

## **AGENDA:**

Review

Call flow - S4

### **S1 START**

- **Greet the customer clearly:** EX. thank you for calling comcast. This is april. HOw can i help you today? in an unrushed pace.

- **reflect need/ relate or emphasize/ take ownership:** be specific, acknowledge circumstance or stated feelings, use positive active words that indicate ownership.

- **set agenda / authenticate/ plant seed:** ask permission to ask questions, who are you speaking with? alst 4 of SSN, account number only as LAST resort, use statement which reflects intent to solve issue and then do an account review.

### **S2 SOLVE**

- **obtain information/ probe problem:** ask open and close ended questions, engage customer and make it effortless, uncover underlying issues or opportunities

- **resolve/address issue:** Explain basics of why problem occurred, relevant detail beyond what was necessary, future prevention use tools

- **build value/ enhance:** share features and benefits of at least one of customer's current product or services tailored relevant to needs or educate on self-services or other Comcast vale adds as applicable to the conversation.

### **S3 SELL**

- **transition to relevant offer:** transition after initial inquiry satisfied, use bridging statements to transition into discussion of products & services, tie back the customers needs, current services

- **present offer:** present as expert share beenfits of product/ service by reflecting back a couple of uncovered needs/ BRAG about your likes of the services, too

- **overcome objections:** Acknowledgethe concern and attempt to address concern referencing back to uncover needs

- **proactively close sale:** ask fro the sale using any technique (choice close, assumptive close, urgency close)

### **S4 SUMMARIZE**

- **summarize:** s provide the customer with what he/she can expect next; remember COS as applicable. if no next steps, briefly recap actions

- **close contact:** Offer additional assistance, demonstate, demonstrate appreciation, PERSONALIZE

- **documentation:** (1) WHO called (first and last name) (2)reason for call (3) issue resolution/ actions

taken (4) pertinent information that will help next agent.

CDV services/features, benefits and packages

CPNI

Porting

Internet packages/ features/ benefits

Intro to billing

Payment options

Payment Process