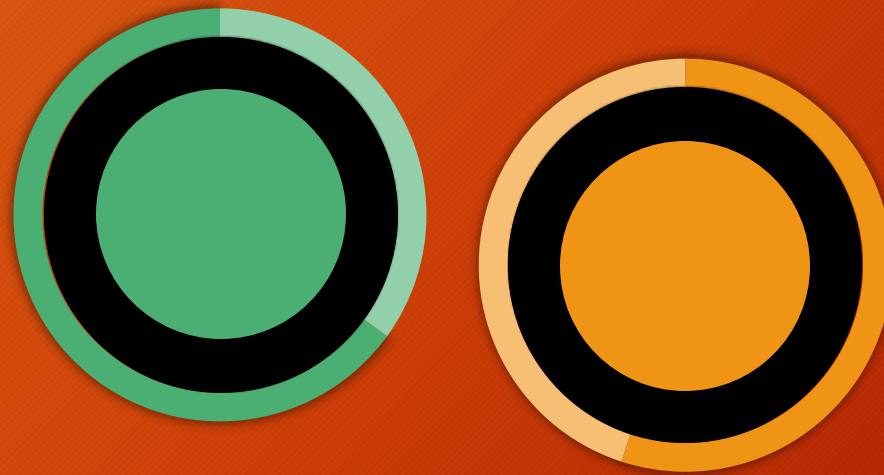
Smiling is going to completely change your tone of voice, resulting in a higher engage and rapport with your prospect

## Show value

Show value to your customers understanding and educating them while showing them the value of your product/service

## Make it natural

If your interaction with your customer can be felt as a conversation, you'll have a higher chance to close your opportunity





# Selling process for ACP calls

## Set expectation

It's crucial to set proper expectations to be on the same page with your customer

## Probing Questions

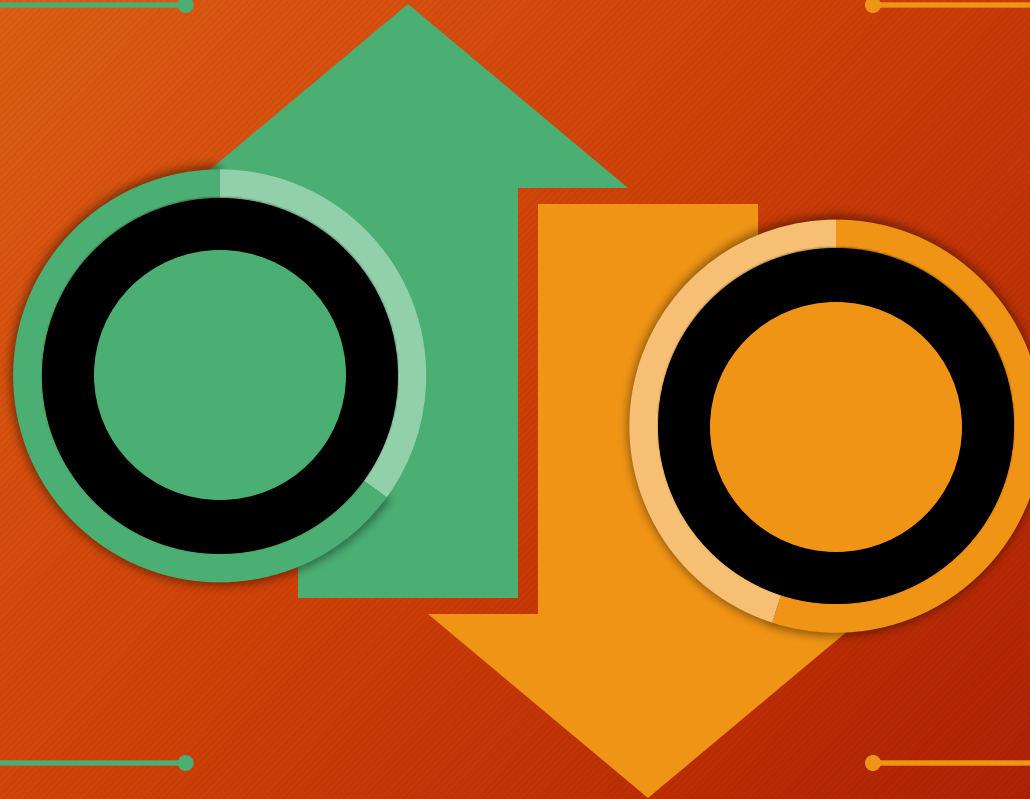
Asking questions will allow you to find problems and/or needs to be solved

## Top to bottom

When you offer Top to bottom, you're holding your own back with room for negotiation

## Assume the sale

Assuming is going to allow you to successfully close the deal when your customer is ready to buy





# Five pillars of sales

1

## Welcome

- Opening
- Show understanding
- Verification

2

## Build Trust

- Tone of voice
- Rapport and Engagement
- Empathy

3

## Connect to offer

- Probing questions
- Solve needs

4

## Position Offer

- Positive positioning
- Assume the sale
- Overcome objections

5

## Close deal

- Recap
- Terms and conditions
- Security offer
- Further assistance
- Friendly goodbye





# Thank You

Feel free to ask your questions