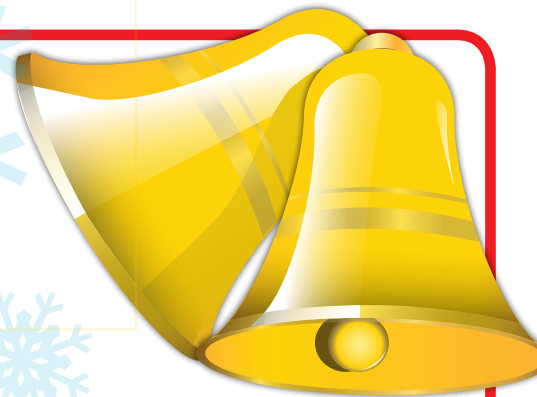


**It's Back!**

**Great Value  
of Subway.**



**Great Value of FiOS.**

Just in time for the holidays,  
customers could receive a  
**\$5 Subway Gift Card!**

**MORE DETAILS ON THE BACK!**



# \$5 Subway Calls are a great way to close your year end sales.

## Use this as an opportunity to tell your customer why it's time for FiOS.

### Call Opening & Verification

Holiday shopping can make you hungry for Subway and hungry for 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

- 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 process your gift card.
- FiOS delivers #1 rated HD Picture Quality 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 — especially at this time of year. 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 additional savings you qualify for.

### Reminders

- Tell your customer how to get the most out their new holiday TV and laptop purchases with FiOS.
- 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.
- When you close a Subway call remember to stroke in OST Tracked only.

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