



Broadband Services Class Summary

½-day Broadband Overview

Audience

All employees; targeted to front-line employees who need to be informed

Availability

As stand-alone class, or combined with Customized

Class Description

Provides a general description of the services, how they work, program offerings, customer service issues, and key sales questions.

Foundation for Customized Broadband Training

1-day Customized Broadband Training

Audience

CSRs, cashiers, help desk staff, installers, managers who need more in-depth training

Availability

Combined with Broadband Overview

Customized to the vendor and/or service provider being used

Class Description

Provides in-depth training on features, benefits and applications of your channel lineup, pay-per-view services, the Remote User's Guide, key customer service issues, and strategies for favorably comparing your services to the competition through the Competitive Toolkit.

Companion to Selling Skills training. Product training needed in Selling Skills is covered in this class.

1-day Selling Skills for Broadband Services

Audience

CSRs, cashiers, help desk staff, installers, managers who want to move from order-taker to salesperson focused on customer care

Availability

2½-day sales classes:

Day 1 - Broadband Overview; Custom Broadband pt1

Day 2 - Custom Broadband pt2; Selling Skills pt1

Day 3 - Selling Skills pt2 (½-day)

Class Description

Once the attendees have a working knowledge of the video services, we move to the selling skills of formulating needs-based questions for video, matching customer needs to benefits and closing.



Broadband Services 2½-day Class Outline

I. Setting the Stage: Motivating Everyone to Become Broadband Ambassadors On and Off the Job

- a. Provide Perspective: Broadband Trends and Competition in Telecommunications
- b. Employees Get Involved
 1. Overall Knowledge of Your Broadband Services
 2. Key Service Issues Related to Broadband Services
 3. Features and Benefits of your Broadband Service

II. In-depth Training for Front Line Staff

- a. In-depth Analysis of Video Programming - premium channels, pay per view, Video on Demand and Digital/Personal Video Recording
- b. The Customer Experience
 1. The On-screen Guide
 2. Set Top Box/Modem
 3. Billing Issues
 4. Frequently Asked Questions
- c. Know Your Content - we create a customized booklet to summarize every channel you offer

III. Compete As The New Kid on the Block

- a. Competitive Analysis - conducted prior to training by m2s2
- b. The Competitive Toolkit - a wealth of information on the competitors' services and pricing and how you compare
- c. Features and Benefits of the Competitors' Service
- d. Where Your Strengths Lie - product offerings, price, service
- e. Role Play - your service vs the competition

IV. Marketing Ideas

- a. Launch Tips
- b. Follow-up Tips

V. Selling Skills

- a. Identify Features and Benefits - group exercise
- b. Use Questions to Uncover Needs
 1. What Are Key Sales Questions?
 2. General, Specific and Visualizing Questions
- c. Match Customer Needs with Benefits
- d. Close the Sale

Successfully Rolling Out Broadband Services

Broadband Overview [1/2-day]

Hosting the Broadband Overview for your employees ensures they will be knowledgeable and confident. With everyone on your staff serving as ambassadors for video services, revenue from video and high-speed Internet is enhanced. Customer satisfaction is increased since customers don't have to be shuffled from person to person.

This class serves as a foundation for those needing more in-depth training, such as CSRs, installers, help desk staff and managers. Please see "Maximizing Customer Satisfaction with Broadband Services" for details.

The class begins with a review of the decrease in traditional telco revenues and the importance of broadband technology for future revenues.. It continues with an overview of broadband industry trends and competition. These trends include Video on Demand, HDTV and Voice over IP.

Topics covered in the Broadband Overview include:

- **How Broadband Services Work** (key points)
 - Equipment needed in the telco network and the customer premises
 - Network service area
- **Technology** - simplified explanations combined with hands-on training to show how video, high-speed Internet and voice can be delivered to the customer
- **Installation*** - a better understanding for non-technical people of the customer premises installation, covering:
 - Set Top Box, Modem & other equipment
 - Number of TVs supported
 - Typical installation with CAT5 &/or coax
 - VCR and DVD connections
- **Frequently Asked Questions**
- **Overview of The Remote Control**
- **Product Training Features and Benefits**
 - Entertainment Packages/Client offerings:
 - Channel Line-up
 - Digital Music Channels
 - Premium Channels & packages
 - Pay-Per-View
 - Video on Demand
 - Promotional Offers
 - High-speed Internet:
 - Always-on access
 - Speeds
 - Pricing
 - Voice Services:
 - Caller ID/Caller ID Log
 - Message waiting
- **Benefits of Broadband Services**
 - Service/remote/system features
 - One-stop shopping convenience
 - Hometown reliability

* The goal of the installation review is to provide CSRs and installers a general familiarity with the installation process. It is not intended to deal with the nuts and bolts of actual installation.

Benefits of the Broadband Overview

All employees become video service ambassadors, improving revenues from digital video services.

With your entire staff trained in video service, many of your customers' questions can be answered immediately, avoiding long waits and frustration of being continuously shuffled.

Internal handling of the video service is smoother, since everyone understands their part in the program.

