



**HAVE IT YOUR WAY.**

The Ultimate deal on  
FiOS and Burger King®!

**Customers are receiving  
a \$5 BK® Crown Card.**

They must call in to hear about the AMAZING features,  
benefits & value of FiOS® before their card is activated.

**More details on the back!**



# Be sure to use the \$5 Burger King® Gift Card opportunity to review the customer's account and go through all of the FiOS products & services that are available.

## Call Opening and Verification

Leverage Verizon  
Reward Card Offer

Thank you for calling Verizon and inquiring about the Burger King gift card. I am happy to help, however before I can give this to you, let me tell you about a great offer we have today that can give you up to \$200 back.

OR

I know you're hungry for Burger King! I'll bet you're hungry for some savings too. Before I can activate your card, let me tell you about a great offer we have that can give you up to \$200 back.

## Begin Sales Negotiation/Pitch

- We have some fantastic customer offers right now for FiOS. Let me ask you a few questions to see which ones you qualify for. Then I'll activate your gift card.
- FiOS delivers #1 rated HD Picture Quality, the Ultimate in Entertainment programming and Internet speeds that can't be beat. Now you can even take your favorite FiOS shows and movies on your travels.

## Manage Customer Objections

I'm not interested in listening; I just want the gift card.

**Response:** I'm sure you're interested in saving money. I'm happy to activate your Burger King card today. Before I do that, let's review your account (or services you currently have) to see what savings you qualify for.

## Reminders

Be sure to tell your Coach  
when you close one of these  
calls — you might win your  
own \$5 BK® Crown Card!

— WHILE SUPPLIES LAST —

- These calls provide great opportunities for you to introduce FiOS to more customers.
- After pitching FiOS, ask for 16-digit Code on the back of the Burger King card and their email address. Enter in Focis.net.
- **Remind customer:** Verizon will send an email within 3 days confirming gift card activation.
- **PLEASE NOTE:** A limited quantity of cards are dummy cards, with the 16-digit promo code shown on the DM, and fulfilled within 7–10 days via USPS.