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.
Acknowledgment & 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.”

“I heard satellite goes out sometimes.”

“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.”

“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

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 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
- Watch Live TV Before Installation— Customers can view programming on day one with the DIRECTV App or with their computer at DIRECTV.com
- 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 (select NFL games not included)
- It’s Your TV, Take It with You— With the DIRECTV App, your TV goes where you go (Content/channels/functionality varies. Data charges may apply)