VINCERO

MY TRAINING MANUAL

VINCERO INC.

On behalf of **Vincero Inc.**, we are pleased to extend our warmest congratulations on your new career with our team! Our purpose is to provide opportunity for you to grow both personally and professionally through our training program. We believe by utilizing our biggest asset, our team members, we provide the most professional marketing campaigns for our clients.

A world of opportunity awaits you in our San Antonio location. Here you will be encouraged to expand your horizons and face new challenges daily. Your achievements thus far indicate that you have the talents and capabilities necessary to capitalize on the opportunities that our company offers. You are among a select group of individuals that possess the professional and personal qualities that we look for as our company expands and grows.

In your first two weeks, we will invest our effort to assist in the development of your communication skills and self-management. After the first two weeks, our effort will be put towards teaching you to manage and lead others. Your career growth will be based solely on your ability to focus on learning the fundamentals of our system.

Our doors are open to discuss your progress at any time. At the conclusion of your first two weeks, we will have the opportunity to meet and discuss your personal development. We look forward to many promising conversations about your future.

To keep pace with our forecasted expansion, the search for high caliber individuals is our highest priority. We congratulate you for successfully advancing through our selection process. With all of the opportunities now available to you, we hope our relationship will be both productive and profitable.

The following pages are an outline of our expectations, client representation, as well as the steps you will need to know in order to be successful within the company.

Sincerely,
Joseph R. Eckhart

WELCOME

Welcome to **VINCERO!** We are excited to have you as the newest member of our team. Our goal is to provide a respectful and exciting learning environment for all our employees. Our company maintains an "open door policy" and we welcome any questions you may have, before beginning your employment with us or any time after. The staff here consists of hard-working, highly motivated individuals who strive daily for success and growth. We are all dedicated to training new employees and working side by side with existing distributors. Congratulations and welcome to our team. We look forward to working with you and building a mutually beneficial relationship with you.

OVERVIEW

At **VINCERO**, we stand firmly behind the power of interactive marketing and what it can do for a client. **VINCERO** expanded to the San Antonio area in November of 2007. Our goal is to continue to grow our local market while expanding into new markets by the end of 2025, while setting up the next wave of Executives for 2026!

Here at **VINCERO**, we know that clients will always need effective marketing to help drive their business. Their demand for expansion and growth gives us the chance to create opportunities for our team members with each new office, campaign, and territory gained. With that in mind, we foster an environment based on positivity, teamwork, and always striving to be better than the previous day.

JOE ECKHART
smgroupjoe@gmail.com

MANAGEMENT TRAINING PROGRAM

4 to 8 months

Brand Ambassador (2-4 Weeks)

- Be Profitable
- Be accountable (on time, dressed professionally, prepared)
- Be coachable (student mentality)
- Be Self-Manageable

Corporate Trainer (2-6 Months) Small Group Management

- Develop 3 team leaders
- 2nd round interviews (recruiting)
- Teach & train in the field
- In store solo (manage yourself)
- Learn to teach & train in the office

Assistant Director of Operations (1 Month) Office Managementt

- Conduct 1st and 3rd round Interviews
- Run morning meetings
- Shadow Management to learn administration

Director of Operations

- Run the Show – Mentor/Coach Team

EXPECTATION AND PROMOTIONS

There are 4 main levels to transcend into management:

1. Get from Entry Level (Brand Ambassador) to Corporate Trainer
   - Be profitable 2 weeks in a row

2. Get from Corporate Trainer to Assistant Director of Operations

   - 5 personally trained members promoted to Team Leaders
   - Team does $15K in revenue generated 2 weeks in a row.

3. Get from Assistant Director of Operations to Director of Operations

   - Maintain consistent team production of $15K or more.
   - Run Office Successfully under little supervision

It is necessary to have a plan based on this structure. We call it the 30-60-90 Goals Plan. We look forward to discussing this with you.

First you will have to show that you are capable of managing yourself in order to be given the responsibility of managing/ leading others. Here isv what you will need:

Accountability: It is your duty to ensure that you are punctual. It is also your responsibility to notify management of upcoming conflicting scheduling at least a week in advance.

