



2025 SALES PLAYBOOK



Listen. Solve. Sell. *Customer Centered Success*

This playbook is designed to elevate your **sales** by providing a clear, structured approach to engaging customers, uncovering their needs, and offering the right solutions. Whether you're handling inquiries, overcoming objections, or closing deals, this guide will **empower you with the tools and strategies** to increase revenue *while* delivering exceptional customer experiences.



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Astound

There's only one way to succeed in anything, and that is to give it everything.

—VINCE LOMBARDI

Company Information

Astound serves eight of the top ten metro markets with continued focus on customer service and providing critical infrastructure to local communities. Astound reflects both the evolution of the company as well as its vision for the future.

Mission & Values

At Astound, sales isn't just about closing deals—it's about **building trust, delivering value, and exceeding customer expectations**. Our mission drives every conversation we have, ensuring we provide the right solutions with **honesty, integrity, and exceptional service**. Success starts with our people, and every sales interaction is an opportunity to **create connections, solve problems, and drive business growth**.

Brand Identity

We're a customer-first company dedicated to **delivering high-quality, reliable, and innovative solutions**. We don't just sell products; we **help customers find the best technology to fit their needs**. Whether it's faster speeds, better service, or smarter solutions, we position ourselves as trusted advisors, ensuring every interaction is valuable.

Company Strategy

Our strategy is simple: **Sell with confidence, focus on the customer, and drive results**. We differentiate ourselves by **offering cutting-edge technology, competitive pricing, and an unbeatable service experience**. By understanding our products and listening to our customers, we can **match the right solutions to their needs**, ensuring satisfaction and long-term loyalty. Every call is an opportunity to **increase revenue, build relationships, and reinforce Astound as the best—not the biggest—in the industry**.

Product Overview

What Do We Sell?

Astound delivers high-speed internet, cable TV, landline, and mobile services designed to keep customers connected at home and on the go. Our fiber-powered network provides ultra-fast, reliable speeds of up to 1,500 Mbps, ensuring seamless streaming, gaming, remote work, and more.



How Does it Work?

Astound operates on a robust, fiber-rich network that delivers fast, secure, and dependable connectivity. Our Whole Home Wi-Fi uses advanced mesh technology to create a seamless network, ensuring every device stays connected with the best possible signal. Our mobile services leverage top-tier networks to provide nationwide coverage, so customers stay connected wherever they are.

Why Sets Astound Apart?

- Fiber-powered, future-ready network delivering exceptional speed and reliability.
- No data caps - customers get unlimited usage with no slowdowns.
- Competitive pricing - premium service without premium costs.
- Customer-focused approach - personalized service with local support teams.



Product: Internet

Astound provides high-speed internet services with options reaching up to 1,500 Mbps, ensuring fast and reliable connectivity for all your online activities.

300 Mbps	600 Mbps	1000 Mbps	1500 Mbps	5000 Mbps
Fair	Average	Fast	Very Fast	Extremely Fast

HFC - Hybrid Fiber Coax	FTTH - Fiber to the Home	Ethernet - Wave G
Download Speeds up to 1500 Mbps Upload Speeds up to 50 Mbps	Download Speeds up to 5000 Mbps Upload Speeds up to 5000 Mbps	Download Speeds up to 5000 Mbps Upload Speeds up to 5000 Mbps
Brings the fiber network close to the customer before transitioning to coaxial cable.	Connects our fiber network directly to the customer's home.	Connects our fiber network directly to the apartment or condo building.
Cable Modem Required Asymmetrical Speeds	ONT Required Symmetrical Speeds	No Equipment Required Symmetrical Speeds



Customers have many options when it comes to Wi-Fi in their homes:

- Whole Home Coverage
- Fast Speeds
- Multiple Device Streaming
- Automated Security Updates
- Easy App Management

Ideal Customer and Use Cases



Families

Require whole-home coverage with multiple device connectivity



Remote Workers

Need fast, reliable internet for video calls, and uninterrupted workflow.



Streaming

Depend on seamless, buffer-free streaming for multiple users across different devices.



Gamers

Require low-latency connections and high-speed downloads for competitive gaming.

Key Features

- High-speed fiber-powered internet (up to 5000 Mbps)
- No data caps or throttling
- Whole-home Wi-Fi with mesh technology
- Competitive Pricing

Probing Questions

- What internet speed do you currently have, and is it meeting your needs?
- How many devices are connected to your Wi-Fi at any given time?
- Do you experience buffering, slow speeds, or interruptions?

