Contour 2 Sales

Virtual Participant Guide

**Connect
Learn
Grow**

Talent Management & Development

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Document Information

Authorship

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Version History

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0.1	09/29/2015	Kenya Neal-Copeland	Document Creation
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Copyright Information

Document Information, Continued

Leading Icons   Familiarize yourself with the following icons. These icons will be used throughout this guide to assist you with presentation of the virtual learning module.

Icon	Use
	Read from Script The read from script icon is used to indicate when the Facilitator should read directly from the script, emphasizing the topic.
	Key Points/Emphasize: The Notes/Key Points icon is used when you want to stress or emphasize key points or areas of content. **If you only want to place emphasis on portion of a block, use Bold font**.
	WebEx Tool: This WebEx icon followed by instruction; i.e., Application

Document Information, Continued

Leading Icons, continued

Icon	Use
	Student Participation: The Student Participation icon emphasizes student-to-student interaction within the main training window and not in a breakout session.
	Activity The Activity icon highlights instructions for a classroom activity.
	Breakout The Breakout icon is used when the Participants will be assigned an activity to complete in separate breakout rooms.
	Transition Icon: The transition icon serves as an indication to move to the next slide or content topic.
	Participant Guide The Participant guide icon indicates a reference to a section or page in the Participant guide.
	Build Slide The build slide icon indicates when you should forward the slide to build the presentation content.
	Polling Question/Knowledge Check The polling question icon indicates presentation of a polling question. Interject Polling Questions throughout the lesson. Polling questions allow you to check the learner's knowledge during instruction. Polling questions are created outside of the Facilitator and Participant guides. This icon is also used if you incorporate knowledge checks, structured just like the polling questions.

Pre-Event Warm-Up

Welcome to the Contour 2 Sales training. While you wait, tell us a little about you.

- Your Name
- Store Location
- The one thing you want to learn about Contour

Agenda

Timeline

Content	Time
Before Class Session	
Pre-Session Warm-Up	15 minutes
During Class Session	
WebEx/Course Overview	5 minutes
Lesson 1: Product Overview	55 minutes
Lesson 2: Video Sell-In	45 minutes
Lesson 3: Order Entry	30 minutes
Summary/Assessment	15 minutes
Total Time	**2.5 hours**

Contour 2 Sales

Virtual Instructor Led (VILT)

WebEx Introduction/Course Overview

Annotation Tools

We will ask that you participate a little differently than you would in a traditional classroom setting.

Let's review the annotation tools. Please feel free to practice the tools discussed in the designated square.

Tool	Description
→ ›	**Pointer** Click this tool and then click anywhere on the screen to have your pointer appear with your name. We will use this to point to items of interest or that we have questions about.
Aa	**Text tool** Click the capital T then and click on the screen and begin typing. Once you have finished, move your mouse cursor and click anywhere else on the screen to have your text appear on the screen for everyone else.
□ ›	**Shape tool** Click the box and then click, hold, and drag your mouse across the screen to draw a box. You may also click the arrow to the right of the box to choose a circle or a check mark

WebEx Introduction/Course Overview, Continued

Annotation Tools (continued)

Tool	Description
	Pen tool Click to write or draw to simulate a pen or pencil
	Annotation Color Tool Click to choose your annotation color
	Eraser This allows you to erase writings or drawings that you created on your whiteboard.

Participation Tools

Use the Participation Tools to communicate with others.

Tool	Description
	Virtual Hand tool I can ask you a question and you have the ability to raise your virtual hand to show agreement or indicate that you wish to speak. When you click the icon, the hand icon appears next to your name in the Participant panel. Clicking the button again lowers or removes the hand. Also, if you have a question and you don't want to interrupt mid-sentence or you want to share information, click here to use the Raise Hand feature. This will send a private message to me that you want to speak. Then as soon as possible, I will call on you to un-mute your phone and share.
	If I ask a question that solicits a response of yes, click the green checkmark.
	If I ask a question that solicits a response of no, click the red X.

