



For IBO Owners ONLY –Do NOT Share with your Customers



Based on nationwide study of representative cities.

## What is the Best Way to Discuss Satellite TV Concerns?

When discussing DIRECTV™, customers may have questions about making the switch to satellite TV service. The most common issues raised by customers include **satellite installation** and **signal reliability**

Follow these steps to address concerns effectively: **Acknowledge, Empathize & Reassure**, then remind your customers of the DIRECTV™ advantage

# Acknowledge & Empathize

Some *words that work* to assure the customer you understand their concern:

"I completely understand where you're coming from. Many of our new customers have that concern at first too."

"I can see why you'd have questions about that. I was worried about the installation when I first signed up.."

"I can certainly understand your concern. Lots of our current customers had questions about signal reliability initially."

## Reassure

Address concerns by asking questions:

**"What concerns you about (DIRECTV™ / Installation / Reliability)?"**

**"I'm worried about what a DIRECTV™ satellite dish will look like."**

**"I just don't want someone drilling holes for new equipment."**

"Sure. Installation and the way a dish looks is a common concern for new customers.

Something to remember is that a professional installer will evaluate your property to determine the best location for the satellite dish based on your structure. If it's still a concern, the installer can even place the dish on a pole in a discreet area of your property."

**"I heard satellite goes out sometimes."**

"Reliability is one of the most important factors to consider when choosing any TV Service. You can be assured it's an issue AT&T takes very seriously. DIRECTV™ offers 99% worry-free signal reliability so that you can access the best entertainment. Plus, DIRECTV™ is #1 in customer satisfaction compared to other major cable and satellite providers

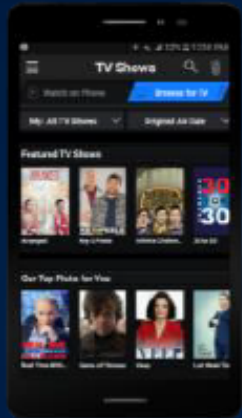
# Discussing **DIRECTV™** Satellite Dish



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*After resolving concerns, remind your customers of*

## **The DIRECTV Advantage**



- **DIRECTV is #1 in customer satisfaction** compared to other major cable and satellite providers (Claim based on 2017 ACSI survey of customers ranking their own TV provider's performance.)
- **The Best 4K Entertainment Experience Available – only on DIRECTV.** Original shows, hit movies on demand, and the most live sports in 4K<sup>1</sup>
- **Watch Live TV Before Installation—** Customers can view programming on day one with the DIRECTV App or with their computer at DIRECTV.com<sup>2</sup>
- **No Equipment to Buy**
- **Undisputed Leader in Sports—** Whatever the game, DIRECTV has you covered. Get everything from international soccer to college hoops to every out-of-market NFL game, every Sunday with NFL SUNDAY TICKET<sup>3</sup> (Select intl games not included)
- **It's Your TV, Take It with You—** With the DIRECTV App, your TV goes where you go<sup>4</sup> Content/channels/functionality varies. Data charges may apply.