






Selling Spectrum with value

You are in the sales process, and you see your customer has Spectrum coverage available. What to do?

Step 1: Introduction	Introduce your product "We have great Spectrum coverage at your location! let me ask you a couple of questions to better understand your needs"
Step 2: Discovery questions	<p>Understand Needs: Ask questions to understand the customer's current situation and needs.</p> <p>Example Questions:</p> <p>"What type of internet speed are you currently using?"</p> <p>"Are you experiencing any issues with your current service?"</p> <p>"Do you use your internet for streaming, gaming, or working from home?"</p> <p>"How many devices do you typically connect to your internet?"</p> <p>"Are you a gamer or a content creator?"</p> 
Step 3: Permission to Send Broadband Label	<p>Explain the Benefit: Explain why you need to send the broadband label and how it will benefit the customer.</p> <p>Example: "To ensure you get the best possible service, I'd like to send you a broadband label that provides detailed information about our offerings. Would that be okay with you?"</p>
Step 4: SWPDAZ	<p>Solve: "From what you've told me, it sounds like you need a reliable internet connection for multiple devices and a variety of TV channels."</p> <p> Offer Two Bundles: Present two bundle options that meet their needs. It is important to clarify the benefits of getting a bundle: "By bundling our internet, TV, and phone services, you can save money and enjoy the convenience of a single bill. Each service can be acquired separately, but bundling offers additional savings and benefits. With your internet you also get free WIFI and an unlimited mobile line FREE for 12 months"</p> <p> Tailor to Needs: Customize the bundle based on the customer's needs identified during the discovery phase.</p> <p>Example: "Since you mentioned you stream a lot of content, our bundle with high-speed internet and premium TV channels would be perfect for you."</p> <ul style="list-style-type: none"> ➤ Bundle Option 1: High-speed internet + Basic TV package and Mobile line FREE for 12 months ➤ Bundle Option 2: High-speed internet + Premium TV package + Phone service and Mobile line FREE for 12 months <p> Position mobile benefits your customer!</p> <p>"Keep in mind, You are not only getting fast internet with free WIFI, but Spectrum also has available for an unlimited mobile line FREE for 12 months. All with no contracts, data caps or hidden fees. I can help you save more money if you also want to include additional mobile lines. All additional lines only cost \$25.00, and you will only get a single bill to make things easier for you"</p> <p>Offer landline based on upsell probing questions</p> <p>Offer landlines ONLY as an upsell AND only with the pricing fully disclosed. The pricing should not be hidden, blended or otherwise passed over during the call. In fact, we should make sure that all calls include a clear pricing disclosure to avoid churn in the future.</p> 
Step 5: Handle objections	<ul style="list-style-type: none"> ➤ "It's too expensive!" – "We can accommodate your bundle to help you save money instead. You are saving already around \$1400 yearly just with the free mobile line, and you will keep the internet speed you need while enjoying our TV services as well" ➤ "I had a very bad experience with Spectrum before!" – "I completely understand, however, I would like to know a bit more of what your previous issues were. Spectrum has been working on improving the experience of our customers." ➤ "I need to discuss this with my spouse/family" ➤ "I understand how important is to decide with your family."