Common Objections

“I’m happy with my current provider.”

Response: “Many customers thought the same, but once they experienced our faster speeds and unlimited data, they saw a real difference.”

“It’s too expensive.”

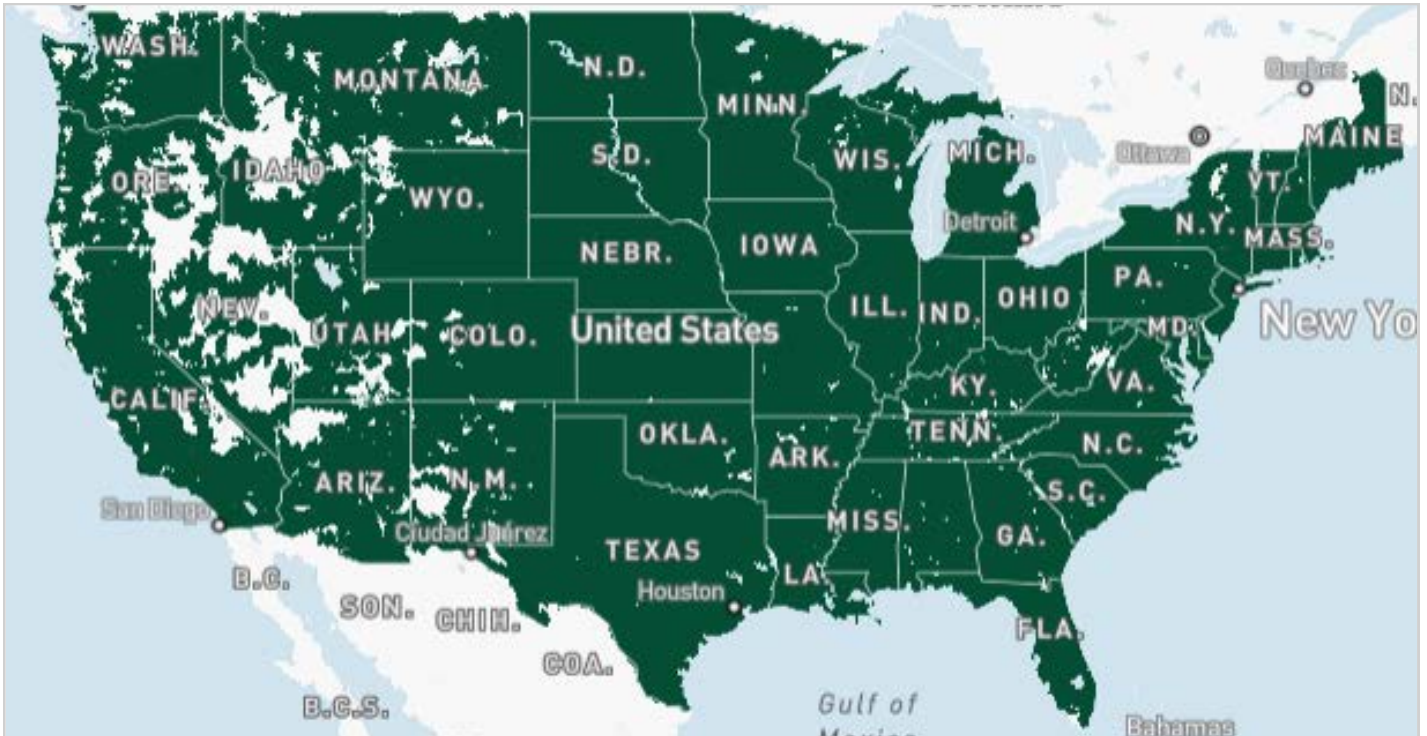
Response: “We offer competitive pricing with no data caps, ensuring no overage fees or throttling.”

Upsell & Cross Sell

- Upgrade to higher speeds for better streaming/gaming experience
- Bundle with mobile for added savings
- Whole-home Wi-Fi solutions
- Bundle with DIRECTV for the full entertainment experience

Product: Mobile Phone

Astound's mobile services deliver fast, reliable 5G connections, allowing you to stay connected on the go. We offer various data plans and the ability to bundle mobile service with our high-speed internet for added value and savings.



Partnered with T-Mobile – one of the nation's largest and fastest 5G networks.

1.5 GB Data

3 GB Data

Unlimited
20 GB Data
SD Video Stream

Unlimited+
20 GB Data
HD Video Stream



Our mobile service runs on a nationwide network with 5G service in all 50 states and US Territories – reliable coverage you can count on!

