

1 GREET AND IDENTIFY

Thank you for calling _____.

My name is _____.
How can I help you get a great entertainment experience with DIRECTV?

Begin by gathering basic information. Be sure to ask how they heard about your business.

- Who do I have the pleasure of speaking with?
- In case we get disconnected, may I have a phone number in order to contact you?
- How did you find out about us? From TV? From a mailing? From a friend?
- To best determine what's available in your area, may I have the street address and ZIP code where you would like to have service installed?

REMEMBER to identify yourself as the local DIRECTV expert!

2 QUALIFY PROPERLY

✓ Gather information and listen for customer cues to determine customer's wants and needs.

✓ Get the information you need to present the right benefits and solutions.

✓ I want...



Be sure to ask the customer an open-ended question to help confirm what they really want:

- You do want On Demand features and the ability to watch your favorite show on your schedule, right?

Current Situation

- What prompted you to call today?
- Who is your current TV provider?
- What is it about your current provider that is making you want to switch?

Programming

- What are some of your favorite channels?
- What type of programming do you enjoy?
- Does anyone else in your home have favorite channels we need to include?
- Local sports teams?

Hardware

- How many TVs do you want to set up today? How many are HD?
- Do you like to watch TV on your own schedule?
- Are you familiar with HD DVR and its available features?

If customer is interested in a bundle, open with:

Yes, we partner with the best local providers to offer you bundle options with our DIRECTV service. By bundling with these providers, you can also receive an additional \$5 or \$10 off your DIRECTV service every month for the next year.



3 EXPLAIN THE BENEFITS OF DIRECTV

✓ Once you identify DIRECTV features that interest the customer, translate them into benefits.

✓ Show the customer how DIRECTV will fit their situation.

CINEMA
CONNECTION KIT

+



=



Talk about benefits and not just features

Give customers reasons to believe, and they will be easier to close.

Talk about the combined benefits of Genie™ HD DVR with DIRECTV Whole-Home DVR service

- Never see the clutter of cable wires again. DIRECTV gives you the freedom to move your TV anywhere!
- Connect multiple TVs to one HD DVR and watch the same recorded show on up to four TVs simultaneously.
- Plus, you can record, pause, fast-forward or delete prerecorded shows from any room, and set your HD DVR from any cell phone, tablet or laptop.

Tell customers how connecting DIRECTV to the Internet provides the best TV experience

- Unleash the power of DIRECTV's Advanced Receiver by connecting your Genie HD DVR to your High-Speed Internet.
- Enjoy access to DIRECTV CINEMA™ featuring over 400 of the newest movie releases, plus access to thousands of titles at no extra charge.
- Listen to your favorite music from Pandora® Internet Radio, plus search for and watch YouTube videos on your TV!
- Use your tablet as a remote.

If the customer is interested in taking an HD DVR but unsure about Internet connectivity, clearly explain the benefits:

- Since you already have broadband at home, connecting your HD DVR is easy and it unlocks a world of entertainment. Best of all, it's FREE with the DIRECTV CINEMA™ Connection Kit!

4

SELL A SOLUTION

- ✓ Show the customer you understand their needs by providing a solution.
- ✓ Right-size the customer to the package they need and try to honor their requests.
- ✓ Avoid overselling or underselling.

Based on customer cues, decide the best package!**Looking for value:**

- Right now, you can save big with our SELECT™ Package! You'll save \$25/mo. off the regular price, get over 130 channels of programming, HBO® and SHOWTIME® FREE for three months, and four FREE lease upgrades on Advanced Product Receivers. Does that sound like great deal to you?

Wants the best entertainment experience:

- The PREMIER™ Package is incredible entertainment. It comes with over 285 channels of programming and includes HBO®, STARZ®, SHOWTIME®, and Cinemax®. You even get four FREE lease upgrades on Advanced Product Receivers, plus free HD Access. With rebate savings on top of that, it's everything you could ever want.

ALWAYS ASSUME YOU GOT THE SALE. Speak with the customer like they want to sign up.

5

ADDRESS CONCERNS & OVERCOME OBJECTIONS

- ✓ Restate, address and confirm.
- ✓ Ease any hesitations they may have about getting DIRECTV.

24-Month Agreement

- A 24-month agreement is a fairly common practice. You're probably familiar with it from most cell phone companies. It is necessary in order for DIRECTV to keep subscription prices as low as possible. If I have addressed all your concerns, we should get you signed up today.

Credit Check/Social Security Number Reluctance

- 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 fees. May I please have your Social Security number to determine your new-customer savings?

Needs Spouse Approval

- Like you, I know it's important to be confident you're making the best decision. You shared with me how unhappy you are with _____. Let me send you an email confirmation that will recap everything we've discussed, including all the great savings you are getting today. I have your email address as (state email). Let's complete your order so you'll receive the details in your confirmation email.

6

ASK FOR THE SALE

- ✓ Ask closing questions throughout the sale to determine if customer is ready to sign up.
- ✓ Use phrases that incorporate their needs.

They won't give you the sell. You've got to ask!

- Let's get you signed up as soon as possible so you can start enjoying thousands of On Demand shows and movies with DIRECTV. What installation date would be most convenient for you?
- If I can arrange your install for Friday, can we sign you up for DIRECTV today?
- Sounds like the free upgrade to Genie™ is a great reason for you to sign up. Let's do that now.
- Since equipment and professional installation is free, how does this week sound? Morning or afternoon?

Set the right expectations and make all necessary disclosures, including:

- Credit check & credit card requirement.
- Customer agreement & early cancellation fee (24 months & up to \$480).
- Review all charges that will appear on their bill (Premium channels, monthly programming, receiver lease fees, etc.).
- NFL SUNDAY TICKET disclosures (if applicable).
- Rebates & credits (if applicable): how much and when they will start and end.
- All that's included in standard professional installation.

**TAKE AN ASSUMPTIVE APPROACH THROUGHOUT THE CALL –
No one is going to ask you to sell them something. You must ask for it.**

Reference Required Call Components (RCCs) on the Dealer Center for complete disclosure language.
Offers valid through 7/23/14.

