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Post-Pay Update (Brightspeed)

Brightspeed is pushing an update to all markets where instead of only pre-paying for the month, there is a new post-pay option. Continuing to sell at a high-level means we learn to adjust to post-pay.

Changes made to the sign-up process:

1. Before sending the agreement, sales reps need to run a soft credit check.
2. Customers who pass credit have the option to not have a card on file.
   a. If they don't put their card on file and opt-in for paper billing, their rate will be $10 per month higher than the listed price on BASS.
3. There's no longer a free first month.
4. Post-pay: instead of paying at the beginning of the month, customers pay at the *end* of the month.

Mental:

The best sales reps see change as an opportunity for growth. When it comes to selling with this new update, it all comes down to confidence.

Almost NOTHING changes in the pitch except we can no longer lean on the free month to build buying temperature. That's OK! We're still saving the customers money on their bill, providing faster and more reliable connections, and removing the hassle of switching providers.

The customer has **no idea** this is a new update and that you're not used to it. They have no idea that a free month was available before. It's not a big deal unless you make it one. A **FREE INSTALL** and **$100 GIFT CARD** is still **plenty** of benefits to sign up for!

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Credit check process:

While entering the customer's info, BASS will ask you whether or not the customer will opt-in for paperless billing.

→ Select **yes**. This will continue the sale like normal and prompt the customer to enter their card upon sign up.

After an appointment date is selected and you send the customer the link to complete the order on their device, it will send a link for the credit check first.

If they fail the credit check, the only difference is Brightspeed will require the customer to put a deposit down to pay for the first month **now** instead of after the first month. Nothing else changes.

The credit check page will prompt them to enter:

1. Birth date
2. Social security number (**optional**)

While optional, entering the social security number runs a better chance of the customer passing the credit check.

If BASS says they do not qualify…

1. Double check that their name is correct.
2. Ask them the name of their wife/husband or someone else 18+ who lives in the home and enter their info instead.
   a. ex: "Cool, that didn't work. What's your wife's name?"

If no one qualifies:
- "Ok so the credit check is failing. No big deal though, we'll just ask for a deposit for that first month. You still qualify for the free install and the $100 gift card!"

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Adjusted Script

In terms of pricing, it's **just [*price*] 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 after three billing cycles we'll reimburse you ***100 dollars***! So the first two months are practically free for you to try us out!

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?**

…

after you send the link for the credit check…

Cool, just need to check that you're over 18 and a real human. What's your birthday?

If the credit check fails…

Cool, just want to confirm here that this is your correct full name.

All good, that didn't work, what's your [***adult living at the house***] name?

If it still doesn't work…

Ok so the credit check is failing. No big deal though, we'll just ask for a deposit for that first month. You still qualify for the free install and the $100 gift card!