



Brightspeed Fiber Training

Updated: September 16, 2023

Brightspeed Fiber Core Messaging

Brightspeed Fiber is bringing ultra-fast, super reliable internet with connectivity throughout your entire home.



Faster speeds for all your needs.

Brightspeed Fiber provides the speed and bandwidth your whole household needs to do what you want, when you want. You can stream, surf, game and connect across all your devices.



Connectivity in every room of your home.*

From day one, our technicians ensure that you have reliable fiber connectivity that flows throughout your home.

And with our smart network, we're there when you need us, proactively identifying potential problems right down to each individual device.



Reliable connectivity, just for you.

Brightspeed Fiber brings you dedicated, reliable internet access that's uniquely yours – so you always have the fast connectivity when you need it.



No nonsense, transparent pricing.

We're dedicated to providing quality connectivity with no hidden fees. Our plans start at \$60 per month, and there's no introductory pricing, equipment fees, data caps or annual contracts.

For a limited time, we're offering free installation with our new Brightspeed Fiber plans.

*Whole home connectivity does not apply to Former Quantum Fiber qualified addresses

Products, pricing and offers



Internet products and pricing*				Digital Voice
Speed	200M	500M	1G	Standard (one line)
\$/mo.	\$59	\$69	\$79	\$20
<ul style="list-style-type: none"> Prepay required 				<ul style="list-style-type: none"> Prepay required Unlimited local & long distance 500 international minutes

*pricing shown is before taxes (taxes apply to Digital Voice only) • 1G = includes 940Mbps/940Mbps and 940Mbps/880Mbps.

Offers	
Installation (New Brightspeed Fiber)	<ul style="list-style-type: none"> Waive \$100 installation fee (all customers/all scenarios) Calix Router and Wi-Fi node(s) (if needed) included** Wi-Fi nodes are determined by technician during installation
Installation (Former Quantum Fiber)	<ul style="list-style-type: none"> Waive \$100 installation fee (all customers/all scenarios) Actiontec or similar router included; NO Wi-Fi nodes Analog Digital Adapter (ATA) for orders with Digital Voice <ul style="list-style-type: none"> ATA is provided at no charge and shipped to customer who self-installs

**Calix router and Wi-Fi nodes apply to new Brightspeed Fiber customers. Does not apply to Former Quantum Fiber qualified addresses

Products, pricing and offers



Brightspeed Digital Voice

High quality voice connection delivered over our Fiber network

- Unlimited local and domestic long-distance calling included at no charge.
- Includes up to 500 minutes of international calling to 5 countries (Canada, Mexico, UK, Germany & Ireland)
- Over 20 calling features included, like...
 - Caller ID
 - Call Waiting
 - Voicemail
 - Call Forwarding

Only \$20/mo.

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**Great as a
back-up plan for
cell service or
work from home!**

Important things to know-

- Voice service is limited to **one** number only. Multiple numbers are not available at this time.
- If a power outage occurs, internet and phone does not work unless the customer has a battery back-up device that powers the router.
- An Analog Digital Adapter (ATA) is required when ordered with former Quantum Fiber and will be shipped to the customer with instructions on how to self-install their Digital Voice service.

