

High Volume - Nitro (No WAA) Call Flow

<p>Coaching Comments</p> <ul style="list-style-type: none"> ❖ Required elements are bolded 	<p>1. Compliant Greeting</p> <p>Hey, this is [rep name] calling in reference to your Verizon account, I am calling for [customer name]. Hey [customer name] thanks for taking my call. I'm calling on a recorded line for/with the Cellular Sales store at [street address and city].</p>
<ul style="list-style-type: none"> ❖ If the customer says "no", you must provide the full street address. 	<p>2. Discovery Starter</p> <p>"Are you familiar with that location, next to [landmark]?"</p> <p>Yes: "Great!"</p>
<ul style="list-style-type: none"> ❖ 3 Value Drivers are required for the Message. You may add in one promotion but focus on keeping it brief 	<p>3. The Message</p> <p>"The reason for the call, and this will just take a second."</p> <p>"We're reaching out to as many customers as we can because we want to invite you to the store. There are more ways for a customer to save money on their plans than ever. You can get into a new device for very little money and with the promotions we have going on, there is almost always a way for you to upgrade your phone."</p> <p>"As a matter of fact, lots of customers have early upgrades or super low buy outs, and they never know about it."</p>
<ul style="list-style-type: none"> ❖ Listen for customer buying preferences 	<p>4. Full Discovery</p> <p>"With everything that's been going on, when was the last time you were in the store?"</p>
<ul style="list-style-type: none"> ❖ Balance urgency with genuine care for the customer 	<p>5. Drive to the Store / Store Features</p> <p>"These deals are ending, so my recommendation, either way, is to definitely get down to the store as soon as you can. We have store enhancements like curbside pick-up and no-wait appointments. I am going to text you that store's information just to make sure you don't miss out. Is that okay with you?"</p>
<ul style="list-style-type: none"> ❖ Tone, Pace, Volume, Energy, & Conversational 	<p>6. Clarity</p> <p>Speak clearly. Don't mumble or use a monotone. Sound like you are excited to speak with the customer on every call!</p>