BOOK LIST

“LEADERS ARE READERS”

SALES BOOKS

- SELL OR BE SOLD - Grant Cardone
- CLOSER SURVIVAL GUIDE - Grant Cardone
- GO FOR NO - Richard Fenton & Andrea Waltz

PEOPLE SKILLS

- THE ART OF DEALING WITH PEOPLE - Les Giblin
- SKILL WITH PEOPLE - Les Giblin
- HOW TO WIN FRIENDS & INFLUENCE PEOPLE - Dale Carnegie
- BRINGING OUT THE BEST IN PEOPLE - Alan Loy McGinnis
- CRUCIAL CONVERSATION - Joseph Grenny
- WIRED THAT WAY - Marita Littauer

SELF-IMAGE BOOKS

- WHAT TO SAY WHEN YOU TALK TO YOURSELF - Shad Elmstetter

LEADERSHIP BOOKS

- EXTREME OWNERSHIP - Jocko Willink & Leif Babin
- 21 IRREFUTABLE LAWS OF LEADERSHIP - John C Maxwell
- LEADERSHIFT - John C Maxwell
- SPEED OF UNITY - Rob Ketterling

SUCCESS PRINCIPLE BOOKS

- 10X - Grant Cardone
- SLIGHT EDGE - Jeff Olson
- BE OBSESSED OR BE AVERAGE - Grant Cardone
- RICH DAD POOR DAD - Robert Kiosaki
- THINK & GROW RICH - Napoleon Hills
- THE GO-GETTER - Peter Kyne
- MILLIONAIRE BOOKLET - Grant Cardone
- THE MASTER KEY TO RICHES - Napoleon Hills

COMMISSION PAYOUT

PAYOUT WITH COMPLIANCE OR 50% COMMISSION PAYOUT ON NON-COMPLIANCE		
WIRELESS		
In Footprint Wireless	**Commercial**	**Individual/Consumer**
Port Line (Non BYOD)	145.00	65.00
New Line (Non BYOD)	10.00	10.00
BYOD	30.00	20.00
Upgrade	15.00	15.00
Next Up (Non BYOD)	10.00	10.00
Extra/Adv	5.00	5.00
Premium	5.00	5.00
ABP Bonus (Non Upgrade)	5.00	5.00
OOF Footprint Wireless	**Commercial**	**Individual/Consumer**
Port Line (Non BYOD)	195.00	80.00
New Line (Non BYOD)	10.00	10.00
BYOD	70.00	55.00
Upgrade	15.00	15.00
Next Up (Non BYOD)	10.00	10.00
Extra/Adv	5.00	5.00
Premium	5.00	5.00
ABP Bonus (Non Upgrade)	5.00	5.00
Wireless Protect 1 Line	0.00	7.00
Wireless Protect 4 Lines	0.00	12.00
Tablets/Wearables (Non BYOD)	10.00	10.00
INTERNET		
New Internet (Fiber Only)	**Commercial**	**Individual/Consumer**
5000	450.00	125.00
2000	350.00	125.00
1000	350.00	125.00
500	250.00	100.00
300	250.00	75.00
100	75.00	35.00
AT&T Internet Air without ABP	75.00	25.00
AT&T Internet Air withABP	200.00	60.00
Land Line Phone (VOIP)	45.00	0.00
Internet ABP Bonus	15.00	15.00
PAYOUT WITH COMPLIANCE OR 50% COMMISSION PAYOUT ON NON-COMPLIANCE		

COMMISSION PAYOUT

WIRELESS CHURN TIERS (OFFICE)		
COMMERCIAL/INDIVIDUAL/CONSUMER		
Tiers	**Wireless 0-30 Day**	**Payout**
Tier 6	<1.0%	$30
Tier 5	1-2%	$10
Tier 4	2.1-3.2%	$0
Tier 3	3.3-4.4%	($10)
Tier 2	4.5-6.0%	($20)
Tier 1	>6.0%	($30)

TIER BONUS PER YES

TIER 1 0-4 = DNQ

TIER 2 5-7 = $30

TIER 3 8-10 = $65

TIER 1 11+ = $90

- Sales Week runs from Monday to Sunday
- Tiers are counted at the order level not the line level
- Payout is at the activated line level whenever the lines activate
- Eligible Products for Payout - CRU and IRU New Fiber, CRU AIR,
- New/Port/BYOD Lines (no upgrades/tablets/wearables, DTV and IRU AIR no VOIP)
- Tower orders are counted (Please email order information to verify and rep information to give credit)

<u>Churn on all product must be me!</u>

7% 0-30 day churn or less (national avg 3.4%)

20% 90 day churn or less (national avg 14.3%)

40% cancel rate or less (national avg 26%)

