



Entertainment that's **easy to sell**

It's easy to initiate a conversation with your customers about other available services, the only thing you need is a few **GOOD** transitional phrases.

Complete the transitional phrases below and be on your way to more sales.

1. *"While I have you on the phone _____"*

2. *"In order to help me understand how to give you the best service, could you _____"*

3. *"Before we finish the call, let me ask you _____"*



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Facilitator's Guide

In this huddle exercise, CSRs can practice using transitional phrases to position the call as a sales opportunity. Discuss how you could use clues from their account, listening, or questions, to help complete the transitional phrase, and ultimately help them come up with a phrase to say on the phone.

For Example...

1. ***"While I have you on the phone"** I see that you currently have HBO and Showtime. May I ask what type of series you watch on those channels?*

Discussion: Now that you have the customer talking about programming, use the information given to match it up to the appropriate STARZ programming.

Ask CSRs: What would you offer if they said they watched The Tudors? (The White Queen)

Why would you offer that? (It is a period drama similar to The Tudors)

Ask: What would you offer if they said they watch Game Of Thrones? (Black Sails)

Why would you offer that?



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