Brightspeed Fiber Equipment

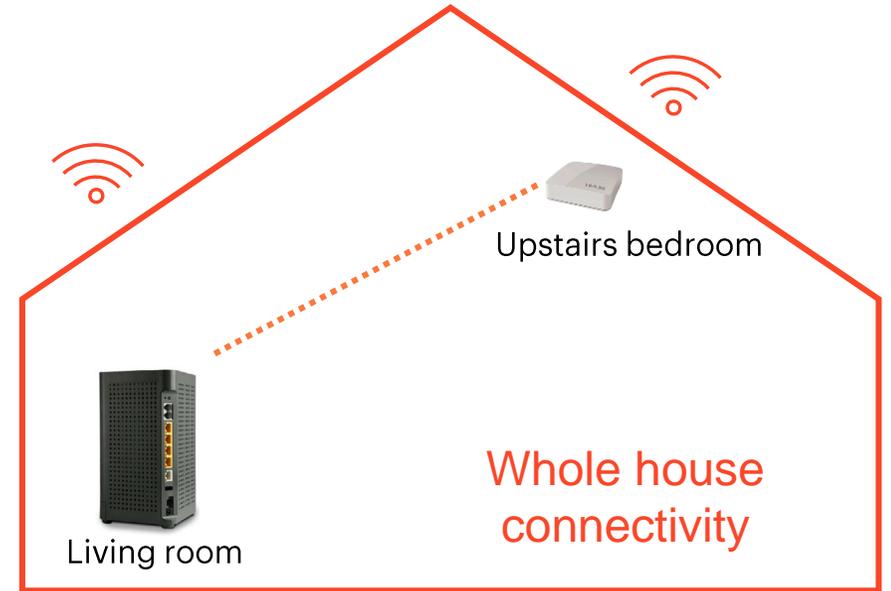


Calix Router

- Wi-Fi 6/6E
- Faster throughput speeds
- Better battery life for connected devices
- Less bandwidth congestion

Wi-Fi nodes

Small radio transmitters that communicate with your router to boost and extend your Wi-Fi signal. Nodes are placed inside the house and are designed to create a large blanket of Wi-Fi coverage in the home, giving your Wi-Fi further reach and stronger signal.



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Brightspeed Fiber Installation



Professional Tech Installation

Installation includes-

- Ensures that Fiber connection is working.
- Set up of the router and as many Wi-Fi nodes required to ensure whole house connectivity. Technicians determine how many, **if any**, nodes are needed.*
- Set up the connection of one Wi-Fi enabled smartphone or laptop (peripheral devices are not included. e.g. gaming devices, TVs, smart appliances, etc.)

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Simple Buried Fiber

If fiber line must be buried-

- The technician will lay the fiber line in the place where it will be buried.
- Technician will complete the installation and ensure service is up and working.
- The fiber line will be buried within up to 14 days after installation (weather permitting).
- A temporary service interruption will occur while fiber is buried
- Customer does not need to be present when fiber line is buried.



**Professional
Installation**

•
**\$100 value at no
charge!**

**Advise 2 – 6
hours for
Installation**

•
**An adult 18 yrs. or
older must be
present**

Brightspeed Fiber Installation



Complex Buried Fiber

Certain installations required more complex construction-

- Complex construction typically includes boring underneath the road to bring the fiber to the customer's premise and burying the fiber underground to the customer's home.
- Installation due dates are defaulted to **30 days out** to provide additional time to complete construction and install service
- Customers will receive regular updates via text message regarding the stage of their order.

Complex Buried Fiber Stages



Planning

Contractor has acknowledged the job and contacts customer within 3 – 5 days.



Construction

Construction is ready to move forward; contractor confirms timing with the customer.



Final Review

Construction is complete. Confirm or change date of installation.



Install Date

Date of install by technician to connect service inside the home.

**Complex Buried
Line Service**

•
**30-day
installation date
by default**

**Customers are
updated at every
stage of the
process.**

Brightspeed Fiber Installation



What should you say?

When you have a customer that requires a complex installation, say...

“Your installation date is extended up to 30 days to allow construction teams enough time to connect your property to our fiber network. We’ll reach out to you in 3-5 business days to discuss the next steps. We’ll also provide regular updates along the way and let you know if work is completed sooner.”

