

AUREUS BUSINESS

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Business Services Training Schedule

Day One

What is Aureus Business?

Overview of the role and responsibilities of the Business Service department within Alpha Dynamica.

SalesGenie

- What is SalesGenie?
- Important Telecom Business Questions
- Difference between Inbound/Outbound Calls

How we Sell Business

- Information we need to gather from the customer
- Customers who want service right away
- Getting past the Gatekeeper
- Customer Service Tips and Techniques

Salerity

- What is Salerity?
- Terminology/Fields
- Process & Procedure
- Five9

Day Two

Our Partners

- Products and Services for each Partner

Time Warner and Charter

- Products & Services
- Selling and Package Deals

Cox and Comcast

- Products and Services
- Selling and Package Deals

Other Companies

- Alternative Products & Services
- Selling and Package Deals

Day Three

Calling Preparation

- Review Products & Providers
- Telecom Acronyms
- Role Playing and listening to calls

Day Four

Practice

- Role Play and listening to calls

Account Manager Duties & Responsibilities

- **Attendance:** You must arrive to work on time and prepared to work. We require all Sales Reps to arrive 5 mins early to clock in so you're able to sign into Gmail, Salerity, and Five9 on time. By the time your shift starts you are ready to take calls. You are not allowed to clock in and then go to the bathroom or get a drink; that must be taken care of before you clock in for your shift. Excessive bathroom breaks are not permitted. You must ask to use the restroom so we can make sure we have enough Sales Reps ready for calls. Attendance issues will lead to disciplinary action leading to a Write Up and potential termination.
- **Sales/Calls:** We are a sales driven Call Center and each Sales Rep is required to hit an average amount of sales daily that is subject to change depending on call volume and the number of Sales Reps working per day. If you do not meet the sales quota daily you will be given further training and coaching; however, if the problem persists, further action may be required including a Write Up and potential termination.
- **Quality Assurance:** You must maintain professionalism at all times while clocked into your shift and speaking with customers. You must address any member of Upper Management with respect and courtesy and always acknowledge when you are sent something either via Gchat or email, to complete from Upper Management and also send back that it has been completed with the Salerity link attached. We will also monitor your calls and listen to recordings with customers. If you are not providing proper Customer Service you will be coached on how to do so. If the problem persists, further action may be required including a Write Up and potential termination.
- **Web Leads:** Any Web Lead that is sent to you must be followed up with **immediately** or within 3 mins time. When receiving a Web Lead from your Manager, you must acknowledge that you have received the Web Lead (ie "got it" or "following up now") so your Manager knows you are working on it. You must also send back with the Salerity Link to your Manager so he/she knows that you have completed it and knows what happened with the lead. Failure to do so will result in a Write Up and potential termination if the problem persists.
- **Missed Calls:** Any Missed Calls that are sent to you must be followed up with immediately. When receiving a Missed Call from your Manager, you must acknowledge that you have received the Missed Call (ie "got it" or "following up

now”) so your Manager knows you are working on it. You must also send back the Sality link to your Manager so he/she knows that you have completed it and knows what happened with the lead. Failure to do so will result in a Write up and potential termination if the problem persists.

- **Team Player:** Each and every Sales Rep needs to have a positive attitude when working. Having a bad or negative attitude will bring down the rest of the team and moral. If you are not happy with performing the duties that are required of you as a Sales Rep; you are not forced to stay with us and may be sent home for the day. If any Manager hears of Sales Reps that are spreading their negativity, they will be Written Up and if the problem persists then you will be terminated.
- **Requirement -** Each Sales Rep is required to:
 - Arrive to work on time; ready and positive
 - Follow script & ask appropriate telecom questions.
 - Provide excellent Customer Service, phone etiquette, and Follow Through/Follow Up at all times.
 - Work efficiently and quickly as possible. Multi-tasking is Key.
 - Complete proper Order Notes.
 - \$50.00 MRC per Sales Rep each day & 6 Quotes/Proposals sent each day.

Outbound & Inbound Calls

What is SalesGenie?

SalesGenie is a business and consumer lead generation tool Alpha Dynamica uses in conjunction with our Auto-dialer Five9 system. SalesGenie makes it easy for us to locate businesses by location and many other statistics in order to target areas based on provider or industry. Management compiles a list of over 2,000 leads in various different industries and adds them to our Five9 phone system in order to access our Auto-dialer.