WebEx Introduction/Course Overview, Continued

Communication Tools

Tool	Description
	To use **chat**, click inside the chat window, type your message, and then click send. • If you are asking a general question or are sharing course-related information, please send to All Participants. • If I ask you to share private information such as your phone number or email address, you can send a chat message to me privately by clicking this pull-down menu and selecting host before clicking the send button.
Polling	The **Polling tool** is another way to ask Participants' questions and elicit feedback based on a particular subject.

Guide's Eye Catching Features

Now that we have discussed the tools for our class, let's talk about Contour 2.

The heart of Contour 2 is the Guide. Use the pointer tool to show the first thing that caught your eye about the new Contour Guide.

Continued on next page

WebEx Introduction/Course Overview, Continued

Class Agreements

The class agreements are:
1. Turn <u>off</u> email and phones and clear other distractions away from your training area.
2. <u>Participate</u> and <u>prepare</u> to be called on by name.
3. Raise your hand if you have an immediate question or comment.
4. Be patient waiting for a response to your chat messages.
5. If you leave the session, please send a chat to the Facilitator when you leave. Or, just click your emoticon icon and select your coffee cup.

WebEx Introduction/Course Overview, Continued

Course Introduction

The purpose of this course is to provide Sales Representatives with information and practice needed to sell Contour 2.

At the end of the course, you will be able to:
1. Provide an overview of the Contour 2 features and functions.
2. Incorporate product knowledge into the Contour 2 sales conversation.
3. Identify high-value discovery questions related to Contour 2.
4. Tailor a personalized Contour 2 conversation that appeals to the needs and interests of individual Customers.
5. Educate Customers on the basic requirements of the Contour 2 service installation.
6. Identify Contour 2 pricing, packages, and bundles.
7. Identify Contour 2 monthly recurring and one-time charge codes.
8. Use ICOMS to successfully create a Contour 2 work order.

Lesson 1: Contour 2 Demo and Product Review

Lesson Introduction

This lesson is designed to familiarize you with the Contour 2 product offerings and how they benefit our Customers.

Lesson Objectives

At the end of the lesson, you will be able to:
1. Provide an overview of the Contour 2 features and functions that are likely to interest and excite Customers.
2. Identify the key features that make Contour 2 unique.
3. Discuss the Customer benefits of the Contour 2 experience.

Lesson 1: Contour 2 Demo and Product Review, Continued

Contour vs. Contour 2

Now we will discuss how we have evolved our video product.

Two years after Cox introduced Contour, we continue to be **committed** to the Contour brand with the introduction of a new video platform: Contour 2.

Cox is committed to building the Contour brand, and we're doing it with Contour 2. This is the next generation of technology, introducing a new platform that enables the implementation of future enhancements that are not possible with the current Contour platform. Contour 2 provides an enhanced personal experience in TV viewing. Rather than create a different way to refer to the new Contour or Contour 2 experience, we call it "Contour." For now, as we introduce the enhancements, we will use the term "Contour 2" for a distinction between the two.

Contour 2 has an immersive guide that provides quick access to all entertainment options and innovative **smart search** features that make finding shows faster by searching across TV, VOD, and recorded shows. With Contour 2, Customers can easily **view the last nine shows**, record up to 6 shows at a time, and use their our voice to **activate** the **remote**.

Better Contour	Best Contour 2
Contour Guide Personalized Recommendations (individual) Video On Demand Pandora App Music Choice 110 + Channels	Contour Guide Cross Platform Search "More Like This" Recommendations (device specific) Last 9 viewed Video On Demand TV Apps for Sports, Weather, & Traffic Music Choice 110 + Channels
Contour HD Receiver Contour DVR (Rec 2) Mini Box	Contour HD Receiver Voice Activated Remote Contour DVR (Rec 2 or Rec 6) Mini Box
Contour App TV Everywhere	Contour 2 App TV Everywhere
"A personalized and powerful video entertainment experience"	

Lesson 1: Contour 2 Demo and Product Review, Continued

Contour Customer Favorites

As you can see, our Contour brand continues to evolve. Contour 2 included many **Customer favorites** of the standard Contour service, such as:

- 100+ channels
- Contour Guide
- High-definition DVR
- Simultaneous DVR Recordings
- Companion App (with Internet Bundle)
- TV Everywhere
- Personal recommendations

Contour 2 provides benefits to our Customers, but also to our business. This should be the lead offer for Customers who you identify as candidates for Contour.