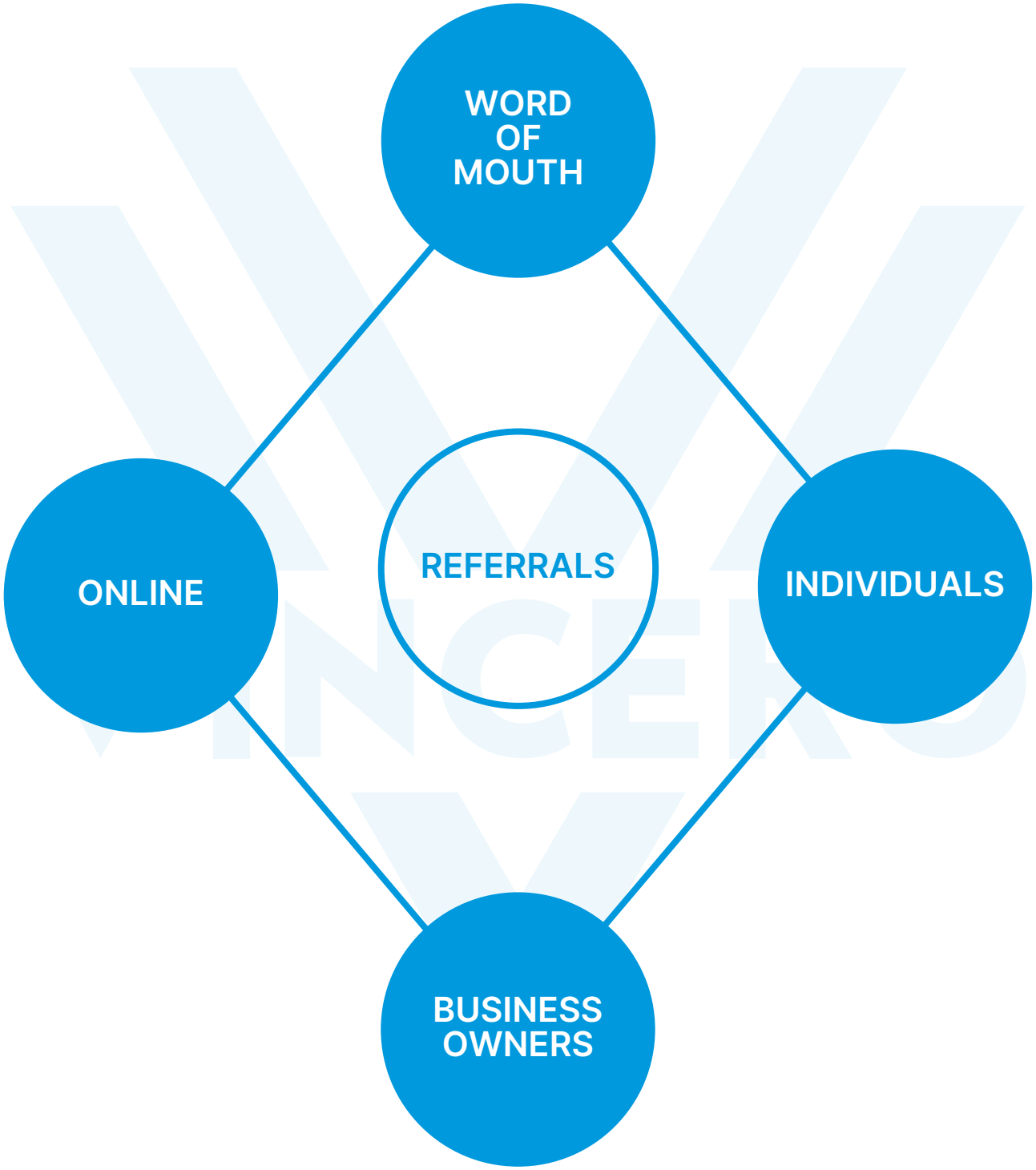
FOR COMPLIANCE PAY MUST HAVE

CHURN BELOW NATIONAL AVG

MUST WORK ALL 6 DAYS

NON-PAYMENT NEEDS TO BE UNDER 1%

5 WAYS TO MAKE MONEY



AT&T B2B PITCH

GREETING : (SEE FACTORS) Hi, how's it going?

INTRODUCTION: CPR (Close Personal Relationship) EX: Compliment the gatekeeper, the business, or even the owner. You can ask how long they have worked there, or just even be relatable. (ICE BREAKER)

WHO/WHY: Hi my name is _____, what's yours? Nice to meet you (Handshake). I'm here with AT&T's business sector and we did some updates to the area and we are letting all the business owners know, are you the business owner? **INVESTIGATIVE QUESTIONS:** If they are not the business owner, find out these answers for the business. When does the owner come by, what time, and also their name.

NOTE: Find out who they are using for the internet, but also the most important part is finding out who they use for cell phones. Cell phones are the primary focus, so transition would be finding out who they use for the internet but focusing on the cellphones "and what about your cellphones?"

EX: (JONES EFFECT) So AT&T started servicing this area but a few of the businesses here are using Spectrum, are you using Spectrum too?

ASSUMPTION 2: Great and who do you use for your cell phone provider T Mobile or Verizon? ⟶ JUMP into the 4 discovery questions.

