

B R O A D B A N D T E C H N O L O G Y A N D S E L L I N G S K I L L S T R A I N I N G



Product & Sales
Training plus...



Competitive
Content...



Maximizes
Customers!



MS Communications

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BROADBAND OVERVIEW & CUSTOMIZED BROADBAND TRAINING

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

This class serves as a foundation for those needing more in-depth training, such as CSRs, installers, help desk staff and managers.



Customized Broadband Training supplements 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 broadband video service. We craft a program specific to your company, including an in-depth video analysis of your content, the customer experience, frequently asked questions and an in-depth competitive analysis conducted prior to your training which covers both Dish Network and DirecTV along with a local competitor.

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

- a. Providing 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 Broadband Services

II. In-depth Training for Front-line Staff

- a. In-depth Analysis of Video Programming – premium channels, pay per view, VoD and DVR/PVR
- 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 summarizing 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 Services 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

Premium Content Comparison

SCTC Includes	Adelphia		Dish Network		DirecTV	
HBO	HBO		HBO		HBO	
HBO (East)	HBO (East)	HBO Latino (West)	HBO (East)		HBO (East)	
HBO (West)	HBO Signature (East)	HBO (West)	HBO (West)	HBO Signature (East)	HBO (West) HBO Signature (East)	
HBO 2 (East)	HBO Signature (West)	HBO2 (East)	HBO2 (East)		HBO2 (East)	
HBO 2 (West)	HBO Zone	HBO2 (West)	HBO2 (West)		HBO2 (West)	
HBO Comedy	HBO Comedy		HBO Comedy	HBO HDTV	HBO HDTV	
HBO Family (East)	HBO Family (East)		HBO Family (East)		HBO Family (East)	
HBO Family (West)	HBO Family (West)		HBO Family (West)		HBO Family (West)	
	HBO Latino (East)		HBO Latino (East)			

SCTC Channel Comparison v Adelphia Bronze Valuepak, Dish America's Top 180, and DirecTV Total Choice Plus

Network	CH	Adel	Dish	DTV	Network	CH	Adel	Dish	DTV	Network	CH	Adel	Dish	DTV
Essential Channels					Sports Tier					Network				
A&E	73	x	x	x	MSNBC	36	x	x	x	Cinemax				
ABC (WKPT Kingsport)	9	x	x	x	MTV	80	x	x	x	Cinemax (East)	198	prem	prem	prem
ABC Family	39	x	x	x	National Geographic	66	x	x	x	Cinemax (West)	199	prem	prem	prem
American Life TV	49				NBC (WCYB Bristol)	5	x	x	x	@max	197	prem		
American Movie Classics	56	x	x	x	Nickelodeon/Nick at Nite	41	x	x	x	5 Starmax	206	prem	prem	
Animal Planet	47	x	x	x	Outdoor Channel	16	x	x	prem	Actionmax (East)	204	prem	prem	
Black Entertainment TV	76	x	x	x	Outdoor Life Network	17	x	x	x	Actionmax (West)	205	prem		
Cartoon Network	43	x	x	x	PAX	54	x	x	x	Moremax (East)	200	prem	prem	prem
CBS (WJHL Johnson City)	11	x	x	x	PBS (WSBN Norton)	8	x	x	x	Moremax (West)	201	prem		
CMT	78	x	x	x	PBS (WSJK Sneedville)	3				Outermax	207	prem		
CNBC	35	x	x	x	QVC	27	x	x	x	Thrillermax	203	prem		
CNN	32	x	x	x	RFD TV	19	x	x	x	Showtime				
CNN Headline News	33	x	x	x	Science Channel	67	x	x	x	Showtime (East)	208	prem	prem	prem
					SciFi	55	x	x	x					

SCTC Competitive Analysis Form



Package Pricing

Streamline	52.50
80 digital ch's; 45 music ch's; phone	
iDeal	62.00
80 digital ch's; 45 music ch's; phone+	
The Works	89.95
80 digital ch's; 45 music ch's; phone+; 256Kbps	
Supreme	133.90
114 digital ch's; 45 music ch's;	
50 premium ch's; phone+; 256Kbps	

Tier Channels

Family Tier (10 ch's)	5.00	1 tier
News & Info Tier (7 ch's)	7.50	2 tiers
Sports Tier (8 ch's)	10.00	3 tiers
Music Tier* (9 ch's)		

*Music Tier \$1.00 with any other tier

Premium Pricing

1 premium package	11.95
2 premium packages	21.95
3 premium packages	28.95
All premium packages	33.95

Premium Choices

HBO (10 ch's)	
Cinemax (11 ch's)	
Showtime (9 ch's)	
Starz (20 ch's)	

Additional Pricing

Add or Upgrade STB	5.00
Upgrade to 512Kbps data	10.00
Upgrade to 1.5Mbps data	20.00