There are no construction or installation charges for Brightspeed Fiber

Complex Buried Fiber Stages



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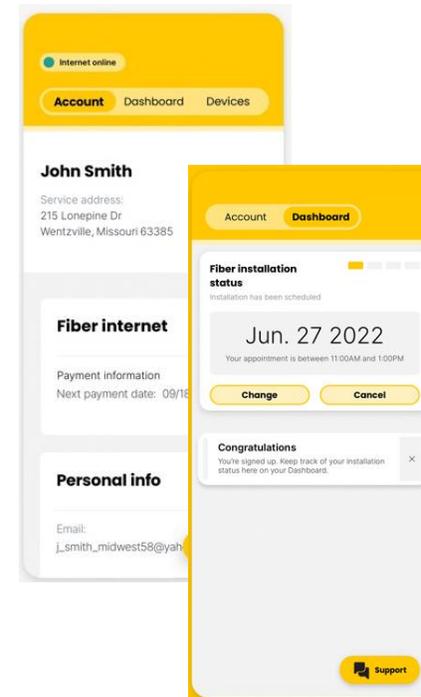
Brightspeed customer apps

Customers have great self-service options with our apps!



Brightspeed Wi-Fi

- View connected devices and usage
- Set up guest Wi-Fi network
- Set up parental controls
- Change your SSID and password
- Speed test



Brightspeed Fiber

- Review order status
- Change install date
- Update payment information
- Manage connected devices
- Customize your home network
- and much more

Value Statements



Brightspeed Fiber

Speed

“ Brightspeed Fiber offers upload speeds as fast as download speeds, which means you can upload and download videos, stream, game and anything else you want to do, in no time.

No Limits

“ We don’t cap or throttle your data, so you can always be sure you’re getting the speed you’re paying for. Brightspeed fiber provides a dedicated connection to your home. It’s not shared with your neighbors, so it doesn’t slow down when they’re online.

No Long term contract

“ We know you’ll love Brightspeed so much that we don’t make you commit to a long-term contract. You’re not tied in, and free to change your plan or leave anytime.

No extra equipment costs

“ What’s even better is that our Everyday value pricing includes all the equipment, so you won’t be hit with monthly router rental fees or a costly equipment purchase.

Full Wi-Fi coverage

“We’ll set up your service to ensure you have connectivity in every room of your house*, and the great thing is you don't pay anything extra for the equipment.



Brightspeed Digital Voice

Call quality

“ Brightspeed Digital Voice will provide you with clear, clean calls without dropping connection anywhere in your home. This is great if your cell service isn’t as good as it could be or if you forget to charge your cell phone..

Emergencies

“ In an emergency, first responders can track your exact location using your VOIP address. It’s also an ideal solution for home security systems and for anyone in the home that might not have a cell phone

Unlimited domestic calls

“ Our plan lets you stay connected with friends and family as much as you like with unlimited domestic calling. It also includes 500 minutes of international calling to select countries.

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How do we stack up against the competition?

Advantages	Brightspeed Fiber	Cable	Fixed Wireless	Satellite	DSL
Symmetrical Speeds (upload same as download)	✓	✗	✗	✗	✗
Dedicated internet connection	✓	✗	✗	✗	✗
Free router and Wi-Fi nodes (if needed)	✓	✗	Varies	✗	✗
Not susceptible to interference (radio/weather)	✓	✓	✗	✗	✗
Unlimited data with no caps or throttling	✓	Varies	Varies	Varies	Varies
Simple, straightforward pricing	✓	✗	✓	✗	Varies
No long-term contracts*	✓	Varies	Varies	Varies	Varies
No installation fees*	✓	Varies	Varies	Varies	Varies

*Competitors may run *promotional offers* from time to time that include free installation, unlimited data and no long-term contracts

Brightspeed Fiber vs. Cable



Symmetrical Speeds

Only 100% fiber-optic networks like Brightspeed can offer upload speeds the same as download speeds. Traditional cable, fixed wireless, traditional copper (DSL) and satellite networks do not have the technology to do this, and their upload speeds are a fraction of their download speeds. Upload is important when you're gaming, streaming live video or transmitting large files.



No additional equipment costs

Brightspeed does not charge for the router or Wi-Fi nodes. Some providers require customers to either rent or purchase the router, adding additional costs, and many do not even offer Wi-Fi nodes, let alone free ones. Cable TV subscribers also pay additional fees for set top boxes and/or DVR storage.