Who is your provider?
How many lines?
iPhone or Samsung?
How much are they charging you?

PRESENTATION: Quick quote on MST, (Better speed option, or offer new cell phones with the best promotional pricing, show value and close.)

AT&T BUSINESS CLASS INTERNET

AT&T offers a managed network with the fastest Internet speeds on the market. All packages include business grade Norton Anti-Virus Software, Microsoft Sharepoint, Off-site Data back-up, 24/7 Tech Support, Power Boost, E-mail Address with Domain Name and Web-Hosting.

- 300/300 Mbps
  - Small business with limited internet needs. (e-mail, Google, minimal downloading)
  - $70.00

- 500/500 Mbps
  - Small businesses with increased internet needs. (file sharing, uploading)
  - $110.00

- 1000/1000 Mbps (Gig) Small business that needs very fast internet speeds (large file sharing, remote servers)
  - $160.00

- 2000/2000 Mbps
  - Internet-based business
  - $185.00
- 5000/5000 Mbps
  - $285.00

AT&T AIR

STANDARD AIR $60 - INTERNET OVER CELLULAR

PREMIUM AIR $100 - INTERNET OVER CELLULAR (250 MBPS PREMIUM DATA)

$30 DISCOUNT WHEN BUNDLE WITH CELL PHONE SERVICE

AT&T B2B Pitch

VOIP - (VOICE OVER IP)

Like a land line

1ST LINE $15 each additional line
$24 each up 6 lines per internet hub.
AT&T phones lines - see green sheet

OBJECTIONS AFTER CLOSE

KEYS TO OVERTURNING:

1. Expect to get objections and prepare yourself mentally.
2. Keep your ground. Don't make them seem like a big deal.
3. Always slip back into the pitch/close.
4. Memorize your Rebuttals: Being armed with a simple, confidently delivered rebuttal increases your own confidence as well as the customer's confidence in you. Less is more.

FEEL, FELT, FOUND

1. (Objection)
2. I understand how you feel
3. (BUSINESS NAME) Down the street felt the same way
4. He/She found that with AT&T (Hot Spot)

REPEAT, REASSURE, RESUME

1. I understand (Issue/Objection i.e. “You are busy”
2. It doesn’t take but a minute
3. (Continue where you left off in conversation)

3 T’S

1. That’s the best part about it
2. That’s exactly why I’m here
3. That’s why everyone’s using AT&T

CLOSING STATEMENTS

1. I know you are busy, is this your business card here? Cool, go ahead and go back to work and I will let you know when I need a couple quick signatures.
2. Do you want to keep the same phone number?
3. Is this the address here on your current AT&T bill the billing and physical address?
4. So I’ll go ahead and put your name down as the contact person for the day of install; How do you spel your first and last name again?

It is important that with every rebuttal, you rotate between the four sections in the order above, just picking new Hot Spots, and closing Staments each time.

AT&T OBJECTIONS & REBUTTALS

Rebuttals are common when dealing with customers. Business owners get bombarded daily with junk mail, phone calls, and walk in solicitations. Most decision makers use the same rebuttals as excuses for not making a decision that day. Below are some universal rebuttals that can be used to overcome the questions and excuses that generally come up while pitching a business.

KEYS TO OVERTURNING OBJECTIONS:

1. Expect to get objections and prepare yourself mentally.
2. Keep your ground. Don't make them seem like a big deal.
3. Always slip back into the pitch/close.
4. Memorize your rebuttals: being armed with a simple, confidently delivered rebuttal increases your own confidence as well as the customer's confidence in you.
5. Less is more.

I'M BUSY

That's exactly why I'm here. Most people don't have the time to review their phone bill, so we come out just to make sure your current plans and promotions are providing the best value for your business.

I see that you're busy so I'll just make sure everything is up to date and will come grab you if we have any plans or promotions that will add value to your business. How many lines do you have here?

LAST TIME I SWITCHED IT WAS A HUGE PAIN!

I hate to hear that but that's exactly why I'm here - to take care of all that for you. I will complete all of the order details so the only step that will be required from you is confirming the installation date.

That's the best part about it. We use the existing infrastructure, so the transition is seamless.

I DON'T WANT TO CHANGE ANYTHING!

I cannot make any changes without your approval. I'm only checking to make sure that you are receiving the best value for your business and have the most current product and promotions available.

SO YOU DON'T WORK FOR AT&T

I am an Independent Contractor for AT&T/Authorized agent to sell their products.

I AM IN A CONTRACT

Many of my customers thought they were still bound by a contract. After we spoke with their carrier, they found that they were no longer in a contract. Go grab your bill and let's look at it together. How long have you been with them? (Call in to double check terms)

I AM HAPPY WITH SPECTRUM.

