

T-Fiber Arizona Pitch

Hey, how's it going?

I don't know if you remember over the summer there's a bunch of construction going on out here. Basically we partnered with the city of _____ to bring you guys a new option for Internet because forever you guys have been stuck with either CenturyLink, DSL or Cox if you want high-speed.

You probably noticed it was Metronet digging but T-mobile purchased us so it's all rebranded as T-Fiber.

I'm guessing you guys are with Cox right? *Always wait for their response on questions.*

Okay great, we're giving everyone in the neighborhood the opportunity to see how our service works.

There's no contract, no installation, and the BEST PART is we don't even want you to cancel Cox right away.

We basically want you guys to run our services side by side so you can see the difference for yourself. The reason we do that is that everyone that uses our service keeps us because we're a lot faster because of the fiber and a lot cheaper.

Do you just have the internet or do you have cable with Cox too?

Internet only

Okay perfect you're the exact type of person we're looking for. **Most people I talk to tell me that they're paying like 90-100 per month if not over \$100 for just internet. Does that sound about right for you?**

at this point try and clarify exactly how much they're paying. If over \$100 act blown away.

Wow that's pretty high for just internet, our top speed is just \$95/mo and it comes with a 5 year price lock so you don't have to worry about the price going up for 5 years. **You probably didn't start out over \$100 right?** Cox slowly crept it up on you without even telling you.

If less than \$100 like \$80 or \$90 or even lower ask a follow up question:

Does your internet work well?

If they say no this establishes if you have a basis to upsell them on the 2gig to create a pain point of the internet not working well therefore they will be willing to pay more for something that works better. Even if they say yes always offer the 2 gig and then go lower if they don't show interest and object to paying more.

So our top speed is \$95 if you wanted something that's about 4 to 5 times faster than what you have now. If your current speed is working for you now we actually have 2 lesser speeds that are cheaper long term than you're paying now.

After you explain the prices roll right into the Jones close and clarify the speed they want while you're in the order.

Cable and Internet

Okay perfect you're the exact type of person we're looking for. Most people I talk to tell me that they're paying over \$200 or even close to \$300 per month for both of those services. Does that sound about right for you?

at this point try and clarify exactly how much they're paying. If over \$200 act blown away.

Wow that's pretty high for just cable and internet, our top speed is just \$95/mo and it comes with a 5 year price lock so you don't have to worry about the price going up for 5 years. And for cable we recommend DirecTV but it's not the big ugly satellite dish you're used to it actually runs through the fiber-optics. That run's anywhere from \$100 to \$120 so for everything you'd be looking at anywhere from \$160 - \$220 depending on what internet speed you go with. **You probably didn't start out over \$200 right?** Cox slowly crept it up on you without even telling you.

If less than \$220 ask a follow up question:

Does your cable and internet work well?

If they say no this establishes if you have a basis to upsell them on the 2gig to create a pain point of the internet not working well therefore they will be willing to pay more for something that works better. Even if they say yes always offer the 2 gig and then go lower if they don't show interest and object to paying more.

So with our top speed that would bring your bill to about \$220 if you wanted something that's about 4 to 5 times faster than what you have now. If your current speed is working for you now we actually have 2 lesser speeds that are cheaper

long term than you're paying now which would get you down to about \$170 to \$190.

After you explain the prices roll right into the Jones close and clarify the speed they want while you're in the order.

Jones Close

One of your neighbors around the corner is actually getting installed in about 3 days on _____. Does that day work for you too? We'll have our truck pop by right after them.