Contour 2 Enhancements

First, let's look closer at the Contour 2 Product Platform.

- Contour 2 Uses state-of-the-art HD DVR with HD client receivers. Customers can record up to 6 shows at once, while storing up to 1000 hours of SD recordings.
- Contour 2 is packed with advanced features such as an immersive guide that provides quick access to all entertainment options and advanced search features that make finding shows faster by searching across TV, Video On Demand, and recorded shows.
- Contour 2 has interactive apps for Sports, Weather, Traffic, and more.
- Contour 2 also has a 2nd screen app that offers ways to access On Demand and live TV content from PCs, laptops, tablets, or mobile devices while in the home.

Lesson 1: Contour 2 Demo and Product Review, Continued

WIIFM

Contour 2 is a new initiative. What's in it for you to be here today?

_____

_____

Cox Benefits

Let's review how Contour 2 benefits Cox as a business.
- The change in the Contour experience will help us to improve our pace of innovation.
- Contour 2 will help us increase the speed and variety of improvements that we can roll out to Customers.
- Contour 2 also benefits Cox by allowing us to send our Customers feature and performance upgrades simply and seamlessly.

Anytime we can leverage our competitive advantage, enhance our Customers' experience, and use an existing platform without recreating the wheel, it is a huge bonus and value added.

Lesson 1: Contour 2 Demo and Product Review, Continued

Customer Benefits

When introducing a new product, it's crucial that we outline the benefits to the Customer in a clear and concise manner. Customers want to know, "How can this benefit me and my family?"

Let's review some of the Customer benefits that can serve as some of the Customer's WIIFM.

With Contour 2 enhancements, our Customers can quickly find what they are looking for by using advanced search features. They can search by title, genre, or actor across live TV, Video On DEMAND, and recorded shows.

Contour 2 provides our Customers with personalized recommendations based on their viewing habits. Also, they can personalize their viewing selection by choosing Guide Views which filters content related to their specific interests, such as kids or sports programming.

In addition, there are new equipment options.

Lesson 1: Contour 2 Demo and Product Review, Continued

Contour 2 Equipment

The equipment at the heart of the Contour 2 platform includes three host options, a "low profile" client, and voice-activated remotes.
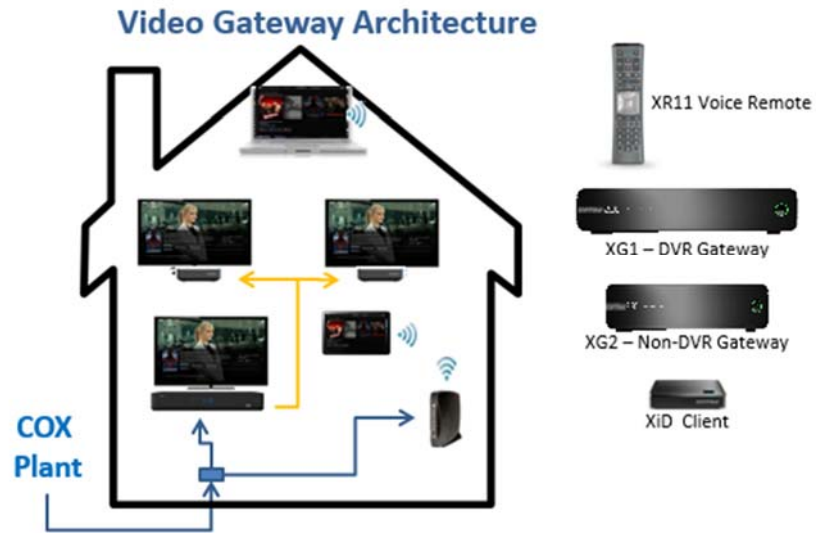
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Lesson 1: Contour 2 Demo and Product Review, Continued

Complete Contour 2 Experience

The many components of Contour 2 make up the full enhanced video experience that can be personalized both in what Customers want to watch, how they watch, and where they watch TV.

Now we are going to look at each component so you'll be able to describe the total experience that is Contour 2.

This is how we want to look at Contour 2. Let's review the Contour 2 Experience.