Ah yeah, Spectrum is a great company. It's just my job to give you free bill analysis and show you your options. Did you know AT&T was available to businesses?

CAN YOU LEAVE ME SOMETHING?

We have already sent stuff in the mail and we had such a great response in your area. They just sent me out to give you a side by side comparison. How many lines do you have here?

MY PARTNER TAKES CARE OF THAT

If what we discuss today is good for your business it would be something you could discuss with them over the phone and handle today in person, right? I'd be happy to conference with you to help address any questions they may have.

THE OWNER IS NOT HERE

Ok. What time are you expecting them to be back? I am only in the area for a couple of days and really think I will be able to help the business.

ONLY A FEW BUCKS, IT'S NOT WORTH THE HASSLE

A few bucks add up. Besides, why waste money when you can save money? In this case, we are actually improving your service and lowering your bill. So I'm going to go ahead and take care of that for you, I'll just need you for a couple of signatures.

WIN/WINBACK

I know how you feel and a lot of people have felt the same way. What I've found is that I've been able to bring back customers by showing them something comparable to if not better than what they currently have. So grab a copy of your bill and I'll show you what I mean. If you don't like what you see then I'll be on my way. So long as you know the facts.

CAN I JUST CALL AND GET THE SAME THING?

No, this is a exclusive offer that you can only get through us today!!

CAN YOU COME BACK?

Because I work in different areas at different times, I never really know where I will be. Also because the promotions change regularly, I cannot guarantee the same offer will be available the next time we meet. So I'll go ahead and take care of it today.

WE ARE NOT INTERESTED/WE ARE HAPPY

I completely understand how you feel. Your neighbors felt the exact same way. What they found was that AT&T was able to offer a much better service at a better price than what they currently had.

SOUNDS GOOD, BUT WE HAVE A CONTRACT

I completely understand how you feel. _____ felt the exact same way. What they found was that the cost to get out of the contract was minimal compared to the value they were receiving.

I understand that you are worried about a termination fee, I'll go ahead and call your provider to see if there are any costs to get out of it. [Resume Pitch]

LEAVE A BUSINESS CARD/BROCHURE/INFORMATION

That's the best part about it. Since I'm here today, I'll answer any question you have and take care of all the paperwork. That way, you won't have to track me down when you're ready.

That's exactly why I'm here. I am a direct rep. They send me all over _____ with the best promotions and plans for your business. How many phone lines do you have?

I completely understand that you are busy. I am very busy, too. Really quick, it only takes a moment. How many phone lines do you have?

WE HAD A BAD EXPERIENCE WITH AT&T (BUSINESS CLASS)

That's exactly why I'm here. AT&T upgraded the fiber optic network that corrected most of the problems from before.

I completely understand how you feel. ____ felt the exact same way. What they found was that our upgraded fiber optic network didn't experience the same problems as before.

WE JUST DON'T WANT TO CHANGE.

That's the best part about it. I take care of all the paperwork for you and the transition is seamless.

I completely understand how you feel. _____ felt the exact same way. What they found was that the transition was seamless and they received much more value after changing.

I understand that you may not want to change but the transition is seamless and we will be giving you a much better service. [Resume Pitch]

I completely understand that you don't want to change, but the only thing that is going to change is the provider. A good analogy is instead of getting your packages from Fedex you are getting your packages from UPS.

WE DON'T WANT TO DEAL WITH INSTALL

That's exactly why everyone is switching to AT&T. The installation process is virtually seamless and uses your existing infrastructure.

I completely understand how you feel. _____ felt the exact same way. What they found was that the installation process was virtually seamless and they were able continue work during the process.

I understand that you don't want any down time. The installation process is virtually seamless and uses your existing infrastructure. So what is the best time for installation?

I HAVE TO PAY INSTALLATION/ACTIVATION FEES?

I understand that you don't want to pay installation/activation fees. These fees are an industry standard, you would pay the same fees with any other company. [Resume Pitch]

SOMEONE WAS JUST HERE

That's exactly why I'm here. You are one of the last ones in the area who hasn't gotten our service yet. So you still have AT&T for your business phone right?

I understand that someone was just here. I am a promotional rep, though. I have the new _____ promotions I just wanted to make sure that you are receiving the most up to date discounts and promotions. How many phone lines do you have?

I HAD A BAD EXPERIENCE WITH AT&T

(Business name) across the street said the same thing. AT&T, over the past couple of years has spent 3 billion dollars upgrading and improving their system. Obviously they have made a lot of improvements. So how many phone lines do you have again?

