



Leomhann
Enterprises
Inc

NEW HIRE TRAINING PACKET

Agent Name: _____

Office Number: (216) 356-6989

Dealer Code: _____

Manager's Number: (216) 609-2474

Trainer's Number: _____

KCC TPV (ATT TV/WIRELESS/INTERNET): 866-243-8878, option 1

KCC (Manual Orders): 866-243-8878, option 3

BACK OFFICE (Last Resort to place an order): 866-471-3687

GENERAL CUSTOMER SERVICE: 800-288-2020

System

Impulse Curve – We want to close at the height of impulse!



4S – 4 FACTORS OF IMPULSE

1. Jones Effect
2. Indifference
3. Fear of Loss
4. Sense of Urgency

5S – 5 STEPS TO A CONVERSATION

1. Intro
2. Short Story
3. Presentation - Now, New, Qualify, Bottom line price, Close (continue to step 4)
4. Close
5. Rehash

8S – 8 GREAT WORK HABITS

1. Have and Maintain a Great Attitude
2. Be on Time
3. Be Prepared
4. Work a Full Day
5. Work Territory Correctly
6. Respect the Customer and the Client
7. Understand your Opportunity
8. Take Control

INTRODUCTION (ICEBREAKER) HI, HOW ARE YOU? GREAT. Have a conversation with them about anything first. Get their name.

SHORT STORY

Real quick, my name is ____, I'm the Territory Manager for AT&T explaining the 5G & fiber updates we made to your neighborhood. I was helping out <Jones>, Verizon & AT&T seem to be the main cell phone providers, which one do you have?

PRESENTATION

NOW Side: Create Problems, Find Hotspots, Create a Personal Relationship by asking open-ended deeper questions. 2-3 per question.

Are you the lucky one who gets to take care of that? (DM or not?)

Wireless - Create problems, find their hotspots, and build a relationship. Deeper Questions.

- Who is your wireless provider? Do you have any employment discounts with them?
- How many lines do you have? Unlimited data, right?
- Team iPhone or Android? Devices? Any broken?
- Your neighbor Jones was paying _ for that many lines, about the same for you right? (Price guess)

Entertainment Services (Cable/Satellite/Streaming) – Create Problems, find their hotspots, and build a relationship. Deeper Questions.

- How many TVs/devices are (Spectrum/WOW/Cox) currently servicing for you?
- How many of those devices can access a DVR? What shows are you recording?
- What channels are you guys watching?
- What are your favorite sports teams?
- What Premium movie channels and/or streaming services do you use?
- What streaming services do you use?

Internet

- Provider/Speed? 100, 200, 400?

Home Phone

- Y or N?

Price Guess - tell them what they are paying for tv/internet/home phone

TRANSITION:

Real Quick, I have been out here the last couple days helping your neighbors like <Jones>, here's what we will do for you. (Stand next to them shoulder to shoulder and take them through the New Side.)

NEW SIDE – Customize your NEW with what you learn from the customer in the NOW – Solve problems. Blow up hotspots (2). KISS.

Home Phone

- Your home phone number will stay the same, with all the bells and whistles.

Internet/Home Phone

- With the internet, we will take you off the shared network you are on and give you a dedicated fiber connection, making it 10-20 times faster.
router and modem are included and give you 150 square feet of Wi-Fi.

Entertainment Services

- With me out here today, you get Cloud DVR on all your devices. You can record unlimited channels at once and unlimited space. This package makes most sense for you (circle one).
- With me here today, your TV's and all other devices will have 100% Digital Picture and Sound, that just means you will get the full 1080-4K quality.

Wireless

- The reason AT&T sent me to you today is because we put up the new 5G towers. Real quick, with me out here today, I will port all your current numbers over. You will get the best unlimited plan with AT&T.

Qualify

- With me out here today, you qualify for (Bullet Theory, use 1 at a time for each objection)
- Free iPhone/Android/\$\$\$\$ Bill Credits/25% Off/\$300 Visa for Existing Wireless/\$250-300 TV/Internet Visa/HBO Max
- Your bottom-line price is \$___. (\$85,\$150,\$180,\$200 for 1-4 lines)(\$179.99, \$164.99, \$154.99 for TV/Internet)

CLOSE - use a new closing statement after each objection

- What is a good name for the account?
- I just set up <Jones> for next Monday, what is a good day for you?
- What is the cell phone number you want to keep?