Equipment	Cox Bundle with…
- Contour 2 Host (Up to 3) - Contour 2 Client (up to 9) - Remote control for each device (up to 12)	- Advanced TV or better - CHSI Essential or better (required for Second Screen)
Contour 2 Services	**Contour 2 App**
- Contour 2 TV Package - Record 6 DVR Service Whole-Home Network (stand-alone available) - Contour 2 Guide	- Web App - Customer-owned smartphone, tablet, etc.

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Lesson 1: Contour 2 Demo and Product Review, Continued

Contour 2 Host   Contour 2 provides the Customer 3 host options. Customers can choose the following hosts:

1. HD Record 6
2. HD Record 2
3. Non-DVR Host

Do you notice something different?

Lesson 1: Contour 2 Demo and Product Review, Continued

Contour 2 Host (continued)

The host receives all of the information about the programs. The host is where the DVR is located.

Contour 2 has three configuration options:

Record 6 Host

As its name implies, Record 6 allows up to six shows to be recorded at once. Or, a Customer can record five shows and watch a sixth one.

Record 2 Host

Similarly, Record 2 allows our Customers to record two shows at once. Both the Record 6 and Record 2 enables you to watch your recordings on any networked TV (or device) in the home.

Non-DVR Host

Customers who do not want recording capabilities, may select a Non-DVR host.

Our Customers will have plenty of room with the two terabyte hard drive that allows them to record 1,000 hours of standard definition or 350 hours of high-definition programming.

Since Customers may not be familiar with these terms, you will need to be able to explain them clearly.

Let's look at the different models.

DVR Host Models

There are two DVR host models:

- Record 6 9865 HD-DVR Manufactured by Cisco
- Record 6 XG1 HD DVR Manufactured by Arris

Lesson 1: Contour 2 Demo and Product Review, Continued

Cisco Record 6 9865   The Cisco Rec 6 9865 HD-DVR is one of two models of Contour 2 HD-DVR Hosts.

Arris Record 6 XG1   The Arris Rec 6 HD-DVR is one of two models of Contour 2 HD-DVR Hosts.
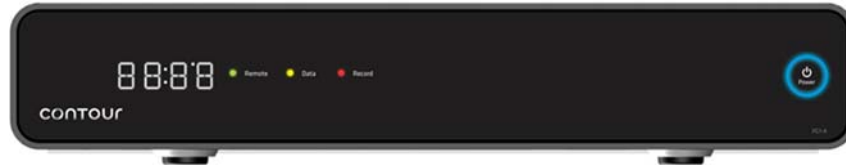
Recording Capabilities

Important! Both Contour 2 Host models operate identically and Sales Representatives <u>will not</u> be able to designate a specific model to send a Customer when creating a work order.

Each of the models (Cisco and Arris) have the capability of becoming any of the following:

- HD Record 6 (Rec 6)
- HD Record 2 (Rec 2)

Changing the capability is simply changing the codes we input on the Customer's account. However, we want to communicate to our Customers that they have three options for hosts with different capabilities.

Let's look at the Non-DVR Host.

Lesson 1: Contour 2 Demo and Product Review, Continued

XG2 Non-DVR Host

For Customers who do not want recording capabilities, the (Pace) XG2 non-DVR Host can be used as a stand-alone device or support up to three HD clients.

The XG2 non-DVR Host can also be added to a household deployment with a Record 6 HD-DVR Host to add more tuners to support additional TVs. It is compatible with both models of Contour 2 HD-DVR Hosts (i.e., Cisco 9865 and Arris XG1), the XiD HD Client, and the XR11 voice-activated remote control.

Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued

Contour 2 Client

The client is an "output" or "streaming" device. Information about programs are received by the host and then transmitted to its clients.

The XiD HD Client:

- Is conveniently small (It will hide behind a flat screen!)
- Is equipped with an internal memory card to buffer live TV
- The internal memory card enables the client device to:
  - o Store up to 30 minutes of live HD TV
  - o Store up to 90 minutes of live SD TV
  - o Play buffered content (i.e., Pause, Rewind, Fast Forward)

Cox uses one client model (XID)

Let's review a few other specifics about the XID HD Client:

- No front panel clock
- No internal cable modem
- No internal hard drive for recording

Not connected to the Internet (USB port is disabled)

Lesson 1: Contour 2 Demo and Product Review, Continued

Network

A home can have up to 3 hosts. Each host can support up to 3 clients. So, there can be 3 hosts and 9 clients, which is a total of 12 devices.