BUYING SIGNS

CLOSING SIGNALS

Customers don't always say "great, sign me up right now", they generally give us indications they are ready to buy. These indications are called "Buying signs or Closing signals". It is important to know that if we miss these buying signs, we may lose the opportunity to close the customer.

In fact, representatives that pick up on closing signs early generally close more apps and have to answer fewer questions than a representative who misses a lot of buying signs. When a customer is at the height of impulse it is best to close the customer or you run the risk of talking yourself out of the sale. Here are some buying signs to look for:

- Customer asking specific questions
- Customer states they were meaning to do this or that
- Customer nodding their head
- Customer moves closer to you
- Customer maintains eye contact when discussing benefits
- Customer pondering a decision (on the fence)
- Customer is silent
- Customer offers for you to sit down
- Customer asks how long will this take?
- Customer gets excited
- Customer says sign me up (obvious)
- Hospitality (They offer you food or a drink)

ASSUMING THE SALE

Silence is probably the most common and overlooked closing signal. Whenever you see buying signals it is important to close the customer by saying I'm going to take care of that for you. Do this with confidence and no hesitation. Customers are weary of salespeople when they are not confident. It makes them think that something is being hidden.

It is best to continue to answer whatever questions that arise with confidence, pullout the appropriate paperwork, and begin filling it out. It is better to have to tear up 50% paperwork from assuming the sale than to not fill out any paperwork because you didn't assume the sale. Assuming the sale is a vital part of the selling process. It also shows the customer you stand behind the products you are selling. Why would the customer not want to be in the best situation?

Thank you! Congratulations on taking advantage of the exclusive AT&T offer. If you have any questions about your order, please call xxx-xxx-xxxx.

BILLING EXPECTATIONS

- Partial Month Charges/Credits - New service is billed one month in advance, any services added before the billing cycle date are billed at a per day cost and added to your first month of service. Partial month charges or credits may also occur if service(s) or feature(s) are added or changed in the middle of your bill cycle.
  - Manage your account online at al.com/myal or call xxx-xxx-xxxx

- AutoPay/Paperless bill - Not enrolled, get set up at al.com/autopay or al.com/paperlessbill
  - Must have AP and PB to receive $5 month discount off monthly bill.

- Prorations - New customer activations for AT&T Internet will not see prorations on the first bill unless they activate on the 30th or 31st. Customers with an activation date of the 30th or 31st will have bill cycles between the 1st and 3rd. Exceptions include customers who request a specific bill cycle or payment due date (through AT&T) and existing AT&T customers activating a new product

REWARD CARD INFORMATION. IF APPLICABLE:

When you receive your reward notification email or letter, simply go to the https://www.google.com/search?q=rewardcenter.aJ.com to review and claim your reward or call 800-288-9983.

To start, you'll need to enter either your claim number (found on your reward notification email or letter) OR the billing account number that goes with your new reward-eligible service. Normally, this number is located on the top right of your bill.

NOTE: If you have more than one account, click on the + add another account here link and add all of your associated AT&T accounts.

Again, don't forget that you can also use the claim number that came with your reward email or leler instead of your account number.

Once you've claimed your reward, met the service requirement, if any on your offer, and your active service has been confirmed, most customers receive their reward within three weeks. This may be up to nine weeks from your installation / activation date. You can obtain a real-time status for your rewards at the **AT&T Reward Center**.

SMART HOME MANAGER

AT&T Smart Home Manager is a free app for AT&T internet customers to monitor, manage and customize their business Wi-Fi network Smart Home Manager App - Manage your Wi-Fi | AT&T Internet (aJ.com)

AT&T SMART HOME MANAGER APP ALSO ALLOWS CUSTOMERS TO:

- Access installation Appointment Info: View and Reschedule appointment
- Schedule tech appointment
  - If the system cannot fix the problem, the app will prompt the customer to schedule a tech appointment and then present available dates in real-time.
  - See screenshot.
- Find and change Wi-Fi network info
  - View or change Wi-Fi network name and password in just a few steps.
- Schedule tech appointment
  - If the system cannot fix the problem, the app will prompt the customer to schedule a tech appointment and then present available dates in real-time.
- Reboot the Wi-Fi gateway
  - Refresh all connections with a gateway restart.
- Run a speed test
  - Check network performance by measuring the speed AT&T is currently delivering to the Wi-Fi gateway.
- Check network Wi-Fi coverage. Available on the mobile app only.
- Create names for each device on the network.
  - Find out who's connected to the business network and name each device for easy reference.
- Use internet access controls
  - Manage access to internet by creating profiles, setting time limits, or applying content filters.

INSTALLATION EXPECTATIONS **LEARN ABOUT AT&T FIBER INSTALLATION - AT&T INTERNET CUSTOMER SUPPORT (ATT.COM)**

FULL TECH INSTALLATION

Your installation date/time selected today is subject to change. An email/text communication containing booking confirmation will be sent to your preferred email address or mobile number. You will need to complete your internet registration before a tech arrives.