- Pay for what you need, by the gig or go unlimited
- Unlimited Calling and SMS Texting
- Add up to 5 lines
- Bring your own phone or get a new one
- Manage your mobile account all in one simple app

Ideal Customer and Use Cases



Frequent Travelers

Need reliable coverage across the U.S.



Budget Conscious Users

Looking for affordable, flexible plans.



Families

Require multiple lines with shared data plans.



Remote Workers

Depend on 5G for hotspot access.

Key Features

- 5G coverage nationwide (partnered with T-Mobile)
- Flexible data plans (pay-per-gig or unlimited)
- Bring your own phone or get a new one
- App-based account management

Probing Questions

- How much do you currently pay for mobile service?
- Do you travel often and require strong nationwide coverage?
- Would you like to bundle mobile and internet for savings?

Common Objections

“I don’t want to switch my phone number.”

Response: “You can keep your number, and we make the transition seamless.”

“I’m locked into a contract.”

Response: “We have promotions that may help offset any early termination fees.”

Upsell & Cross Sell

- Bundle with internet for savings
- Additional lines for family members
- Upgrade to unlimited plan
- Bundle with Astound TV for access to the Astound+ app

Product: Home Phone

Astound's home phone service offers crystal-clear call quality, reliability, and a comprehensive suite of features, including unlimited nationwide calling. This service is ideal for both personal use and those working from home.



Clarity



Reliability



Economical

Key Features and Benefits

Enjoy the crystal-clear and reliable connections you get from a landline and the convenience and control you get with the most popular and useful features at your fingertips.

- Calling plans starting as low as \$20 a month
- Voicemail - Stay connected anywhere by having voicemails sent automatically to your email
- Call Forwarding - Send calls to any number you choose
- Safety First- Emergency & 911 foundation when in need
- International Calling - Connect to over 200 countries
- Remote Work - Enjoy the crystal-clear and reliable connections you get from a landline and the convenience and control you get with the most popular and useful features at your fingertips.

Ideal Customer and Use Cases



Remote Workers

Need a dedicated landline at home.



Families

Ensure emergency access with 911 support.



Elderly

Preferred reliable, landline-based service.



International Calling

Cost-effective calling plans.

Key Features

- Crystal call clarity
- Unlimited nationwide calling
- Voicemail-to-email feature
- 17+ Calling features
- International calling options
- Manage all phone settings from your smart devices
- Low cost plans with no contracts

Probing Questions

- Do you rely on a landline for business or emergencies?
- Do you frequently call internationally?
- Would you like voicemail messages sent to your email for convenience?
- Do you have any children or elderly parents in the home?

Common Objections

“I don’t need a home phone.”

Response: “Many customers use it as a backup in emergencies or for clear call quality.”

“I only use my cell phone.”

Response: “Home phone service offers features like voicemail-to-email, which can be useful.”

Upsell & Cross Sell

- Bundle with internet and mobile
- Add international calling plans
- Upgrade to premium voicemail services
- Bundle with Astound TV or DIRECTV for more entertainment access

Product: TV

We have taken Cable from a 1900s technology to modern, state-of-the-art technology. Our internet-first TV streaming service provides all the modern features customers expect from streaming services with the familiarity of cable TV.

DIRECTV

We've partnered with DIRECTV so you can watch live TV, satellite-free, over your Astound internet connection. Set up is fast and easy via DIRECTV'S Gemini™ device with voice controlled remote.

Entertainment

85+ Channels

All the top viewed channels including:

- Fox News Channel
- Univision
- MSNBC
- HGTV
- Hallmark Channel

Choice

125+ Channels

Featured channels in ENTERTAINMENT plus:

- UniMás
- Travel Channel
- Nick Jr.
- Weather Channel
- Cooking Channel

Ultimate

140+ Channels

Featured channels in CHOICE™ plus:

- STARZ Encore® channels
- Magnolia Network
- Nat Geo Wild
- Smithsonian Channel
- FX Movie Channel

Premier

185+ Channels

Featured channels in ULTIMATE plus:

- Max (includes HBO channels)
- Paramount+ with SHOWTIME channels
- STARZ channels
- Cinemax channels

Two Great Choices

Astound TV

Astound TV delivers the latest live TV, powered by the TiVo experience. Beautifully designed, with sleek menus, voice control, and hundreds of apps, you get all your entertainment and streaming in one place.

