



HIGH SPEED INTERNET PRODUCT GUIDE

What is the HSI Sales Portal

The HSI Sales Portal helps you choose quality broadband services provided by one of our premier partners: AT&T, Spectrum, CenturyLink, Cox, Xfinity, and many more!

High Speed Internet & TeeVee

Make sure that you make High Speed Internet part of your TeeVee sales pitch. Without the right service, your customer will not have a good TeeVee experience.

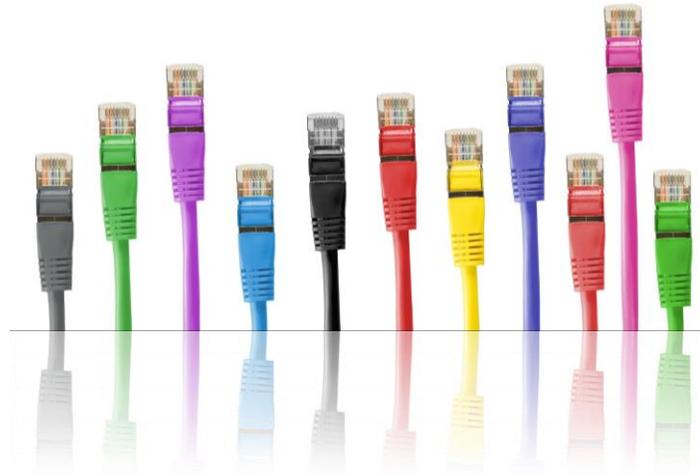
How to get the conversation started

Ask the following questions to start a conversation on customer needs:

"Do you currently have trouble with your HSI connection?"

"Do you think you're paying too much for internet service?"

"What do you typically use the internet for?"



Selling High Speed Internet

With over 286 million people in the United States using the internet as of 2016, internet service is a commodity that almost every person and business uses on a daily basis and relies on to be fast and dependable. When selling internet service, remind the customer that HSI Sales Portal helps to find the best coverage and prices in the area, and inform them of the ease of switching providers. Stress that internet service today is a necessity, but paying extra for it is not.

How to determine the customer needs:

The most important question to ask a customer is "What do you use the internet for?"

This will give you the necessary information to customize your sales pitch. Customers who use the internet for streaming video, or for utilizing the 5LINX TeeVee service will need more bandwidth than someone who is only using the internet to access Facebook or use email.

How much speed do you need?

For customers who are using the internet to stream video the following is a good rule of thumb:

- ☼ 1.5 Mbps download speed for basic streaming access
- ☼ 3.0 Mbps download speed for SD quality streaming
- ☼ 5.0 Mbps download speed for HD quality streaming
- ☼ 25 Mbps download speed for UHD/4k quality streaming

These recommendations are per user/device. If a customer has more than one individual in the household that will be simultaneously streaming they will need to multiply that base speed by the number of users. If there are two 4K TV's in a household that will be streaming video at the same time the customer would need 50 Mbps of download speed to provide service. But remember that you need to account for devices as well, so if a customer likes to stream football on Sunday on his 4K TV, and check his fantasy football scores on his smart phone, while his kids are streaming their favorite HD movie in the basement, and his wife is catching up with friends on Facebook while watching the latest cat video on YouTube, the customer would need about 38 Mbps download speed.

- ☼ 25 Mbps to Stream the 4K video of the football game
- ☼ 3 Mbps to connect to the internet on the smart phone
- ☼ 5 Mbps to stream the HD video to the basement
- ☼ 5 Mbps to stream HD YouTube video and access Facebook

Add in that most people likely do many tasks that utilize the internet at the same time: Watch TV, surf the web, watch videos on YouTube and Facebook, FaceTime, etc. and the need for more bandwidth becomes more prevalent.

Internet service in the customers house is a lot like water pressure in a house. If one faucet is on, pressure is good. If they are all on, the pressure goes down. That concept works for internet. If there is only one user online, service could be terrific, but get the whole family on and service level goes down - the easiest solution is to buy a bigger pipe!

It's not always about saving money

When selling High Speed Internet service, the goal should not only be to save money. You should be ensuring that the customer is getting the best speed for the best price. The value is the satisfaction they get from using the services that rely on the internet for functionality. Who cares if you only pay \$19.99 a month for internet if none of the services that use the internet are functioning correctly.

Key Takeaway

Always remember to pair your pitch for TeeVee service with a check of the customers HSI speeds to ensure a great customer experience!