No hidden fees, and perfect for streaming TV

Cable subscribers who purchase internet and/or TV services may be subject to additional broadcast fees, sports networking fees, franchise fees, activation fees and more. Streaming TV is an attractive alternative to cable, offering the flexibility to pay only for the content you want and the ability to watch it whenever you want. Brightspeed Fiber provides the perfect connection for streaming.



Dedicated internet connection all the way to the premise

A Brightspeed Fiber connection is 100% yours, 100% of the time. It's not shared with other homes and businesses in the neighborhood. The signal is delivered all the way to the customer's home/business.

With cable, many providers deliver the cable signal to the curb, meaning to a hub that services the neighborhood. From there, the signal is shared to customers in the neighborhood.

Sales skills



Positioning Brightspeed Fiber



Connect

- *“Good morning/afternoon. I’m [agent name] and I’m in the neighborhood today talking to folks about Brightspeed Fiber. By the way, your flowers are beautiful!”*
- *“How are you doing today? My name is [agent name] and I’ve been speaking to your neighbors about Brightspeed, a brand new fiber internet provider in the area. Isn’t it beautiful out here today?”*



Discover

- *“Brightspeed Fiber offers super fast internet, free equipment, free installation and no long-term contracts. I’m sure we have a speed and price that would suit your needs. Can you tell me how you and your family use the internet?”*
- *“How many devices do you typically have connected at the same time? Does anyone work from home or attend school online. Do you stream TV or play games online? What about smart devices, like video doorbells or security cameras?”*



Recommend

- *“Based on everything you’ve told me, I recommend [XXMbps]. This will provide you with enough speed to do all the online activities you mentioned, such as [re-state their needs], so while the kids are playing on the Xbox, you won’t have to worry about your TV shows lagging or buffering. That sounds pretty good, right?”*
- *The monthly rate is just [\$XX/mo.], with free equipment, free installation, no long-term contract and no hidden fees.”*



Close

- *“Why don’t we get you scheduled for installation right away so that you can take advantage of our amazing fiber internet?”*
- *“Our installation teams have been working in your area, so I’m sure we can get you on the schedule quickly.”*

Sales skills practice

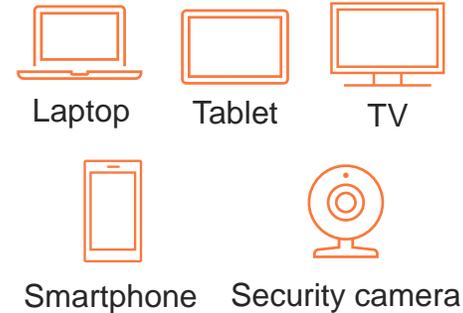
Jasmine Lee



Online Activities

- Paying bills
- Shopping
- Facebook
- Watching movies and videos

5 Devices



Objection

"I have cable now and I get both internet and TV. I'm not sure how streaming TV works or if I can get my favorite shows. Even though it's expensive, I would rather stick with what I have."

What would you recommend?

How would you overcome her objection?

Sales skills practice

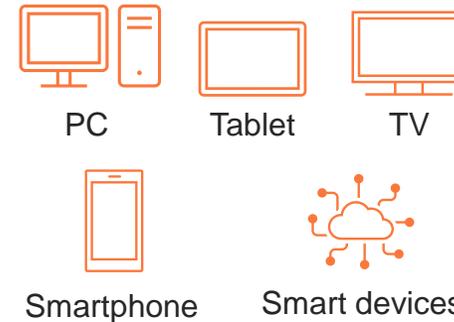
Horace Jones



Online Activities

- Works from home
- Video conferencing
- Shopping/surfing
- Streaming music

8 Devices



Objection

“I’m satisfied with my cable service. I have a lot of things connected to the internet and depend on it for work. I see no reason to switch and risk messing things up for myself.”

What would you recommend?

How would you overcome his objection?

