



LEADs

DAY IN THE LIFE GUIDE

SELLER





LEADs

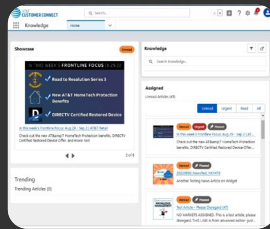
SELLER

DAY IN THE LIFE GUIDE

CLOCK IN & CONNECT – DAILY ACTIONS FOR MAXIMIZING YOUR SALES

CLOCK IN & CONNECT

- ✓ Check Leads Overview/Knowledge Homepage
- ✓ Follow up on Leads Due Today
- ✓ Check for updates, promos, and latest news



GOALS

- ✓ Capture Leads Daily
- ✓ 100% Call Rate
- ✓ Matched Sales

BEST PRACTICES TO GROW YOUR SALES

DIDN'T IMMEDIATELY CLOSE THE SALE? NO PROBLEM!



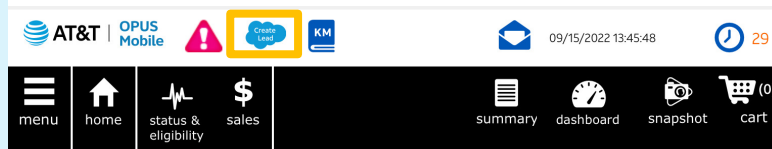
CAPTURING A LEAD

"James, I know you're in a rush, let me take your contact information, so I can follow up with you. What time tomorrow works best for me to call? 12 pm or 3 pm? Great, Looking forward to connecting with you then."

SENDING AN SMS

"Hi James, this is Michael from your AT&T Retail Store. I assisted you a couple of days ago with your accessory purchase. You mentioned today was a good time to give you a call to talk more about AT&T Fiber. I'm working today until 6pm if you'd like to give me a call back. You can reach me at 601-XXX-XXXX."

ENTER A LEAD DIRECTLY FROM OPUS!

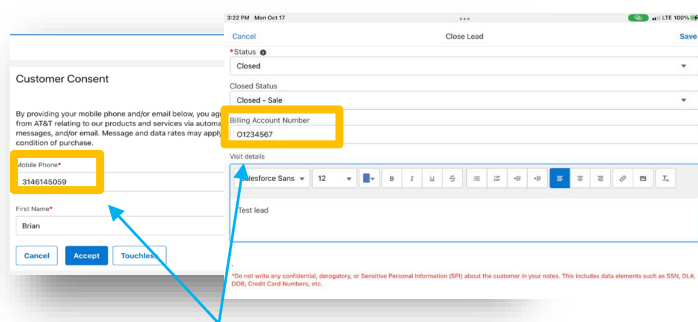


MAKING THE CALL

- 1 CALL FIRST
- 2 LEAVE VM
- 3 SEND SMS

Log each call you make! Customer Interaction Leads can be extended every 30 days. Don't forget to include 'YOUR ONLINE STORE' Link, so you don't miss out on getting credit in myCOMP & Dashboard!

MATCHED SALE LOGIC WIRELESS + FIBER



BE PROACTIVE: When closing a lead with sale, mark lead "Closed - Sale" and attach the BAN number.

RESOURCES



UPDATED PLE COURSE

- #70011316 For Sellers



HOW TO VIDEOS

- Logging a Call
- Making the Calls – What Right Looks Like



CC LEADS HUDDLE GUIDE

- Winning Plays in 4 Simple Steps
- Quick guide for expert execution



ADDITIONAL RESOURCES

- CC Leads Playbook
- Grow Small Business Playbook
- Grow Fiber Playbook
- Grow FirstNet Playbook



WORDS THAT WORK