


Selling High-Definition Television

OVERVIEW

This course is intended to provide a complete set of skills to effectively sell cable high-definition television (HDTV) against market competitors, and will teach the features and benefits of HDTV, along with the unique selling points that make this service stand out among competitors. It contains many useful strategies and interactions that will help learners gain a better understanding of HDTV and how to sell it successfully.

Delivery options:

 This is an online course. For computer requirements, please visit www.jonesncti.com/coursepolicy.

Completion time:

Varies based on a student's self-study pace; however, the maximum time allowed is **4 months from enrollment. This course is not eligible for extensions.**

BENEFITS

Upon completion, students will:

- Be familiar with the features and benefits of HDTV
- Be able to communicate the advantages of HDTV cable over analog and standard digital television, as well as Direct Broadcast Satellite
- Receive an industry recognized Jones/NCTI certificate of graduation

Ideal for:

Call center personnel, including:

- Newly hired employees
- Employees with sales responsibilities

COURSE OBJECTIVES

Upon completing this course, sales professionals will be able to:

1. Describe HDTV.
2. Explain how HDTV is different from standard digital and analog television.
3. Effectively use high-impact openings during HDTV outbound sales calls.
4. Ask specific probes to determine if a customer owns the appropriate equipment to take advantage of HDTV service.
5. Ask effective HDTV probes to uncover customer needs.
6. Match the features of HDTV service to corresponding advantages and benefits.
7. Position the benefits of HDTV to specific customer needs and preferences.
8. Create and apply brief product descriptions of HDTV service.
9. Use unique selling points effectively to make HDTV cable service stand out from the competition.
10. Use unique selling points effectively to make HDTV service stand out as an important cable package enhancement in an upgrade situation.
11. Present the benefits of HDTV cable services over Direct Broadcast Services (DBS).
12. Apply strategies to effectively manage and overcome common customer objections to the cable HDTV service and close the sale.
13. Create transition statements leading the customer from HDTV service to other cable services.

RELATED COURSES

Students completing this course should then enroll in:

- Fundamental Selling Skills
- Selling Against DBS Providers
- Selling Against DSL Providers
- Selling Digital Cable
- Selling High-Speed Internet
- Selling VoIP and Digital Voice Services
- Selling Video On Demand
- Selling Personal Video Recorders

TRAINING FEATURES

- Knowledge-based, broadband and job-specific content
- Highly illustrated and easy-to-read course materials
- Curriculum advisors available
- 24/7 lesson feedback and progress monitoring at www.jonesncti.com
- Online testing



COURSE OUTLINE

1. Product Overview

Describe high-definition television. Explain how high-definition television is different from standard digital and analog television.

2. High-Impact Openings

Effectively use high-impact openings during HDTV outbound sales calls.

3. Introduction

Ask specific probes to determine if a customer owns the appropriate equipment to take advantage of HDTV service. Ask effective HDTV probes to uncover customer needs.

4. Creating Brief Product Descriptions

Create and apply brief product descriptions of HDTV service.

5. Features, Advantages, and Benefits

Match the features of high-definition television service to corresponding advantages and benefits. Position the benefits of HDTV to specific customer needs and preferences.

6. Unique Selling Points

Use unique selling points effectively to make HDTV cable service stand out from the competition. Use unique selling points effectively to make HDTV service stand out as an important cable package enhancement in an upgrade situation.

7. Selling Against the Competition

Present the benefits of HDTV cable services over Direct Broadcast Services.

8. Closing and Overcoming Objections

Apply strategies to effectively manage and overcome common customer objections to cable HDTV service and close the sale.

9. Up-selling and Cross-selling

Create transition statements leading the customer from HDTV service to other cable services.

