

# FORGE

## The Pitch

The following script is the foundation of your success as a fiber sales representative.

This is not just a script to memorize, it's a proven framework that has closed thousands of deals across every market we operate in.

### How to Study:

1. **Read it through completely** to understand the flow and logic
2. **Practice out loud** until you can deliver it without looking at the page
3. **Record yourself** and listen back to identify areas for improvement
4. **Role-play with your team** to get comfortable with real responses

### The Five Stages:

Every successful pitch follows this exact sequence...

1. **INTRO** – Build rapport, establish credibility, identify the competitor
2. **SERVICE** – Present the problem, introduce fiber as the solution, highlight the benefit
3. **SPEEDTEST** – Provide proof of the current problem and demonstrate the upgrade
4. **PRICING** – Present the offer as a no-risk opportunity with clear value
5. **CLOSE** – Transition to booking without giving them time to overthink

Master this pitch, and you'll have the tool you need to succeed in any territory, with any homeowner, on any day.

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## 1. INTRO

Hey, how's it going?

Awesome, I'll be super quick — my name's [*name*], I'm with [*ISP*].

Have you seen us working on the new fiber lines in front of your home and around the neighborhood?

**(Point to lines)**

Perfect. So you've already heard a little about fiber optic internet?

Great — I've already been able to upgrade a lot of your neighbors from [*competition*] today, and the cool part is I've been able to lower their bill at the same time.

I'm assuming you're with [*competition*] too, right?

**(Nod and smile as if you already know)**

Makes sense. You're probably paying anywhere between \$80–\$100 a month on that, right?

**(Say this confidently like you already know the answer)**

Cool — what do you mainly use the Wi-Fi for?

**(Let them answer → streaming, gaming, Zoom, kids, etc.)**

## 2. SERVICE

**(PROBLEM → SOLUTION → BENEFIT)**

So the main reason everyone is upgrading to fiber is because with [*competition*], you're still relying on that **shared internet connection**, right?

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So obviously when all your neighbors on [**street**] get home from work or school, they all hop on WiFi, right? That's exactly why everybody tends to see lag or buffering when [*insert internet use case; ex. streaming, gaming, etc*].

All I'm here to do is help get you set up with your own personal, private connection to the brand-new high-speed fiber internet. **That way** you're finally getting the fastest internet for the most affordable price.

Does that make sense?

**(Nod & Wait for a YES)**

## 3. SPEEDTEST

Do you know what speeds [**competition**] is actually giving you right now?

**(Almost nobody does — shake head)**

Let's check real quick — grab your phone and search 'Speedtest.'

**(Stand side-by-side, build rapport, then coach them through test)**

Okay, looks like you're getting around [**x download / y upload**].

With our 1 gigabyte fiber plan, we take that all the way up to 1000 download and 1000 upload.

So it's not just a little bit faster — it's **WAY** faster. Do you see that?

**(Let them react / NOD & SMILE)**

## 4. PRICING

In terms of pricing, it's **just 59 bucks a month**, so it's **super affordable**.

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Where fiber **typically** gets expensive is the installation and equipment fees.

But while we're already here setting up [*neighbors / streets*], we're offering a completely free installation and the entire first month for free to try it out.

And what the neighbors really loved is that you don't even need to cancel [*competition*] right now.

**(PAUSE — relief)**

You can actually run [*ISP*] **side-by-side with** [*competition*] and compare them yourself.

**(PAUSE)**

Best case, you keep [*competition*] on, test fiber for the free month, and once you see how much faster and more reliable it is, we help you switch and **lower your bill**.

**(PAUSE)**

Worst case, there are **absolutely no contracts** and **nothing changes**.

## 5. CLOSE

My schedule's pretty booked out, let me pull it up and see what availability we have for you guys... **What's the full address here?**

**(STOP TALKING & LOOK DOWN AT PHONE)**