Each of the hosts can be different. For example, a Customer can have a Record 6, a Record 2, and a non-DVR host. Remember, the Record 6 and Record 2 boxes can be the same model, but are programmed differently.

Additionally, the 2nd screen app allows Customers to access On Demand and live TV from PCs, laptops, tablets, or mobile devices within the home.

You can learn more about the 2nd screen app by reviewing the Contour 2 App – Second Screen Experience QRG.

Lesson 1: Contour 2 Demo and Product Review, Continued

Questions Customers May Ask

Use this space to jot down notes about questions that Customers may ask about Contour 2.

_____

_____

_____

_____

_____

_____

_____

Lesson 1: Contour 2 Demo and Product Review, Continued

Contour 2 Remote

Contour 2 uses <u>one</u> remote (model XR11).

The Contour 2 Remote is also new to Cox. This lightweight remote has some new features that are sure to excite our Customers! You will want to talk about this remote during your sales conversation.

You can press and hold the microphone button to speak a voice command (English or Spanish), such as:

- Watch CNBC
- Find "The Voice"
- Show Me Kids Movies on HBO
- Record "Game of Thrones"
- Kids Zone
- Guide
- What should I watch

Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued

Three Questions

As we walk through a quick demo of Contour 2, think about the following to help you develop your sales conversations later on.

1. How would I use [this feature or function] in my home?
2. What questions will a Customer ask about [this feature or function]?
3. How I would describe [this feature or function] to a Customer?

Use this space to jot down notes about the demo and three questions.

_____

_____

_____

_____

_____

_____

Lesson 1: Contour 2 Demo and Product Review, Continued

Screen Saver

Point out how using the Contour 2 Guide is like browsing a web page.

- The screen saver displays real-time weather, traffic, and sports scores.
- Just like your smart-phone or tablet, you can determine when the screen saver appears.

Guide Menu

Tip: Pressing the "Contour" button on the remote always takes you "Home" to the Guide Menu.
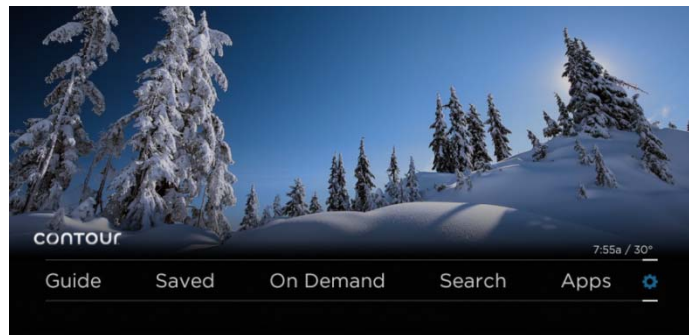
This guide is so intuitive you won't need a user's manual!

# Lesson 1: Contour 2 Demo and Product Review, Continued

Guide/TV Listing	**Notice** the: • Easy to read layout • Ability to look ahead 14 days
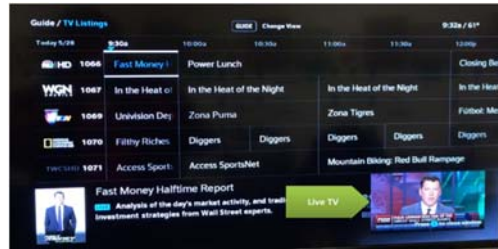
Detailed Program Information	**Notice** the: • Easy-to-read layout • Parental guidance information • Audience ratings from Rotten Tomatoes and Common Sense Media • Additional program options at the bottom of the screen
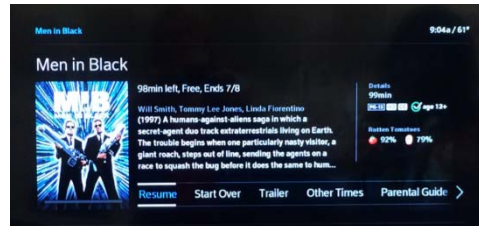
Tip: Any time you want to see detailed program information, simply press the **info** button on the remote.

