



**Great Value
of Subway.
Great Value
of FiOS.**

**Your customers could receive a
\$5 Subway Gift Card!**

To receive their card, they must call in to hear more about FiOS TV, Internet and phone services and exciting promotions that are available in their area.

More details on the back!



These calls are a great opportunity to close some additional sales. Be sure to use the \$5 Subway Gift Card opportunity to review the customer's account and go through all of the FiOS products & services that are available.

Call Opening & Verification

Thank you for calling Verizon and inquiring about the Subway gift card. I am happy to help, however before I can give this to you, let me tell you about some incredible offers that we have available today.

OR

I know you're hungry for Subway. I'll bet you're hungry for some savings too. Before I can process your gift card, let me tell you about some incredible offers that we have available today.

Begin Sales Negotiation/Pitch

- While I process your gift card, let me ask you a few questions to see what FiOS promotions you're eligible for.
- First, let me tell you how Verizon FiOS is different from your provider and how easy it is to switch to FiOS today.
- We have some fantastic customer promotions right now for FiOS. Let me ask you a few questions to see which ones you qualify for. Then I'll process your gift card.

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 process your Subway card today. Before I do that, let's review your account (or services you currently have) to see what savings you qualify for.

Reminders

When you close one of these Subway calls, be sure to stroke in OST Tracked only.

- These calls provide great opportunities for you to introduce FiOS to more customers.
- After pitching FiOS, ask for the 8 digit promo code from the mailer they received and their email address. Enter in Focis.net.
- **Remind customer:** They will receive an email within 24 hours notifying them that their Subway Gift Card is being mailed to them. Then, they will receive it in 4-8 days.