The Auto-dialer dials out to the Leads compiled from SalesGenie, and calls them for you, making Outbound dialing more efficient and faster for the Business Service Managers to get through calls quickly in order to try and generate as many leads as possible.

The Lead information is already pre-filled for you with the potential Leads contact information and address.

Each Business Service Manager is responsible for generating their own leads with SalesGenie and the Auto-dialer unless an Inbound call comes in and is answered by any one of our Account Managers.

Cold Call Pitch

Essentially, when using SalesGenie, you are cold calling businesses to see if they have the best service or need additional service(s) for their business. We are a brokerage and can get access to over 30 different carriers, so we are able to offer alternative pricing for a cheaper rate than the customer may be paying.

Use the Script(s) to cold call and reach a decision maker. There is more than one provided to help since you may encounter different scenarios:

Pitch 1:

"Hello my name is _____ and I am calling with Aureus Business. The reason for the call today is to see if we can help save you from \$20 to \$300 per month on your current TV, Internet, and Phone bill. My company has access to all the major carriers throughout the US and we are a leading Authorized Retailer for these Cable, DSL, Satellite, and Fiber providers Nationwide."

What we do is take your current services and monthly bill and match it to whoever offers service in your area and get you a lower monthly rate. We can do this even if you are with your current carrier and are under contract.”

Pitch 2:

“Hello, my name is _____ how are you doing today? That’s always great to hear!

The reason for the call today is my company works with businesses just like yours, helping them find the most efficient Internet and Phone solutions for your business to run at its best, or help you save money month to month on your Internet and Phone service bills!”

Pitch 3 (Getting Past the Gatekeeper):

“Hello! Can I speak to _____ ?

My name is _____, I’m calling in regards to their Business Internet and Phone Services.”

***From here you will either be connected to a decision maker or leave a message**

IMPORTANT TIPS!

- Have a good attitude: Remember to make your energy, shine through with every call! Show them with your tone that you are excited to help them have the best service(s) for their business and help them save money!
- Basic Phone Etiquette: Always keep calm when dealing with difficult people. You should never escalate a call if they are to become angry or annoyed with you.
- Do not spend too much time on a call, if you are not going anywhere after giving them the basic pitch, politely end the call and go on to the next call.
- Evaluate your Leads. Make sure that you have all the appropriate information and know that they want to be helped or if they want to buy new service(s).
- Do not talk yourself out of a Lead, control the call. Do not ask your Lead for information, tell them to give you information.
- When getting Leads, put all the information in Salerity. All fields should be filled out accurately.

FIRST QUESTIONS

1. Who is your carrier? Are you under contract or month to month?
2. What services do you have?

- a. Internet, what speed?
 - b. Phone, how many lines?
 - c. Cable TV, Basic or Expanded?
3. What is your current monthly bill?

Inbound Calls

Script:

"Thank you for calling, are you looking to add or start new service for your Business or do you need Billing or Technical Support?"

Technical Support or Billing: Do not create a Salerity Lead

"You have reached an Authorized Retailer for all business internet and phone providers nationwide. Who is your current carrier?"

Starting New Service: Input into Salerity & Telarus

"Okay great, I need to gather and verify some information to check if the address is serviceable, My name is _____ and I'll be assisting you today."

"May I gather your First and Last name?"

"What is the name of your company or business?"

"What is the address where your business is located?" (is there a suite #)

"What is your email address?" (we are able to send out quotes and proposals so they can see)

"What service(s) do you need for your business?" (be specific as possible)

Important Business Telecom Questions

Listed are important questions you need to ask your customer in order to best help and quote them.

What does your business do?