Basic TV

40+ Channels

A great way to have access to local broadcast channels like ABC, CBS, NBC, PBS, and Fox - plus other exciting programming.

Preferred TV

220+ Channels

When people think cable TV, they think of this package. Local channels plus ESPN, Discovery, HGTV, and more.

Premiere TV

290+ Channels

Add even more sports channels and other specialty programming, such as the Smithsonian Channel.

Ideal Customer and Use Cases



Families

Require kid-friendly content and parental controls.



Entertainment Lovers

A mix of premium channels and streaming.



Traditional Users

Preferred TV experience with improved experience



Sports Fans

Need access to sports channels like ESPN and more.

Key Features

- Streaming TV service powered by TiVo
- Live TV and on-demand content
- Voice-controlled remote
- Integration with apps like Netflix, Hulu
- From favorite local channels to premium movie channels

Probing Questions

- Do you watch live sports or premium channels?
- Are you looking for an alternative to traditional cable?
- Would you like a voice-controlled TV experience?
- Do you enjoy local news networks?

Common Objections

“I already use a streaming service.”

Response: “With Astound TV, you get live TV and streaming combined in one place.”

“I don’t watch much TV.”

Response: “We have smaller channel packages for casual viewers.”

Upsell & Cross Sell

- Add premium movie channels (HBO, Showtime, etc.)
- Bundle with internet for better pricing
- Upgrade to higher-tier packages
- Add mobile to access the Astound+ app for endless streaming

Sales Methodology

Our sales methodology is how you engage with prospective customers. Salespeople must abandon traditional sales techniques and build value as trusted advisors to win larger deals. Much like our mission statement, at the heart of SERVE lies the needs of our customers.

The Astound Sales Way:

The Customer, Their Needs, Then Us - in that order.