- Download the AT&T smart home manager app
  - Select new and follow the prompts to get started.
  - Track your technician the day of your appointment in the app
  - If text alerts are selected, AT&T will send a reminder text on the day of the appointment.
- Service installation could take up to 4 hours after technician arrival
- Work will be done both inside and outside of the business, so you or an authorized decision maker (age 18+) will need to be there the entire time
- There will be a brief interruption to internet access during installation
- Every installation is unique and some external wiring may be required. Your technician will discuss installation options with you and the placement of equipment in your business before commencing any work.
- If you need to change your order or installation appointment, access the Smart Home Manager App or call xxx-xxx-xxxx

3 LAWS

LAW OF AVERAGES

Is an imperative part of understanding the direct marketing business. It is a proven system for finding potential leads. This system revolves around 3 factors you can control: Pace, Pitch and Attitude. It's a numbers game, not sales game so don't prejudge! Hit up EVERYONE in the store!

Talk 100-150
Present 25-30
Close 8-10
Credit checks 3-5
Yeses 1-3

This is the average ratio of people you need to talk to in order to get one sale:

More = more

When you are in the field, keep track of your TPCD chart at all times to keep record of your numbers. It will help your coaches analyze your strengths and weaknesses so you continue improving.

LAW OF ATTRACTION

Positive thoughts bring positive results into a person’s life, while negative thoughts bring negative outcomes.

LAW OF ACTION

You need to take action steps towards your wants in order to attain them.

IMPULSE FACTORS STUDY GUIDE

TAKE NOTES! This is the most basic bare-bones way of explaining impulse factors. Take notes even if you think you know it all already so you're able to train effectively. **REMEMBER:** Impulse factors are not beneficial unless used correctly.

JONES EFFECT

"Keeping up with the Joneses", the idea that no one wants to be the first or the last one to do something. Mentioning other people, products, or places to make the customer feel more comfortable with the sale and to impulse the customer into getting something greater than they already have.

Examples of Jones Effect:

- Neighbor: Someone's full name, Business name (Ms. Mary at the flower shop next door)
- Industry: A specific type of business (Law firms, dental offices, auto mechanics)
- Location: Area you are in (City, neighborhood, street name, office building, strip mall)

BEST WAY TO USE JONES EFFECT: using SPECIFIC people's names as much as possible in conversation.

After every door, get a DM's name, REGARDLESS of whether or not you sign them up, and use it at the next door. When the customer knows you know someone they do, they'll immediately trust you more.

INDIFFERENCE

Not having an emotional attachment to any kind of result. Believe in yourself, rely on your personal LOA, and know that if one customer that you're talking to now doesn't say yes, you'll find someone else who will. Always be indifferent in your tone and with your body language. Never be indifferent towards the person, only remain indifferent towards the sale. You really like that person, and you care about that person, but you know that if he/she doesn't sign up, you'll find someone else who will.

CONFIDENT INDIFFERENCE is a great quality to learn long term.

Examples of Indifference:

- Verbal: "No big deal" "Nothing too serious" "I don't know if this is for you" "Nothing crazy"
- Physical: Hands in the air, shrugging shoulders, standing to the side of a DM, keeping distance

SENSE OF URGENCY

- Always concentrate on QTP: spend quality time with qualified people.
- People hate the idea of processes and know their time is valuable. Shorten the idea of the process by saying things like "nothing too crazy, I'm just here to quickly introduce myself to the person who handles that."
- Do things at a quick pace but in an organized and professional manner so as to not waste time.
- Repeat Reassurance Rules (3 R's)
- Be sure to see the # of DMs you need to see to close 2-3 apps per day.
- Figure out your personal LOA ASAP. Ask trainer or leader how to do this.

FEAR OF LOSS

- Use the idea that the customer will certainly lose out on something if he or she does not sign up today.
- For a limited time only mentality. "My job is simple. I will lock you in for these promos and free install today."
- Focus on FOL vs. Sense of Gain.
- People are more motivated by fear of loss rather than sense of gain because they currently have an emotional attachment to what they already have. Their existing services are comfortable because they know what these services feels like and how they work, they don't know what it feels like to have things they don't already have.
- FOL only works AFTER the close. (Draw impulse curve and only use at point 4 or 5)

Explain what happens if FOL is used to early. Examples of Fear of Loss:

- Verbal: "Through me today" "Since AT&T sent me out here today" "What we have going on today" "What you currently qualify for"
- Physical: Take out of the now and new sheet or other products tools. Get the products close to them, in their hands even, then take it away.