Rebutting – we respond to late objections with the following system: Feel, felt, found, new hotspot, new closing statement.

REHASH: Prepping Customers for the Phone Call or the Tablet/TPV Process - Faster Internet Speed, Referrals, other products, etc. Prepare the customer for all relevant information prior to making the sale. TPV/Call center call, Credit check, installation

process, autopay, one-time fees, sales tax due today, etc. Let them know to follow up with the Tower. People do not mind negatives; they just hate surprises../

COMMON OBJECTIONS & RESPONSES

Early Objections	Objection Response
<ul style="list-style-type: none"> ● Not interested ● I'm busy ● I have (another company) 	<ul style="list-style-type: none"> ● AIR it out – Acknowledge, Ignore or impulse, and Resume ● Real quick, continue talking, with the biggest smile of your life
Late Objections	Objection Response
<p>“I don't want to get into a two year contract.”</p>	<ul style="list-style-type: none"> ● It's just like a cell phone, it's the only way we can offer our expensive equipment at no cost.
<p>“Satellite service goes out in the rain/weather concerns.”</p>	<ul style="list-style-type: none"> ● DIRECTV is ranked #1 in customer satisfaction with JD Power and Associates. ● DIRECTV has 99% signal reliability. ● You can still access your recorded shows through your DVR if the signal is out.
<p>“I'm moving soon.”</p>	<ul style="list-style-type: none"> ● How soon? <ul style="list-style-type: none"> ○ moves with you, its streaming, etc
<p>“I don't want to make a decision today / I need to think about it.”</p>	<ul style="list-style-type: none"> ● I completely understand how you feel, jones felt the exact same way, until he found out that (hotspot) is only good for today, so real quick – closing statement
<p>“I have to discuss this with my husband/wife.”</p>	<ul style="list-style-type: none"> ● Are they here? ● Let's give them a call now. ● Closing statement
<p>“I am really busy today. Can we finish this up another day?”</p>	<ul style="list-style-type: none"> ● I'll make it real quick, closing statement.
<p>“Credit Issues/Deposit”</p>	<ul style="list-style-type: none"> ● Based on your credit, we need x to happen. We are still lowering your price for a lot better service. ● Is there another adult here that pays bills with you? We can put it in your spouse/roommate's name instead.
<p>Owe on Phones</p>	<ul style="list-style-type: none"> ● I completely understand how you feel, jones felt the same way, until they found out that since I am here today, we are going to give you trade in credit on your current devices, and give you a \$250 visa per line, so which works best for you, iPhone 17 or the 17 Pro?
<p>Don't want to pay sales tax</p>	<ul style="list-style-type: none"> ● I completely understand how you feel, your neighbors felt the same way, until they found out that I'm only here today, and you will have to pay that anywhere you go to get a new phone, its sales tax. I'll give you a 250 visa per line, what's a good name for the account?
<p>ATT coverage isn't good</p>	<ul style="list-style-type: none"> ● I completely understand how you feel, that is what jones thought, until they found out that ATT is the leading provider with coverage and is rolling out 5G first, so real quick whats your first name for the account?

SALES SUMMARY CHECKLIST

At the end of the ordering process (after call has been placed with the call center), every rep should review the following with the customer:

Expectations to set with customer after sale:

T Taxes / 1st Bill - 1st Bill will be higher due to proration, and includes taxes

I Install – On average is 4-6 hours

VOC Survey – survey in your email - please rate me 5/5 ☺

Cancel old provider – When/how to cancel their current services AFTER our install

DTV Stream – Log them in - open “Take Action Now” email, click blue Finish Registration button

Confirm Tower Number – Feel free to call the Tower if you have any questions. I will also be following up with you if you are not activated asap.

App - put it on their smart tv

****Reminder to call the tower to activate your services asap. The gift cards do not trigger until you do so.**

Call day after sale:

I Install – We have you schedule for _____, and your tech will reach out to you the day of install; would you prefer me to text or call you?