Lesson 1: Contour 2 Demo and Product Review, Continued

Progress Bar

Tip: Press the "up" arrow on the remote while watching live TV to display the progress bar.

- Track progress of shows for up to 2 hours.
- Pause, rewind, or fast forward live TV
- Appears momentarily unless you make a selection on the progress bar.

DVR Functions

Because Contour 2 has DVR capabilities, there are some functions that can be performed in the Guide, Saved, and On Demand menus.

- Next Episode
- Last Nine Watched
- On Demand
- Cast & Crew

Next Episode in a Series

When an episode ends (DVR or Video On Demand), the next show in the series will automatically pop up. Simply select **Play Now** to begin the next episode. **This is great for binge-watchers!**
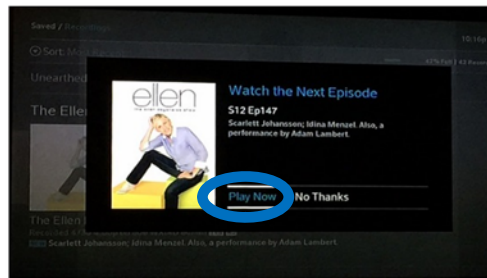
Lesson 1: Contour 2 Demo and Product Review, Continued

Last Watched

Tip: Press the "Last" button on the remote to display the last nine programs viewed.

- Includes programing on live TV, DVR, and Video on Demand purchases.
- Simply click the program graphic to start an episode or view program details that you would find in the expanded program guide.

On Demand Menu

- On Demand options at the top of the screen (Movies, TV, Kids Zone, Networks, Music, etc.)
- Featured programs or collections are organized as easily recognizable "poster" graphics for a quick view of selections.
- Ability to stop watching the On Demand program and resume watching from the same point at a later time.
- Suggest "More Like This" programs based on a Customer's viewing habits.
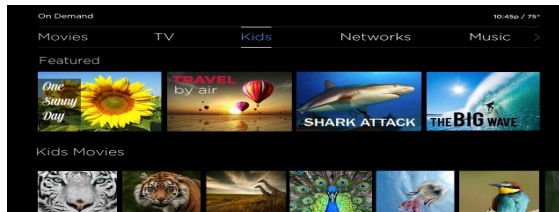
Lesson 1: Contour 2 Demo and Product Review, Continued

Cast & Crew   View expanded program listings such as cast and crew. Additionally, you will find information based on your favorite actors, artists, program series, movies, concerts, music videos, etc.
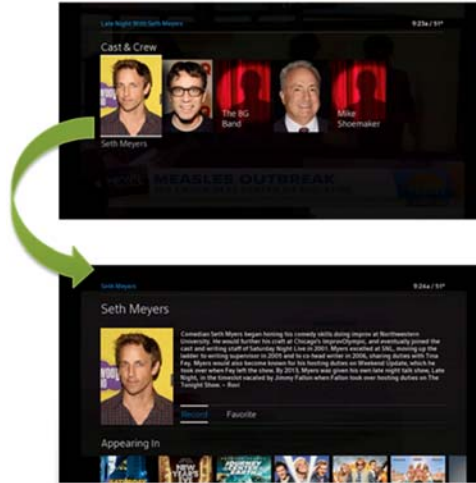
Kid-Friendly Features   The On Demand menu provides parents with kid-friendly features:
- Kids Zone
- Parental Controls

Kids Zone   With Contour 2, parents have more control over the programs their children watch. By selecting Kids Zone, you can create a **safe browsing environment** for children.
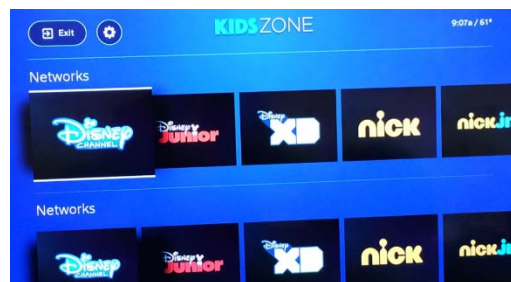

Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued

Parental Control

In addition, from the Contour 2 control panel, parents can:

- Restrict content by age range
- Enable safe browse
- Enable movie rating locks
- Enable TV rating locks
- Enable channel locks
- Enable title locks
- Enable day and time locks (great for babysitters and during homework!)
- Enable feature locks (requires PIN)

Daily Life | On-Screen Apps

The Contour 2 Guide brings the browser experience to your TV with **Daily Life |On-Screen** apps, including:

- Sports
- Weather
- Traffic
- Stocks
- Horoscopes

Each of the Daily Life Apps draw their information from web-based sources.
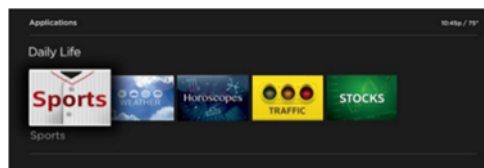
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Lesson 1: Contour 2 Demo and Product Review, Continued

Sports App Mini Guide

With the Sports App, launch the **mini guide** and track the score of another game in progress.

Select the **Watch** button to jump immediately to the game displayed on the mini guide.

Note: Scores from the Sports App will also feed to the screen saver (when activated).

Sports App Search

Use the mini guide to search for games and sporting events while watching live TV.
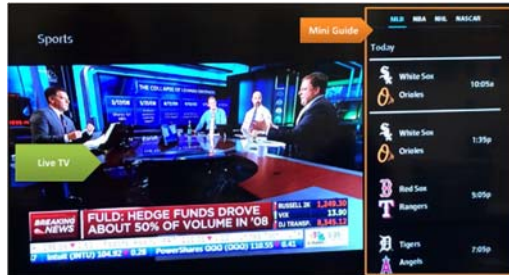
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Lesson 1: Contour 2 Demo and Product Review, Continued

Weather App   Select local weather, as well as forecasts in other locations.

Note: Local weather from the Weather App will also feed to the screen saver (when activated).
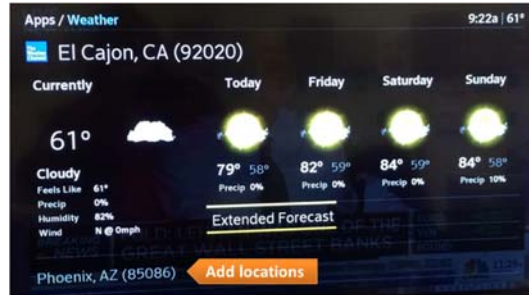
Traffic App   Select local traffic.
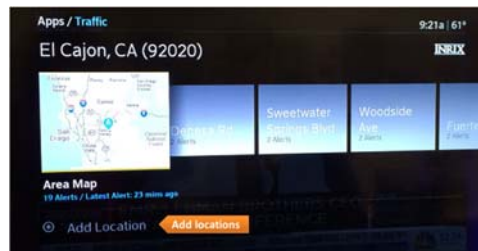
Lesson 1: Contour 2 Demo and Product Review, Continued

Smart Search   The new Smart Search with the voice-activated remote feature is a Customer favorite!

"Advanced Search" allow Customers to search for VOD, Pay Per View, and DVR programming with a single search.

- Select the Search button on the remote, or
- Start typing directly from the remote key-pad.
- As you choose characters on the keypad, they will appear at the top of the screen and the search will begin to suggest titles that match your entry so far, including:
  - o Suggested titles that automatically appear as you type an entry.
  - o Ability to search by network, channel, program titles, and actors, etc. For example, you can search for all shows with Denzel Washington.
  - o Ability to highlight a search result and view additional information.

Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued

What Makes Contour 2 Great!

After going through the demo, think about:

1. If you had to choose, which feature do you find most exciting?

_____

_____

2. Of all of the features, which one is the least exciting?

_____

_____

_____

Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued

Key Things You Need to Know

We have covered a lot of information about Contour 2. The information discussed in Lesson 1 will be your foundation for creating your sales conversation around Contour 2.

Lastly, let's review a few key things you need to know.