8 GREAT WORK HABITS

STUDY GUIDE

Easy way to remember 8 Great Work Habits by this acronym: **HURT-BB-WW**

HAVE & MAINTAIN A GREAT ATTITUDE

Indifference towards each door, each DM and day in general. Have confidence in yourself that if you don't sign this one person up, you'll find someone else who will.

UNDERSTAND YOUR OPPORTUNITY

A sale is made at every door. Either the customer sells us on why they don't want to buy it or we sell the customer on why they should buy it.

RESPECT THE CLIENT & CUSTOMER

What if it was your parent's business? Act respectfully towards each decision makers' questions, concerns and opinions.

TAKE CONTROL

Tell the customer what the next step is and don't ever feel the need to justify why you are there or what you are doing.

BE PREPARED

Be prepared for the unprepared. Always be one step away. Have a plan and stay organized. Keep car and port clean. Don't run personal errands in the field.

BE ON TIME

Get to work for the position you want to be in.

WORK A FULL DAY

The "yeses" are out there; our job is to find them.

WORK A TERRITORY CORRECTLY

Don't prejudge any business or lead. Let AT&T decide if the customer doesn't qualify.

5 STEPS TO A CONVERSATION

STUDY GUIDE

INTRODUCTION

- Icebreakers, CPR, SEE Factors
- Focus on being comfortable and genuine - not salesy.
- Don't respond to a question with your pitch; use a statement and a question to take back control of the conversation. (i.e. if the customer asks 'how can I help you?' don't respond with your pitch.)
- CREATE COMFORT and trust.
- Use Jones Effect with specific names of people within regular convo, not about AT&T

Examples of an Intro & Short Story:

- Demonstrate once in monotone voice, scripted and dull.
- Demonstrate another time with more excitement, like a normal convo. Be engaging.

SHORT STORY

- Explain who you are, why you're there
- Build impulse
- Use specific examples of Jones Effect that the customer will know.
- Reduce Skepticism (CPR, SEE Factors)
- Use 3 Q's: Qualify yourself, qualify your product, qualify your customer
- "Make it personal: "Okay, great! Remind me my name again?"
- Be consistent to increase your LOA (Law of averages).

PRESENTATION

- Keep short and concise.
- Follow the steps in the pitch
- Smile, make eye contact, and use the customer's name.
- Hit the hot spots and make sure to keep them specific to that customer.
- Use impulse factors and always close with confidence at the end.

CLOSE

- Be confidently indifferent with your close.
- When the customer has objections, have multiple closing statements prepared so that you don't sound scripted with the same closing statement each time.
- WHEN the customer has objections, ALWAYS close after you address each objection.
- Always use IMPULSE FACTORS.
- Disengage after close, and find a place to fill out paperwork (Philly fade, etc)
- Make sure the customer is well prepped for the KCC call and fully understands what is going on to prevent cancels/rejects

REHASH

- Have general places/people/things in mind that are good go-to rehash items.
- Assume the sale and close in the same way you would with your presentation and close.
- Use Jones Effect.
- FOL can only be used after the close and during the rehash, so FOL is a good impulse

SARA PLUS ORDER ENTRY DEMO INFORMATION

Website: qa.saraplus.com/e
Username: smb.wireless@demo.com
Password: Demo1234

Notes: After login, select Orders in the top right and select your interaction type before continuing with order

You MUST be logged in to the demo account above to practice in SARA Plus. Your store login is live and will result in errors – Please use above login.

Order Setup:

Order Test Information

Service Phone: (334) 335-3030
First Name: Steven
Service Address: 7271 Greystone LN
Service State: TX

Tax ID: 11-0000110
Business Name: Demo DSI (use whatever works for the dealer)

DL#: 123456789
Secure Passcode: any 4-8 digit non sequential number
Port: no

Last Name: NOFDE
Service City: Frisco
Service Zip: 75034

DOB: 01/28/1950 (02/28/1950 if "not eligible" for wireless)
Business Type: does not matter. (Sole Prop not eligible for Wireless)

DL State: IA Number of lines: 1-7
DL EXP: 12/25/2025

INFO QUALIFY CHECK/EMAIL VALIDTION make sure you have access to the email listed as that is where the Mobile business agreement will be sent.

On the customer information page, use an email you have access to, SARA Plus will have to send you the secure data email with Pin codes.

Note: USE authid.pass@demo.com TO BYPASS AUTH ID IN THE DEMO

Test Credit Card Info

Note: Use credit card information on the payment screen.

Card Type: Discover
Date: 12/2025

Card Number: 6510-0000-0000-0133
CVV: 123
Zip Code: Same as service address

On Account Creation, a real email must be used to get the necessary PIN code.