CSS – Did you get it? Reminder rate us 5/5

Q Questions - Any additional questions? Box set up all good?

Call or text day before Install:

I Install – Just a friendly reminder that you are scheduled to be installed tomorrow and the tech will arrive between ___ and ___.

General Tips on Reducing Cancellations

- Make sure you write legibly
- Check your applications for accuracy
- Record accurate data - BTN, BAN# (internet), Confirmation #
- Clearly explain products to customers - Take the extra time to set the right expectation
- Clearly tell call center order information (spell out name, address, etc.)
- Get accurate C.B.R. (Can Be Reached) numbers (2) from customers as well as a valid email addresses
- Never talk about canceling – it weakens your sale
- The order form is NOT a “Pre-Order”
- Don’t sign up C.O.W.S. (Can’t Operate Without Spouse)
- Leave all proper collateral (Channel Guide/Landlord consent etc)
- Ask if they have any questions before you go! It will show you’re concerned about them as a customer and not just the sale.
- Schedule the soonest available install date!

EXPECTATIONS FOR FUTURE LEADERS IN TRAINING

Success is determined by proactively attacking new challenges. Below is an outline of a reasonable timeline for growth through initial training. The more actively you seek the information, memorize the basic AT&T product knowledge, and the 4's, 5's & 8's, the quicker you will be on your way to getting out on your own and accelerating your career. Continue to push yourself out of your comfort zone every day and work hard for what you want. Tell the trainer you are with how you learn best everyday so they can coach you more effectively and teach you "how to" do these things!

Day 1:

- Learn Ice Breakers and do at every lead
- Learn to read territory map and navigate route throughout the day
- Learn to keep relevant notes for each address
- Learn and understand L.O.A. and H.S.O.U.
- Learn, define, and use the following:
 - C.P.R. (F.O.R.D.S.)
 - S.E.E. Factors
 - B.E.A.S.T. Factors
- Learn the 4 Factors of Impulse (J.I.F.S.)
- Learn the 5 Steps to the Conversation
- Learn and do 10 consistent Introductions/Short Stories
- Learn to identify a Decision Maker (D.M.)
- Understand the importance of always preserving the customer relationship (warm them up or sign them up)
- Become familiar with the application and fill one out with the help of trainer - OLPCLD
- Have fun!!!

Day 2:

- Continue everything from day 1
- Do all Introductions/Short Stories
- Learn and use the statement for overturning early objections (We're just talking about the linework)
- AIR – Acknowledge/Impulse/Resume - Early Objections
- Learn and do 10 NOW side presentations (Create Problems/Find Hotspots/CPR) – using deeper questions
- Learn the 8 Great Work Habits – Blazing Buffalo Wild Wings HURT
- Learn the 3 T's
 - That's exactly why I am here
 - That's the best part about it
 - That's why everyone is switching
- Learn the 3 F's
 - I understand how you feel
 - Billy down the street felt the same way
 - Until he/she found out what we have to offer, so real quick.....
- Learn how to take control
- Learn the Impulse Curve
- Learn Controllable vs. Uncontrollable
- List doubt word and eliminate them (could, maybe, might, ect.) and replace with power words
- Learn all the different ways of creating problems
- Have Fun!!!

Day 3

- Continue everything from days 1-2
- Learn Q.T.Q.P.: Quality Time with Quality People
- Learn and do 10 NEW side presentations
- Learn product knowledge: Wireless/TV/Internet/Home Phone - How to use MST vs memorizing it all
- Learn K.I.S.S. vs. K.I.L.L.
- Learn how to Sizzle the deal
- Learn to identify buying/closing/stop signs
- Present application to customer

Day 4

- Continue everything from days 1-3
- Go over everything you may be unsure about
- Learn and work own Territory
- Learn about Callbacks
- Learn the closing statement and A.B.C. (Always Be Closing)
- Learn what late objections are and how to respond (FFF, 2JIFS, 1 Hotspot, Closing Statement)
- Learn how to set proper expectations with the customer—Before the phone call & After the sale - OLPCLD/TICCCCLS/Leave Behind
- Close an app by yourself without the trainers help
- Have fun!