	<ul style="list-style-type: none"> ○ “To help you both make an informed decision, let me quickly highlight the key benefits of Spectrum services. With our high-speed internet, reliable service, and excellent customer support, you’ll both enjoy a seamless online experience. “ ○ “I want to make this decision easier for you. If you sign up today, I can offer you an exclusive discount or a free upgrade for the first three months. This offer is only available for a limited time.” ○ “Are there any specific concerns or questions your spouse might have, I’m here to address them right now. Is there anything specific you think they would want to know?” ○ “Given the benefits and the limited-time offer, I believe this is a great opportunity for you both. How about we get you started today, and you can discuss the details with your spouse tonight? If there are any concerns, you can always reach out to me directly.”
Step 6: Process the order in system	<p>Enter the information accurately in the system. DO NOT ALTER NAMES OR SSN information to avoid prepayments or additional fees. This is considered manipulation of the credit system, and it is considered a critical failure. How can you validate identity?</p> <ul style="list-style-type: none"> ❖ Full name ❖ SSN (No passport, no national ID, no ITIN) ❖ Previous address for customers living less than 1 year in current location ❖ Date of birth <p>Troubleshooting:</p> <ul style="list-style-type: none"> ➤ Active account: Validate with the customer how long they have been in the residence and ask if they are aware of active services. If the customer says service belongs to them, then they will need to contact the CS team of Spectrum to make changes to their account. DO NOT CREATE A ROOMIE ACCOUNT IF IT DOES NOT APPLY. If the customer mentions they have recently moved, or that they have never had Spectrum account, contact the support team to validate identity and create the order for the customer. ➤ No coverage: If once you open the platform, you see no coverage, contact the support team and validate geolocation is available. If so, enter the information in the system and proceed with the order. In the case the support team mentions, they are unable to obtain geolocation, inform the customer and look for alternative providers. ➤ Outstanding balance: Inform the customer there is a pending due showing in system and confirm identity and if active services before with SPC. If so, the customer needs to proceed with payment to get the service. If unable to make payment inform the customer, you are unable to process the order under their name at the current location. Look for alternatives to position a different provider or confirm if there is another potential account holder in the household. ➤ Prepayment: Use always positive words! “We are ready to proceed with the order, today you will only have to pay \$”. If the customer is unable to process payment, schedule a callback, document the call ID in the BP order and follow up on the times so you can close the deal! ➤ Unable to process payment: Confirm with the customer if there are any restrictions existing for online purchases with their bank, and validate credit card information, billing information, and CCV as well as how the name is written in the credit card. If after validation you are still unable to process the payment, ask for an alternate payment method.
Step 7: Expectations	<p>Once you have processed all the information in the system, make sure to provide all the expectations to the customer in relation to their installation/shipping/pick up alternatives</p> <ul style="list-style-type: none"> • Shipping: Customer opts for receiving equipment delivered to the service address. Validate dates for shipping and inform the customer of the type of equipment they will receive. • Store pickup: Customer opts for going to a Spectrum store to pick up the devices, the customer must bring a valid photo ID to be given the equipment. Is a must to let know the customer they count with 8 days after the order has been placed, since after this, the order will get canceled. • One-time charges: Advise the customer about all the onetime charges that will show in the first bill: <ol style="list-style-type: none"> 1. Activation: Whenever there is a self-installation whether is pick up from store or shipped equipment 2. Installation: Whenever the customer requires professional installation or self-installation is not available. • 1st bill (No prepayment required): Inform the customer that the 1st monthly charge statement will arrive within the next 7 days after the service has been installed. We should avoid providing too many details about this part, It is better to refer the customer to the billing department. • Mobile activations: If we placed a BYOD order and the IMEI provided matches an iPhone 11 or newer the customer will not receive a physical Sim card, this will be an e-sim activation. In that case, the customer needs to contact Mobile Activations to get the phone activated. • Mobile Spectrum app: This should be mentioned during the calls as the best alternative to manage all the services the callers acquired. This involves enrollment in auto pay, activation of the services, billing inquiries, etc. • Recap: Agents must provide a slow recap, explaining what the customers are acquiring over the phone, explain it as clearly as you explain your pitch.
Step 8: Next steps	<ul style="list-style-type: none"> ❖ Self-installation: Takes between 2 to 3 business days for the package to arrive. If there are no updates, customers can contact the customer service team for additional information.

- ❖ **Professional installation:** Technician will contact the customer in the day of the installation. The tech will attempt 3 times to contact the customer, if no response, installation needs to be rescheduled. If this is the case, the customer will need to contact the support team to do the process.
- ❖ **Store pickup:** Customer has up to 7 calendar days to pick up the equipment at the store. Agent needs to complete the scheduling process in the SCP website

The image shows three screenshots of the Spectrum website. The first screenshot shows the main navigation menu with a yellow arrow pointing to the 'Store Locator' link under the 'HELP & SUPPORT' section. The second screenshot shows the 'Showing stores for 90210' results, displaying a map of Los Angeles with several store locations marked. The third screenshot shows the 'Reservation booking' form with four steps: 1. SELECT BRANCH (Los Angeles CA - West Pico), 2. SELECT SERVICE, 3. SELECT DATE AND TIME, and 4. CONTACT DETAILS.

Enter the ZIP code of the customer to look for the closest location and book the online appointment at the customer's convenience

Schedule the appointment based on customer's preferences

- ❖ **Activation:** Customer will receive the self-installation kit with the instructions step by step to activate the services. If the customer faces any challenges, they need to contact the care team.
- ❖ **Mobile activations E-SIM:** For customers with an iPhone 11 and above, they can do an activation without a physical SIM card. As soon as the mobile order is completed, the customer will receive an email or text message with a link that will guide them to the activation QR code, they must scan the code and after five minutes the line will be activated. If the customer is having problems, they can contact customer care. **(If the customers don't complete the activation during the next 7 days, the mobile order will be canceled).**
- ❖ **Mobile activations physical-SIM:** The customer will receive a sim card in the next 2 to 5 calendar days, the customer will have up to 7 days to complete the activation, if they have any problem they can call customer service. **(If the customers don't complete the activation during the next 7 days, the mobile order will be canceled).**

Step 9: Vivint pitch

- ❖ **Vivint pitch:** Our agents cannot involve Spectrum in the Vivint pitch. This is something separate from the residential services acquired.

	<i>"Just for calling today, I have available for your \$120.00 bonus to use with our ally Vivint to get a personalized security system. I can quickly connect you with one of our specialist for additional details"</i>
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