FORGE

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**.

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)