Maximizing Customer Satisfaction with Broadband Services

Customized Broadband Training [1-day]

Customized Broadband Training is designed to supplement the Broadband Overview for CSRs, installers and management who need a deeper understanding of broadband services. It focuses on the specifics of your company's digital video service. We craft a program specific to your company.

In-depth Video Analysis

We review content channel by channel, along with premium packages, Pay Per View and Video on Demand. This prepares attendees to thoroughly know their own video offerings and effectively compare these offerings to the competition. This skill translates well in the real world, where attendees must deal with customers who have the competitor's service. Attendees complete workbook exercises on benefits and applications for digital video services to sharpen sales skills.

The Customer Experience

The On-screen Guide including navigation, using Pay Per View, Video on Demand, Personal Video Recording, Parental Locks, and Favorite Channels. Understanding the Program Guide increases employee comfort with advanced features, and motivates them to share the potential benefits with customers.

Key Service Issues include operation of set top boxes, remote controls, modems and attached computers, Personal or Digital Video Recording, Pay Per View and Video on Demand policies, HDTV, bundled services, customer care and billing issues, and advertising

Frequently Asked Questions

In-depth Competitive Analysis conducted before training, covering

Cable Providers In Your Area

Dish Network

DirectTV

This identifies your competitors' strengths and weaknesses. We then instruct employees on how to positively compare your product to the competition.

The Competitive Toolkit is a wealth of information on the competitors' services and pricing and how you compare. Workbook exercises teach employees how to conduct these comparisons.

Strategies For Presenting Your Video, Data and Voice Bundles' Strengths vs Your Competitors

Benefits of Customized Broadband Training

- Educates employees
- Produces smoother roll-outs
- Reduces help desk calls
- Reduces follow-up truck rolls
- Reduces stress & frustration for employees
- Creates better customer service
- Enhances sales and profitability
- Provides sales, marketing & operational tips
- Able to address competitive issues and offerings

Selling Skills for Broadband Services

Once attendees have a working knowledge of video services, we move to the next step: formulating need-based questions. These help customers realize the benefits of video services, including Pay Per View, Video on Demand and premium channel offerings. Each customer need is matched to a benefit. By listening to the customer, the salesperson will know when to close and how to make the sale.

Selling Skills dramatically improves the bottom line.

Armed with these skills, front line employees:

- Meet customer needs and solve problems
- Sell more products and services
- Provide the personal attention that keeps the competition at bay

Need-based selling skills are consistent with a telco's customer service culture.

In our highly-effective Selling Skills training, we use the concept of building bridges to the customer by finding needs, matching these needs to benefits, then closing. Sales skills for handling customer indifference and pricing objections are covered in **Advanced Selling Skills**. We have workbooks to teach the concept, a video to illustrate the skill, and role plays to practice the skills in a "Read-See-Do" approach. Role plays are based on the product you select and the sales skills being studied. Because the triple play is so critical, we cover video services, high speed Internet, voice and bundled services in our role-plays.

To illustrate using questions to uncover needs, we create a CSR scenario of establishing service for a new customer. The CSR uncovers needs for Internet and e-mail, voice mail, local phone service, cellular and her company's own long distance service. She demonstrates the important concept of **One-stop Shopping**. In the installer scenario, he is at the customer premises to install a new jack. The installer discovers needs for additional services. The installer scenario also illustrates how he and the CSR work as a team, bridging to the customer.

Both scenarios demonstrate effective customer advocacy and public relations skills, key ingredients in the successful one-stop shopping approach. The CSR video presents seven scenarios that illustrate both sales skills and product knowledge.

Topics Covered in Selling Skills

1-day Selling Skills

- **Sales Attitude**
- **Preparation**
 - Identify potential users of the services in your area
 - Applications
- **Needs, Features and Benefits**
- **Discovering Needs: Questions**
 - Key sales questions to bridge to the customer
- **The Matching Process**
 - Satisfying customer needs by matching them to the benefits of your product
- **Closing**
 - When to close
 - How to close

Read-See-Do Approach

1. **Read** the manual, complete the exercises, review and discuss.
2. **See** an interactive video demonstrating the skill
3. **Do** role plays to practice the skill. Role plays are designed by skill level and product.

Successfully Launched Over



Telcos with Broadband Training

M²S² Communications offers effective customized hands-on technology training on broadband IPTV video, voice and data combined with proven, successful sales and customer service classes. This has been our hallmark for 28 years. We have successfully helped roll out the broadband triple play in 30 telcos.

We provide a formula for success with our two-and-a-half day customized training classes that make every employee a video ambassador.

All training classes are customized to each client and presented in-house. A Video Questionnaire is used for the in-house customization, and research is used in gathering competitive information to create the Competitive Toolkit. This competitive analysis, conducted before class, compares prices, bundles and content to give your employees the knowledge of the competitor. We provide additional customized competitive tools such as a User's Guide and Channel Guide. The User's Guide assists customers in operating the program guide and remote. The Channel Guide explains the content of your TV line up. Customers love them.

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