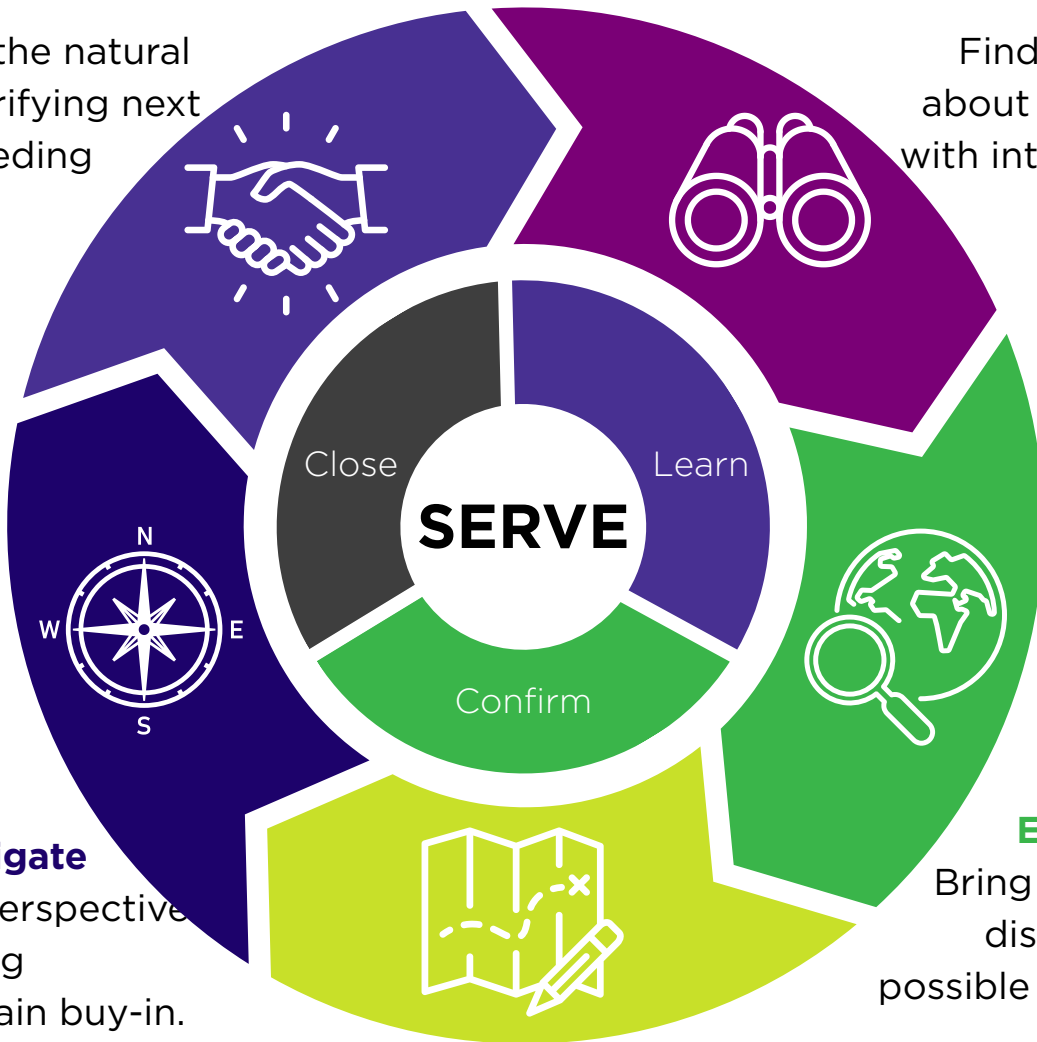
Exit & Expand

Guide them to the natural close, while clarifying next steps and exceeding expectations.



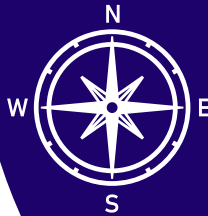
Seek & Connect

Find prospects, learn about them, build trust with intention and avoid selling.



Validate & Navigate

Respect their perspective while addressing objections to gain buy-in.



Explore & Qualify

Bring your curiosity to discover everything possible - spending most time here.



Recommend & Pitch

Connect the dots - only focusing on what's important to them and the associated value.



Learn: Seek & Explore

Questions are the foundation of Selling. Not only does every question have a clear purpose, but the order in which you ask questions is strategic, too.



Build Strong Relationships



Understand Your Customer's Needs



Naturally Close Sales

S Situation Inquiry to understand the current situation.

P Problem Identify the pains currently experienced.

I Implication Help customer recognized the need.

N Need Payoff Guide the customer to a solution.

Sales Behavior & **SALES SUCCESS**

Using SPIN, reps don't have to "always be closing." Rather than constantly pressing for the sale and coming across as pushy, deals should occur naturally if the prospect has a genuine need. Prospects should have fewer objections, too.

Confirm: Recommend & Validate

Based on the understanding of customer needs, recommend products or services that genuinely resonate and address their specific requirements.

- Position the Products using a unique value proposition.
- Emphasize the primary benefits or value that the product or service delivers to the customer.
- Reflect the brand's personality, values, and overall image

Positioning Equation: What + Why = Value

What:

"I highly suggest considering our Eero Wi-Fi Solution."

Why:

"This solution will drastically improve the connection issues you mentioned while playing Call of Duty."

Why:

"You mentioned that you work from home and need the most reliable connection."

What:

"I recommend our 1.5 high-speed internet to ensure that you have the very best coverage and speed while you work."

Confirm: Recommend & Validate

Showing How Our Solution Helps:

Once you've identified the customer's pain points, it's time to show how your product or service is the best solution. Use Need-Payoff questions to help the customer see the value.

Example questions:

- If you had a more reliable service with better pricing, how would that impact your experience?
- Would unlimited data or faster speeds help with your daily activities?
- If we could offer a package that saves you money while improving service quality, would that be of interest to you?

Then, use the FAB method to connect the solution to their specific needs.



Feature

“Our 1.5Gbp high speed internet includes unlimited data with no throttling.”



Advantage

“This means you'll never have to worry about slow speeds, even during peak hours.”



Benefit

“You can work and stream your favorite shows seamlessly without interruptions.”

Close: Exit & Reflect

Ask for the customer's business, overcome any lingering objections, and proceed to the next steps of the sale. Always remember to ask for referrals.

Closing doesn't always mean an immediate "yes" or "no." Sometimes, it's about securing the next step, whether that's a free trial, scheduling an installation, or sending more information. If the customer hesitates, uncover and address their concerns.

Objection Handling Framework

- ✓ **Acknowledge** - Rephrase the objection to communicate to the customer that you heard them.
- ✓ **Ask** - Ask a question to probe for the root cause
- ✓ **Advance** - Ask a question or make a statement that propels the customer past the objection.

Example:

Objection: "I just can't see myself going through the hassle of making a change right now."




Acknowledgement: "I get it, it can be a hassle to schedule time for someone to interrupt your day for installation."

Ask: "What is the biggest hassle, finding time for someone to come in, or being disconnected from the internet during installation?"

