Speed Tests

Your ability to run speed tests is the **MOST psychological, technical, and value building activity** you can do while selling fiber.

Running **consistent speed tests** is the **biggest lever** you can pull to accelerate from

1–3 deals/day → 5+ deals/day

Why? Because numbers remove emotion and confusion.

You get to paint the picture and *show* the customer what their speeds are, not just tell them.

Speed tests will…

- Anchor your conversation in facts
- Tell you the customer's current speeds
- Shows you exactly the value of fiber for upgraded speeds
- Gives you control of the interaction & gives you the opportunity to EDUCATE

Understanding Internet Speeds

Good news, it's super simple. There are ONLY two things you need to know.

1. **Download Speed (Bringing Data IN)**

Download speed is everything you are receiving.

- Streaming TV (Netflix, YouTube)
- Watching TikTok / Instagram

- Downloading files
- General browsing

This is the **bulk of usage** for most households.

2. Upload Speed (Sending Data OUT)

Upload speed is everything you are sending.

- FaceTime & Zoom
- Uploading photos/videos
- Work-from-home tools
- Security cameras & smart home devices

Upload speed is **CRITICAL** for:

- Work-from-home professionals
- Families with security systems
- Anyone on video calls

Fiber optic cables give you much faster, symmetrical download / upload speeds.

Fiber vs Copper

This is where the speed test becomes powerful.

Fiber Optic Internet

- **Symmetrical speeds.** Download = Upload
- Doesn't slow down during peak hours (private)
- **1 Gig Fiber = 1000 download / 1000 upload**

Cable / Copper Internet

- **Asymmetrical speeds**

- Upload is capped and limited at MOST 30 mbps
- Slows down during peak hours (shared)
- "1 Gig" Cable = **200–300 download / 30 upload** (sometimes less)

This is why customers feel

- Lag
- Buffering
- Dropped calls
- Slow performance at night

Frame the speedtest as super simple & quick.

To transition into a speedtest, ask the customer what their speeds are!

Do you know what speeds Spectrum is actually giving you right now?

- **Make it so it's not a big deal and be ASSUMPTIVE**
- **If you have never run a speedtest, do exactly this right now!**

Let's check real quick - grab your phone real quick and go to your browser. Search Speedtest on Google and click "Run Speedtest".

(STEP NEXT TO THEM — SILENT)

*Perfect so right now you're getting about [**XX download**] and [**XX upload**].*

Do you see how much lower that upload speed is compared to your download?

*Perfect so with fiber, we take that [**XX download**] all the way up to 1000 and that [**XX upload**] all the way up to 1000 as well.*

*It's the same plan we just installed for [**neighbor / street name**].*

So it's not just a little bit faster, it's night-and-day faster.

You see that difference?

(STOP TALKING)

Faster speeds, private connection = Less buffering, no lag

Never just show the numbers. You explain what they mean.

So like I mentioned with fiber, you get your own private connection so it won't slow down during peak hours. That way, once we get you on the 1000/1000 speeds, you will see less buffering, less lag when you are [gaming, streaming, working from home, security systems work a ton faster, etc].*

*insert what they use the wifi for. you should've already gathered this information earlier in the pitch.

→ **TRANSITION INTO PRICING & CLOSE**

Key Takeaways

1. Speed tests are **psychological first**, technical second
2. Numbers eliminate arguments
3. You control the meaning of the results
4. Run speed tests **consistently**