

Frontier D2D Sales Objection Battle Card

OBJECTION: Bad Experience with Frontier

- Acknowledge & Validate: "Totally understand you're not the only one who's told me that. Frontier used to have some real challenges."
- Pivot with Authority: "But here's the good news Frontier's made massive changes over the last year. New leadership, new infrastructure, and a renewed focus on customer satisfaction."
- Reinforce Value + Offer a Low-Risk Trial: "Faster speed, lower price, no contract. Give it a shot for 30 days if it's not what I promised, you walk. Fair?"
- Bonus Real-Life Example: "Actually, just last week, I signed up someone who swore they'd never come back. Now they're thrilled. That's what's different now."

OBJECTION: I Prefer Cable Over Streaming

- Respect & Relate: "Totally get that a lot of people still love the feel of traditional cable."
- Bridge the Gap: "With today's streaming, you still get live TV, sports, news, even a guide just like cable, but better."
- Highlight Control + Savings: "Pause, restart, skip what you don't watch, and save \$40-\$60/month. Why pay for 200 channels when you only watch 15?"
- Offer Easy Trial: "Try it side-by-side with what you've got. If you don't love it, don't keep it. Simple."

OBJECTION: I Already Bundle My Phone, Cable, and Internet

- Acknowledge + Use it as Leverage: "Bundling's usually the best way to save but now, Frontier's competing and winning."
- Break the Illusion of Savings: "Most bundles include things you don't use. When we compare side by side, most folks are shocked."
- Offer Comparison: "Let me show you a line-by-line breakdown. Worst case, you stay. Best case, you save and upgrade."
- Build the Wedge with Service or Price: "Frontier is all fiber faster, clearer, no contracts, no junk fees."

OBJECTION: I'm Happy with What I Have

- Acknowledge: "Totally fair if it's working, it's working."

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- Create Curiosity: "But just out of curiosity, when was the last time you checked what else is out there? A lot has changed in the last year."
- Offer a Value Check: "Let me show you how your setup compares to ours. Even if you don't switch, you'll know if you're getting the best value or not."

OBJECTION: It's Too Expensive

- Acknowledge: "That's a real concern right now everyone's watching costs."
- Reframe: "The cool part? Frontier often *lowers* monthly bills because there's no contract, no hidden fees, and you only pay for what you actually use."
- Offer a Quick Price Comparison: "Give me 2 minutes to compare side-by-side. If we can't beat it, I'll walk. Fair?"

OBJECTION: I Don't Want to Switch

- Acknowledge: "I get it switching anything can be a pain."
- Ease the Pain: "But we make it simple. We handle the setup, there's no overlap, and no down time you stay connected the whole time."
- Highlight Control: "No contract, no risk. Try it side-by-side and decide from there. You're in charge."

OBJECTION: I Don't Like Contracts

- Agree & Align: "Same that's why Frontier doesn't use them."
- Highlight Freedom: "No contract means you're never locked in. You stay because it's good, not because you're stuck."
- Reassure: "If anything ever changes, you're not tied down you have options."

OBJECTION: I Don't Want Someone Coming Into My House

- Acknowledge: "I totally understand a lot of folks feel that way."
- Reassure: "Our techs follow strict protocols, and if you're not comfortable, we offer outdoor-only setups when possible."
- Alternative: "We can even schedule a consult call first so you feel totally in control of the process."

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OBJECTION: I'm Renting I Can't Make Changes

- Empathize: "A lot of renters feel that way, but you'd be surprised."
- Solution: "Frontier installs don't damage anything and are fully removable. Plus, we work with landlords all the time."
- Bonus: "Better service helps you and future tenants landlords are usually happy to approve it."

OBJECTION: I Work From Home I Can't Afford Downtime

- Validate: "100% I'd feel the same way if I relied on my connection for work."
- Reassure: "We schedule installs around your work hours, and your current service stays on until we confirm the new one is up and running."
- Backup: "And if needed, we provide temporary mobile hotspots to keep you online during any switch."

OBJECTION: I've Never Heard of Frontier

- Inform: "That's totally fair Frontier's newer to this area, but we've been in business over 80 years."
- Credibility: "We've invested millions into expanding our fiber network to reach areas just like this."
- Reassure: "That's why we're out here to introduce the new service and let folks try it risk-free."

OBJECTION: I Don't Trust Salespeople

- Agree: "I get that door-to-door has a bad rep because of a few bad actors."
- Build Trust: "That's why I'm focused on being 100% transparent. I don't ask you to sign anything today just compare info side by side."
- Prove It: "We've got no contracts, no hidden fees, and you can cancel anytime. I'm just here to make sure you know your options."

OBJECTION: I Don't Use the Internet Much

- Acknowledge: "Totally fine not everyone is streaming 24/7."
- Offer Simplicity: "That's why we offer basic, affordable plans just for email, browsing, and occasional video calls nothing overkill."
- Savings Angle: "You might actually save money by switching to a simpler plan that fits what you actually use."

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OBJECTION: I Have a Discount with [Competitor]

- Acknowledge: "Those deals can look great up front I've seen them too."
- Reveal Fine Print: "But most of those discounts expire after a few months and the bill skyrockets."
- Compare Clearly: "Let me show you a month-to-month breakdown so you can see which one really saves you more long term."

OBJECTION: I'll Think About It

- Recognize the Stall: "I totally get it this isn't a small decision."
- Encourage Action: "But the promo I'm offering is only available while I'm here not online or over the phone."
- Low Pressure Close: "At least let me leave you with a breakdown to look at. If you like what you see, we can move forward later no pressure."