Advance: "We have great availability with our scheduling and can pinpoint a time best for you. By the time you get ready for the day, we would have you up and running. Would Tuesday morning or Thursday morning be the best fit for you?"

Target

Our ideal customers typically fall into the following categories:

Tech-Savy	Multi Device	Cost Conscious
 <p>Needs: High-speed, reliable internet for video conferencing, cloud-based work, and streaming.</p> <p>Why They Choose Astound: Fast fiber-powered speeds, no data caps, and Whole Home Wi-Fi for seamless connectivity.</p> <p>Best Products for Them:</p> <ul style="list-style-type: none">• Internet: 1,000 Mbps+ plans for smooth remote work.• Mobile: Nationwide 5G for flexibility.• TV: Streaming TV for entertainment.	 <p>Needs: Reliable internet for multiple users, gaming, streaming, and smart home devices.</p> <p>Why They Choose Astound: Consistent speeds, Whole Home Wi-Fi, and bundling options for savings.</p> <p>Best Products for Them:</p> <ul style="list-style-type: none">• Internet: 600-1500 Mbps plans to support multiple users.• TV: Family-friendly channel packages with streaming.• Mobile: Affordable family plans with shared data.	 <p>Needs: Affordable yet reliable connectivity for everyday internet use and TV.</p> <p>Why They Choose Astound: Competitive pricing, no contracts, and reliable customer support.</p> <p>Best Products for Them:</p> <ul style="list-style-type: none">• Internet: 300 Mbps for basic browsing and streaming.• TV: Basic TV package with live local channels.• Phone: Landline for emergency reliability and international calls.

Buying Process & Influencing Factors

Our customers often go through the following stages:

- 1. Awareness** – Customers identify a need (e.g., better quality, more reliable internet, cost savings).
- 2. Consideration** – They research solutions, read reviews, compare features, and seek recommendations.
- 3. Decision** – The customer evaluates options, assesses pricing, and considers support options before committing.
- 4. Purchase & Onboarding** – Once a decision is made, they expect a smooth setup and clear guidance on usage.
- 5. Retention & Upsell Opportunities** – Customers look for ongoing value, additional features, and possible upgrades.

The Plays

Sales plays are important because they provide a structured, repeatable approach to selling that aligns with customer needs, business goals, and market conditions. Having well-defined sales plays will help you navigate conversations confidently and maximize revenue opportunities.

Play 1: Dwell or Sell

Identify if the customer is actively shopping or just browsing, and tailor the approach to either nurture or close the deal.

Ask Key Questions to determine urgency, identify budget constraints, and decide if they are a good fit.

Play 2: Handle Pricing Objections

Use value-based positioning to overcome cost concerns by highlighting long-term savings.

Example

- Acknowledge: "I completely understand that cost is an important factor when choosing a provider."
- Reframe: "However, when you look at the total value—like no data caps, faster speeds, and better reliability—you actually save money in the long run."
- Offer Options: "We have flexible plans designed to fit different budgets. Which of these would work better for you?"

Play 3: Upsell & Cross Sell

Introduce complementary products that enhance the customer's experience and provide better value. Discuss every product we offer as you uncover customer needs.

Play 4: Creating Urgency

This is crucial because it motivates customers to act quickly and increases perceived value by tapping into the human desire to avoid missing out. Leverage promotions and deals to encourage the customer.

Play 5: Ask for the Sale

Asking for the sale signals to the customer that you are confident your product or service meets their needs, encouraging them to take the next step.

The Value



Astound delivers high quality, reliable products with cutting edge technology ensuring an exceptional customer experience.

Understanding the Customer

Before presenting a solution, understand the caller's needs:

- Who is calling?
- What are their needs and wants?
- What Astound product can solve for their needs?

Positioning

Frame solutions based on the Good, Better, Best approach:

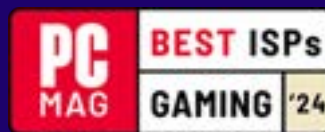
Most Popular: Highlight the best-fit solution for the customer.

Back Pocket Options: Have alternative solutions ready for upselling or adjusting to budget constraints.

Preferred Options: Guide the customer toward the most value-driven choice.

Opportunities

As Sellers, you can drive value by providing personalized experience, solving problems and offer expert product knowledge to guide customers toward the best solutions. By building relationships, proactively engaging, and gathering valuable feedback you will foster customer loyalty and trust.



