

Overcoming Objections

EFFECTIVE APRIL 2014



Use the **ACKNOWLEDGE, INFORM** and **MOVE ON** process to overcome customer objections.

Shoppers

- A** I understand you want to be sure you are making the right decision today.
- I** DIRECTV is the leading carrier of channels in HD and Emmy Award-winning technology, and is #1 in customer satisfaction over all cable providers for the last 13 years. Over 30 million people agree DIRECTV is their entertainment of choice.
- M** What credit card did you want to secure your order with today, so you can start enjoying the #1 satellite provider?

Needs Approval/Spouse

- A** Like you, I know it's important to be confident you're making the best decision. What concerns do you think your spouse will have?
- I** You shared with me how unhappy he/she is with _____. Let me send you an email confirmation to recap everything we've discussed, including all the great savings you are getting today.
- M** Again, I show your email address as (state email). Let's complete your order so you'll receive the details in your confirmation email.

Cost

- A** I share your concern that it's important to receive the best products and programming for your dollar.
- I** It must be tough knowing that, with your current provider, you're _____ and not receiving the value you expect. My job is to make sure you get the right package based on your needs and budget. Plus, I want to get you the best entertainment experience possible for your dollar.
- M** I'm going to look up the earliest installation date so you can start enjoying those savings and benefits as quickly as possible. Would a morning or afternoon appointment work best for you?

Divorce the Bundle (Savings)

- A** I understand you want to be sure you're getting the best price possible for all of the services you need.
- I** By signing up with DIRECTV as your TV provider, you can take advantage of our \$XX a month savings for a full year, which will lock in over \$300 in savings. In addition, I will give you 3 free months of HBO, Cinemax, STARZ and SHOWTIME. That's an additional \$141 in savings! This way you can keep your current Internet/phone provider and still enjoy incredible savings from DIRECTV.
- M** You can't beat these kind of savings by bundling. Let's get your DIRECTV new-customer offer locked in. Would a morning or afternoon installation appointment work best for you?

Advanced Receiver Service (ARS)

- A** I understand your concern, and I want to reassure you that with DIRECTV's Advanced Receiver Service you get so much more.
- I** We conveniently combine the best in technology in one monthly charge, which will give you the most full-time HD channels and access to more programming with our On Demand service. Let me discount this charge by signing you up for Automatic Bill Payment and Paperless Billing to get you the same great experience at 40% off a month for the next two years.
- M** To lock in all your savings, what credit or debit card would you like to use to secure your order and set Automatic Bill Payment?

Automatic Bill Payment (ABP)

- A** I can understand your hesitation about Automatic Bill Payment, but let me assure you that the time and money you'll save makes ABP worthwhile.
- I** Automatic Bill Payment makes paying your bill easy and convenient. That way you don't have to worry about paying on time or being disconnected. Also, when enrolling in Automatic Bill Payment and Paperless Billing, you are receiving a savings of \$240 over the next two years.
- M** To lock in all your savings, what credit or debit card would you like to use to secure your order and set Automatic Bill Payment?

Credit Check/Social Security Number Reluctance

- A** Many of my customers feel the same way about giving out their Social Security number or running a credit check.
- I** Let me assure you we are a penless/paperless environment and your information is secure. By running a credit check, it will help us determine what additional savings you may qualify for on your programming and equipment.
- M** May I please have your Social Security number to run a credit check to determine what new-customer offers you qualify for?

Only Wants Bundle Information

- A** I understand that you want to find out more information about the Internet provider that is available in your area.
- I** We partner with the best providers to offer you bundle options with our DIRECTV service. By bundling with these providers, you can also save an additional \$5 to \$15 a month on your DIRECTV service for the next year.
- M** Let's get some basic information to get started. [\(Return to Call Flow.\)](#)

\$24.99 Price Point

- A** Great! I would be more than happy to look at this package option for you and make sure you get the best deal.
- I** [\(Build rapport through Discovery by discussing their programming needs.\)](#) Based on what you've told me, I recommend the (package) because it includes your favorite channels like (name specific channels).
- M** Now that we've determined the best package for your needs, let's complete your order. [\(Continue with Present the Offer.\)](#)
Is there an alternate phone number we can use to contact you?

24-Month Agreement

- A** I understand many of my current customers feel the same way about the agreement.
- I** The two-year agreement is actually for your benefit. It allows us to lock in your price and provide additional discounts on programming, hardware and installation.
- M** To lock in all your savings, what credit or debit card would you like to use to secure your order and set Automatic Bill Payment?