Television

1. Public or Private? (Offices = Private, Bars/Restaurants = Public)
2. Basic or Expanded? (Channel types)
3. How many TV's (Equipment is a separate cost)

Internet

1. What speed do you need? (sometimes they already know)
2. What do you do online? (Helps determine speed needed)
3. How many computers do you have? (Helps determine speed needed)
4. Equipment Needed? (Businesses usually lease from provider)

Phone

1. How many lines do you need? (each line usually after 1 or 2 cost extra)
2. How many fax lines do you need? (Dedicated fax line or fax+phone?)
 - a. Dedicated fax can be basic and metered.
3. PRI & SIP needed? (more expensive)
 - a. PRI is good for Hospitality due to the high volume of calls needed to come in at one time in most cases. Call Centers and huge Corporations would use these services more and the customer usually asks for it anyways.
4. There is no additional Equipment needed for Phones unless the customer needs a PBX (switchboard phones) which can be done through VARS or the customer usually provides themselves.
5. The only additional for phones are Voice Activation Fees which vary by provider.

Cloud

1. Cloud services are good for Businesses with multiple locations or business which require their employees to work across different locations or remotely from home or locations.

Cable Basics & Product Knowledge

Digital Television: The transmission of audio and video by digitally processed and multiplexed signal. This contrasts with traditional broadcast television in which the television signal is transmitted over the air or by radio waves and received by a television antenna attached to the TV. High-speed internet and telephone service may also be provided through these cables.

Cable Converter Box: An electronic tuning device that converts any of the available channels from a cable television service to an analog signal on a single channel. The device allows a television set that is not “cable ready” to receive cable channels, an interactive guide and On Demand (pay-per-view) options.

Digital Video Recorder: Electronic device or application software that records video in a digital format to a disk drive, USB, SD memory card, or other local or networked mass storage device. The service capabilities include rewinding, pausing, and fast-forwarding live television while also recording a number of programs at once.

Whole-House DVR: Allows you to record a program on one HD-DVR and watch it in any room. Start watching a recorded program in one room and finish it in another without having to restart the program. Pause, fast-forward, and rewind recorded programming on any DVR or cable box connected to your home network. Also, record up to 2 HD shows simultaneously and store up to a certain amount of hours of HD content per DVR.

High-Speed Internet: Connects individual computer terminals, laptop computers, mobile devices, and computer networks to the Internet, enabling users to access Internet services (ie: email and the World Wide Web). Internet Service Providers (ISPs) offer internet access to the public through various technologies that offer a wide range of data signaling rates (speeds). Cable Internet or cable modem access provides internet access via hybrid fiber coaxial wiring.

Wireless Broadband Access: Wireless broadband is used to provide both fixed and mobile Internet access. WiFi (“wireless local area network”) is used in individual homes and businesses to connect laptops and smartphones to the Internet. WiFi networks are built using one or more wireless routers called access points. The WiFi

network is connected to the larger Internet using DSL or cable modem.

Modem: Modulator-demodulator is a device that modulates or adjusts an analog carrier signal to encode digital information, and also demodulates such a carrier signal to decode the transmitted information. Modems are usually expressed in bits per second or bytes per second; which are the number of times per second the modem sends a new signal.

Digital Phone: Offered through local phone companies, cable companies, and broadband Internet service providers, typically as part of a bundle package with cable television, high-speed internet access and in some cases cellular telephone service. The digital phone services offered by these providers are actually just re-branded Voice over Internet Protocol, or VoIP, Internet phone services.

Our Partners



Telarus

- URL: <http://agent.telarus.com/login.cfm?LoginPage=index%2Ecfm>
- Agent/User ID: [first initial, last name]
- Password: abpass1234

Partner Support Managers

Ciera Broberg: 801-938-3666 cbroberg@telarus.com

Kyra Davis: 385-695-1175 kdavis@telarus.com

***Kyra Davis is our support to get information from the providers to better assist us in quoting our customers and knowing the status of our orders.**



Charter Spectrum Business:

- URL: <https://business-spectrum.force.com/partners/login>
- User ID/Password: Will be created and assigned to you by Trina Lambourne from Telarus and Jan Russell (Charter Spectrum Channel Manager)

Charter Spectrum Channel Manager

Jan Russell (Channel Manager): 310-613-5997 jan.russell@charter.com

Charter St.Louis/Business OE: 888-362-4802

Charter Spectrum Business: Serviceability Tool

<https://business-spectrum.force.com/partners/login>

Username: Channel Partner

Password: tlr



Cox Business: CAPS

- URL: <https://www.coxconnect.net/CAPS/Security/Login.aspx>