Use Cases

Customer Calling for Faster & More Reliable Internet

Seek: The rep reviews the customer's current plan and usage before the call (if available), confirms they're eligible for upgrade offers, and sets the tone for the conversation.

“Hi, Mrs. Thompson. Thanks for reaching out today! I've pulled up your account, and I see you've been with us for a while. I'd love to learn more about what you're experiencing and see where we can add more value for your household.”

Explore: “Can you walk me through what your typical internet use looks like during the day?

What happens when everyone's online at the same time?

How are slow speeds impacting your work or your kids' schoolwork?

What would a perfect connection look like for your family?”

Recommend: “Thanks for sharing all that. Based on what I've learned, our Fiber 1 Gig plan sounds like a perfect match. It supports multiple users with high-demand activities like video conferencing, online learning, and streaming — all without buffering. Plus, our Smart Wi-Fi adapts to your home's layout for even better reliability.”

Validate: “I know making a change can feel like a big step, but from what you've shared, it's clear your current plan isn't meeting your family's needs. Many of our customers in similar situations have seen a major difference with this upgrade. Would it help if I walked you through what the installation and first bill would look like?”

Exit: “Let's go ahead and get this scheduled for you — I'll take care of the details to make it as seamless as possible. And if you know of any neighbors or friends also working from home or managing remote learning, I'd be happy to help them too.”

Use Cases

Customer Looking to Bundle for Savings Value

Seek: Rep reviews customer's current service or lead info, checks for bundle eligibility, and prepares to consult on value.

“Hi, Mr. Alvarez, I saw you're interested in bundling your services — great timing with some of the exclusive promotions we're offering right now. I'd love to learn a bit more so we can build the right solution for your new home.”

Explore: “What services are most important to you — internet speed, channel selection, or mobile flexibility?

How many lines are you looking to bundle?

Are you trying to cut down on monthly costs or just simplify everything with one provider?

What challenges have you had with other providers in the past?”

Recommend: “Thanks for that — based on your priorities, I recommend our Triple Play Bundle, which includes fast internet, a rich TV experience with built-in streaming apps, and unlimited mobile on a nationwide network. It streamlines your setup and saves you over \$X annually compared to paying for each service separately.”

Validate: “Totally understand wanting to compare options — but what you've described lines up well with what this bundle delivers. Others who've recently moved into the area have told me they love having everything in one place and not worrying about managing multiple bills or providers.”

Exit: “Let's go ahead and lock in this promotion while it's still available. I'll schedule your installation and get you fully set up. And if any family or friends are making a move or looking to switch, I'd be happy to take care of them too.”

Guidelines and Best Practices

To maximize success when selling to customers, follow these best practices:

1. Listen More Than You Talk

- Ask Situation & Problem questions first to understand their challenges.
- Avoid jumping into a sales pitch before identifying the customer's real pain points.

2. Use Open-Ended Questions

- Instead of "Are you happy with your current provider?" ask:
 - "What are some challenges you face with your current provider?"
 - "If you could change one thing about your service, what would it be?"

3. Frame the Value in Terms of Their Goals

- Link the benefits of Astound's solutions to what matters most to them
- Instead of saying, "Our internet is faster," try:
 - "How would having 99.9% uptime and higher speeds impact your daily activity?"

4. Address Objections with Need-Payoff Questions

- If the customer hesitates due to cost:
 - "How much do service disruptions currently cost you?"
 - "If we could improve reliability and save you money long-term, would that be worth exploring?"

5. Always Confirm Next Steps

- Never end the conversation without asking for the sale:
 - "What will happen if you don't buy our product?"
 - "Based on our conversation, it sounds like our solution is a great fit for your needs. Are you ready to move forward with a purchase?"

Competitive Comparison

<https://www.pcmag.com/articles/readers-choice-2024-the-top-isps-in-north-america>

Feature	Astound	Xfinity	Spectrum	Verizon Fios	Verizon FWA	T-Mobile FWA	AT&T
Overall Satisfaction	8.1	7.1	6.9	8.5	8.0	8.4	5.9
Value	8.2	5.7	5.9	7.4	7.8	8.6	5.2
Speed of Connection	8.3	7.8	7.6	8.6	7.9	8.1	5.9
Tech Support	8.1	6.2	7.0	7.6	7.4	8.1	6.5
Customer Service	8.2	6.0	6.8	7.3	7.7	8.2	6.2
Likelihood to Recommend	8.2	6.5	6.6	8.2	8.1	8.5	5.5

