

Astound: Setting Up Auto-Pay

What every rep does after Submit Order. No card on file = they cancel.

1. Why We Do This On Every Door

Submit Order isn't the finish line, it's half the job.

The sale doesn't stick until there's a card on file. No card, no auto-pay, and the customer cancels. Not because they don't want service, but because adding a card later is a chore and they won't do it. Account cancels, commission gone, everybody loses.

Auto-pay plus paperless within 30 days gets the customer **\$10/month off with bank** or **\$5/month off with card**. The discount lands within 3 billing cycles and stays on as long as auto-pay is. Skip it and the customer pays more than we quoted.

▲ The Forge standard. Non-negotiable.

Every door leaves with auto-pay set up before we walk away. Card on file, auto-pay on, paperless on. That's the bar.

2. The Full Flow: After Submit Order

Every time we hit Submit Order, run this in order. Don't skip around.

▶ The 6 steps, start to finish

1. Confirm the order on screen and say the order number out loud.
2. Customer opens their email and finds the Astound confirmation.
3. Tap the Secure Account Link in the email.
4. Create the MyAstound account: username, password, security questions.
5. Log in and enroll in auto-pay and paperless.
6. Download the My Astound app and log in together.

Step 1. Confirm the order on the screen

Order Confirmation Screen comes up. Point at it, say the order number out loud, celebrate with them. That moment of commitment makes everything that follows feel like one flow.

Step 2. Open the order confirmation email

The email lands in their inbox within a minute or two. Have them open it on the porch. If they can't find it, check the Promotions tab or spam. If it's been more than 3 minutes and still nothing, it's usually a typo on the email field, so go back to the portal and check.

Step 3. Tap the Secure Account Link

The email has a line that says “Secure Account Link.” It has a temporary token baked in, so the customer doesn’t need a PIN to set their account up. They tap and they’re in.

- **Why we do this now, not later**

The token expires. If the customer waits a few days, they end up calling customer care (1-800-427-8686) or going through the longer signup. One tap now or a 20 minute call later, easy math.

Step 4. Create the MyAstound account

Walk them through it: Residential, name matches the order, account number pre-fills, tap Continue. Pick a username, their email is easiest. They type the password while we step back. Three security questions, same answers as on the order or it won’t match. Tap Create Account.

Step 5. Enroll in auto-pay and paperless billing

This step saves the account. Do it on the web portal (my.astound.com) or in the app, same flow either way. Use whatever’s already open.

- Account > Password & Security > Enroll in AutoPay.
- Pick payment type. Bank = \$10 off. Card = \$5 off. Lead with bank.
- Customer enters routing + account (bank) or card + expiration + CVV (card).
- Confirm billing address, agree to AutoPay terms.
- Enable Paperless / e-Bill. Both must be on for the full discount.
- Turn on SMS notifications for service alerts and install day.

The \$10 vs \$5 discount

Bank = \$10 off every month. Card = \$5. Always lead with bank, that’s \$60 more a year to the customer. If they won’t do bank, card is fine. What matters is a card on file, that’s what keeps the account from cancelling.

Enrollment has to happen within 30 days of the order or the discount never kicks in. The discount lands within the first 3 billing cycles, not bill #1, so tell them this clearly or they panic when bill #1 comes in full-price and call to cancel.

Step 6. Download the My Astound app

App Store or Google Play, search “My Astound,” tap install. Log in with the username and password they just created. Before you leave, demo “Where’s My Tech?” That’s real-time installer tracking on install day.

3. The Pitch. Word For Word.

Run these until they feel natural. They flow from Submit Order through the wrap. One smooth conversation, not five separate asks.

Script A. Right after Submit Order

REP: *“Perfect. Order number [XXXX] is in. You’re officially an Astound customer. Give me 5 minutes and we’ll lock in your \$10 monthly discount and get the app set up so you can see exactly when your installer’s showing up.”*

Script B. Opening the email and tapping the Secure Link

REP: *“Open your email. You’ll see one from Astound. Scroll down and tap ‘Secure Account Link.’ That link has a one-time code built in. No PIN or account number needed. Takes you right where we need to go.”*

Script C. Creating the MyAstound account

REP: *“Pick a username and password. Three security questions. Use the same answers from the order or it won’t match. Hit Create Account.”*

Script D. The auto-pay close. This is the one that matters.

REP: *“This next part is where we save you real money. Auto-pay plus paperless gets you \$10 off every month with a bank account, \$5 with a card. Has to be set up within 30 days of the order, and takes up to 3 billing cycles to show up. So let’s knock it out now and lock in the price we agreed on for life.”*

REP: *“It’s \$10 off with the bank or \$5 off with the card. Almost everybody goes with bank since it’s double the discount, you’d want to go with that right?”*

CUSTOMER: *“[Bank / Card]”*

REP: *“Perfect. Account > Password & Security > Enroll in AutoPay. I’ll walk you through every field. If it’s bank, routing is the 9 digits bottom left of a check, account number is right next to it. Or pull up your bank’s app to find it.”*

Script E. The app pitch and the wrap

REP: *“Last thing and I’m out. App Store, search ‘My Astound,’ tap install. On [install date], you’ll see a live countdown and the exact arrival time for your installer. Also has every bill for the last year, lets you pay or change anything from the app, and texts you if service goes down. Log in with the username and password you just created.”*

REP: *“That’s it. You’re fully set up. Install is [date and window], you can track your installer in the app, auto-pay is on, and the \$10 discount hits within the first 3 bills. Here’s my personal phone number, text me if anything comes up. Thanks for your business.”*

4. Troubleshooting

Common objections

Every objection is one of three things: time, trust, or “I’ll do it later.” Acknowledge, reframe, advance. Don’t argue, guide.

Customer Says	Rep Response
“I’ll just do it later.”	Most people say that and forget. The \$10 discount has a 30-day window that takes 3 cycles to kick in. 90 seconds while we’re sitting here, let’s just knock it out.
“I don’t want my card on file.”	Hear you. This is Astound’s own billing system, same one millions use. Bank gets you \$10 off because there’s no card fee on their end, but card is fine for \$5. Either way you lock the price. Which works?
“Can you just email me the instructions?”	I can send as a backup, but most people who say that miss the 30-day window, and that’s \$120/year gone. 5 more minutes together right now and I’ll show you the install tracker too.

When things go sideways at the door

Email isn’t showing up

Give it 2–3 minutes. Check Promotions (Gmail), Other inbox (Outlook), and spam. If there’s still nothing, the email on file is wrong, so call Customer Care (1-800-427-8686) and fix it before we leave.

Secure Account Link expired or errors out

The token is time-sensitive. Have it resent through customer care, or use my.astound.com/signup with the account number from the confirmation email or first bill.

Customer forgets a password mid-flow

Use the official reset flow in MyAstound or their email app. Don’t improvise. Have them reset it on their phone right there. It takes a minute and we’re back on track.

They don’t have bank info handy

Pivot to card for the \$5/month discount. We don’t leave without a payment method on file. Never take card info verbally and never write it down. They type it directly into MyAstound or the app.

5. Quick Reference

Links and numbers

Affiliate Order Entry	shop.astound.com/login/affiliate
MyAstound Login	my.astound.com/login
MyAstound Signup	my.astound.com/signup
Customer Care	1-800-427-8686
Auto-pay discount (bank)	\$10/month
Auto-pay discount (card)	\$5/month
Enrollment window after order	30 days

Discount appears within	3 billing cycles
Install appointment window	2 hours

▶ **The flow in one line**

Submit → confirm on screen → open email → tap Secure Link → create account → auto-pay (bank > card) → paperless → install app → log in → phone # → walk away.