Package Pricing

Bronze ValuePak	43.45
101 digital ch's; 45 music ch's	
Silver ValuePak	54.45
101 digital ch's; 45 music ch's; 1 premium	
Gold ValuePak	61.45
101 digital ch's; 45 music ch's; 2 premiums	
Ultimate ValuePak	73.45
101 digital ch's; 45 music ch's; 4 premiums	
Bronze AdvantagePak	83.50
Adds 4Mbps Internet to Bronze ValuePak	
Silver AdvantagePak	91.50
Adds 4Mbps Internet to Silver ValuePak	
Gold AdvantagePak	98.50
Adds 4Mbps Internet to Gold ValuePak	
Ultimate AdvantagePak	108.50
Adds 4Mbps Internet to Ultimate ValuePak	

Premium Choices

HBO (12 ch's)	
Cinemax (11 ch's)	
Showtime (7 ch's)	
Starz (20 ch's)	

High-speed Internet

Adelphia High-speed	42.95
4Mbps/384Kbps; 7 email accts	
Premier High-speed	59.95
6Mbps/768Kbps; 10 email accts	

Additional Pricing

Additional STB	3.50
Cable Modem Rental	3.00

Package Pricing

Package	1-2 TVs	3-4 TVs
America's Top 60	31.99	36.99
approx 70 ch's		
America's Top 60+	36.99	41.99
approx 70 ch's + regional sports ch's		
America's Top 120	42.99	47.99
approx 100 ch's + 96 music ch's		
America's Top 180	52.99	57.99
approx 130 ch's + 115 music ch's		
America's Everything	86.99	91.99
Includes all premium ch's (31)		
Top 120 Value Pak	59.99	64.99
Includes HBO & Cinemax (13 ch's)		
Top 180 Value Pak	69.99	74.99
Includes HBO & Cinemax (13 ch's)		

Premium Pricing

HBO (8 ch's)	13.99
Cinemax (5 ch's)	11.99
Showtime (10 ch's)	11.99
Starz (8 ch's)	11.99

Additional Pricing

Mirror Programming Fee [†]	4.98
Monthly DVR Fee	4.98/STB
Dish Network HD Pak	9.99
5 HD ch's + HD premiums & PPV [‡]	
Voom Originals HD Pak	5.00
10 additional HD ch's	

[†] Dish Network does not charge Mirror Programming Fee if customer qualifies for Digital Home Advantage package, based on credit

[‡] HD premium channels are included for any premium package to which you also subscribe; additional viewing fees apply for HD PPV programming

Package Pricing

TotalChoice	41.99
approx 135 ch's, incl. 31 music ch's	
TotalChoice Plus	45.99
approx 155 ch's, incl. 36 music ch's	
TotalChoice Premier	93.99
Includes all premium ch's (31) + Sports Pak (25 ch's)	

Premium Pricing

1st premium	12.00
2nd premium	11.00
3rd premium	10.00
4th premium	8.00
5th premium	7.00

Premium Choices

HBO (7 ch's)	
Cinemax (3 ch's)	
Showtime (9 ch's)	
Starz (12 ch's)	
Sports Pak (25 ch's)	

Additional Pricing

Mirror Programming Fee	4.99
Monthly DVR Fee	4.99/TV
DirecTV HD Package	10.99
5 HD ch's + HD premiums & PPV [‡]	

BROADBAND SERVICES & SELLING SKILLS TRAINING



Everything is set. All your plans are made. Now it's time to learn selling skills to obtain maximum customers. Teaching independent telco employees the skills to sell their services has been MSCommunications' bread and butter for over 25 years.

Since 2000 MSCommunications has assisted over 20 telcos to launch their broadband services, particularly video. Our president, Melinda Crawley, has spoken for state and national organizations on the specifics of broadband sales in the telecom industry.

In our highly effective Selling Skills class, we use the concept of building bridges to the customer by finding needs, matching these needs to the benefits of the product, then closing. We also teach skills for handling customer indifference and pricing objections in the advanced class.

We use workbooks to teach the concept, show a video to illustrate the skill, and role-play to apply the skill in a time-tested Read-See-Do approach. Role-plays are customized to your broadband services.



 	
Price Comparison	
TotalChoice Premier	93.99
155 channels 119 video + 36 music	
56 premium & sports channels	
PPV access	
No VoD access	
PVR service	4.99
Support 3 TVs	14.97
Local phone*	13.50
Calling features*	16.00
High-speed Internet*	39.95
DirecTV Total	113.95
Service Total*	183.40
Supreme	133.90
159 channels 114 video + 45 music	
50 premium channels	
PPV access	
VoD access	
PVR service	
Support 3 TVs	
Local phone	
Calling features	
High-speed Internet	
Total	133.90

*Pricing of service purchased from SCTC to show apples-to-apples comparison

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