***Numbers are based on PC MAG ISP Comparison in NPS rating categories*

What Astound has that ours competitors lack:

- ✔ **Reliable, Fast Network:** Astound's wholly owned fiber-powered network (including hybrid fiber-coax and fiber-to-the-home in select areas) ensures consistent performance and speed.
- ✔ **Backed by Scale and Stability:** As the 6th largest provider in the nation, we combine big-network reach with local service.
- ✔ **More Value with Mobile:** Get a free mobile line when bundled with internet - powered by the nationwide T-Mobile 5G network.
- ✔ **Blazing Fast Speeds:** Get internet speeds up to 5 Gig for smooth streaming, gaming, and working from home.
- ✔ **Exceptional Support, On Your Schedule:** Customers can enjoy same or next day technician visits with convenient 2-hour appointment windows - no more waiting all day.
- ✔ **Award-Winning Customer Service:** Recognized as the highest-rated customer support in the industry, we're here when you need us most.

FAQs

Q: How do I handle a customer who says they are happy with their current provider?

A: Start by asking what they like about their current service. Then, highlight key differentiators such as faster speeds, no data caps, and better customer support.

Use a reframe:

"That makes sense! Many of our customers felt the same way before switching, but once they experienced our faster speeds and no hidden fees, they saw a real difference. What's one thing you'd improve about your current provider if you could?"

Q: What's the best way to upsell or cross-sell a customer?

A: Use discovery questions to identify their needs first, then position an upgrade as a natural solution. For example:

If a customer mentions working from home, suggest a higher-speed internet plan for seamless video calls.

If they are bundling mobile, mention extra savings with home phone or streaming TV.

If they game or stream, emphasize Whole Home Wi-Fi for better coverage.

Q: How can I create urgency without being pushy?

A: Tie urgency to limited-time offers, upcoming price increases, or immediate benefits. Example:

"I want to make sure you lock in this promotion today because it's one of our best offers. If you wait, you might miss out on the extra savings. Would you like to schedule installation now so you don't lose this deal?"

FAQs

Q: How do I handle customers concerned about price?

A: Use the acknowledge, ask, and advance options approach:

Acknowledge: "I totally understand wanting to get the best deal."

Ask: "While some providers seem cheaper, they often have hidden fees and data caps that increase costs over time."

Advance: "We have flexible plans and bundling options to fit different budgets. I can walk you through them to see which works best for you."

Q: What's the best way to close a sale confidently?

A: Summarize the key benefits and ask a direct closing question.

"Based on everything we've discussed—faster speeds, no data caps, and a great price—this plan seems like the perfect fit. Are you ready to get set up today so you can start enjoying better service right away?"

Q: How do I effectively use SPIN in a conversation?

A: Follow the SPIN framework:

Situation: Ask about their current setup ("What internet speed do you currently have?").

Problem: Identify pain points ("Are you experiencing slow speeds or buffering?").

Implication: Help them see the impact ("How does that affect your work or streaming experience?").

Need-Payoff: Position the solution ("If you had unlimited, faster internet, how would that improve your daily activities?").

Q: What's an example of a strong Implication question?

A: Instead of just identifying a problem, dig deeper:

Weak: "Is your internet slow?"

Strong: "How has slow internet affected your ability to work, stream, or connect with family?"

This makes the issue more personal and pressing, making them more receptive to change.

FAQs

Q: How do I transition from uncovering a problem to presenting a solution?

A: Use Need-Payoff questions to guide them toward the solution. Example:

Problem: "You mentioned buffering during video calls."

Implication: "If that continues, could it impact your work productivity?"

Need-Payoff: "If you had faster speeds with no buffering, how much smoother would your workday be?"

Once they acknowledge the benefit, introduce the best-fit plan confidently.

Q: How do I handle a customer who doesn't recognize their problem?

A: Use a mix of Situation and Problem questions to uncover hidden pain points.

Example:

"How many devices do you have connected at home?"

"Do you ever experience slowdowns when multiple people are streaming or working?"

"What happens when you're on a video call and someone else is gaming?"

If they realize their service isn't meeting their needs, they become more open to an upgrade.

Q: What's an effective way to close using SPIN Selling?

A: After guiding them through Situation → Problem → Implication → Need-Payoff, use a confident close:

"It sounds like upgrading to our 1,000 Mbps plan would eliminate those buffering issues and improve your daily experience. Since we have a promotion right now, would you like to lock it in today?"

This naturally leads to a decision by reinforcing the value they recognize.