1. The "host" and "client" architecture of the Contour 2 equipment
2. Contour 2 can be installed on a total of 12 TVs
3. Contour 2 cannot also have standard Contour receivers or Rovi receivers
4. Contour 2 can have Cox CableCARDs for CableCARD devices like a TiVo DVR and Mini Boxes if Customers are in a "Go All Digital" market
5. Contour 2 will not be compatible with TV Caller ID
6. Music Choice includes videos, movies, or concerts and is not a music streaming service

Lesson 1: Contour 2 Demo and Product Review, Continued

Lesson Summary

You should now be able to:
1. Provide an overview of the Contour 2 features and functions that are likely to interest and excite Customers.
2. Identify the key features that make Contour 2 unique.
3. Discuss the Customer benefits of the Contour 2 experience.

Raise your hand if you have any questions from the information reviewed in Lesson 1.

Lesson 2: Video Sell In

Lesson Introduction

This lesson is designed to position Contour 2 as a leading solution within the Cox Video Platform and incorporate core selling skills with Contour 2 product knowledge to create a personalized sales conversation.

Lesson Objectives

At the end of the lesson you will be able to:

1. Incorporate Contour 2 features and benefits into the sales conversation as one of many video solutions.
2. Identify the common characteristics of a video Customer and identify the Contour 2 Customer.
3. Incorporate high-value discovery questions into the sales conversation related to video.
4. Personalize the sales conversation so that you are selling the right products to the right Customers.
5. Position Contour 2 as the "lead-in" product whenever it makes sense.

Lesson 2: Video Sell In, Continued

Key Things to Remember

Before we move on, let's review a few key things about Contour 2.

Things to Remember:

- Contour 2 is an enhancement to our existing Contour Video Platform. Contour 2 improves the Customer experience with improved features and functionality.
- Contour 2, like Contour, is not a TV Package. Contour 2 makes TV packages such as "Preferred" and "Ultimate" an even better Customer experience by providing in-guide features and intuitive navigation.
- Contour 2 adds value to your sales conversation and is another tool to align the right products with Customers' needs.

Now that we have introduced the new Contour 2 Customer experience, we want to show you the Big Picture and how it fits in Cox's Video Platform.

Lesson 2: Video Sell In, Continued

The Cox Video Offering QRG

Let's do a quick review of some of our most popular TV packages. The information in the Cox Video Offering QRG only provides you a glimpse of all the features and channels each package includes. As we review, you will see how Contour 2 will benefit your sales conversation, hence improving the Customer's experience.

This Quick Reference Guide includes Cox's basic TV packages, the equipment and apps associated with each package, and a Customer profile for each.

To save a copy of the QRG:

1. Go to **http://mainpage2.corp.cox.com**/
2. On Main Page, click the **Contour** icon.
3. On the Main Page Contour screen, click the **Cox Video Offering** link.
4. In the pop-up window, click **Save As**
5. Locate the selected drive and click the **Save** button.
6. When the "…download has completed" pop-up window appears, click the **Open** button.
7. The **Cox Video Offering QRG** will appear.

Lesson 2: Video Sell In, Continued

**High-Value
Customer
Interactions**
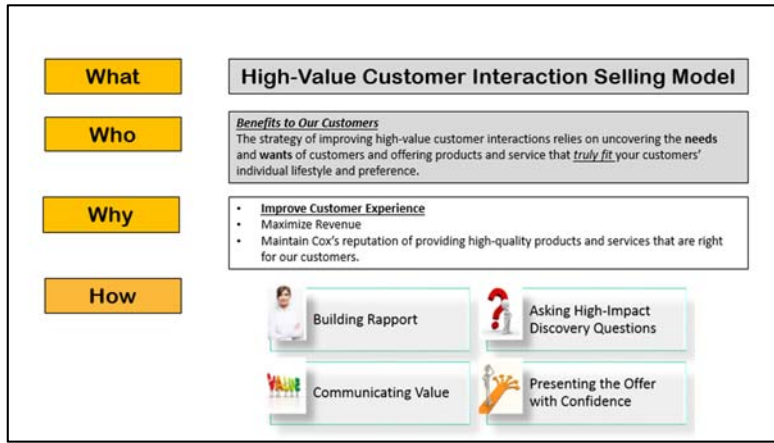
Lesson 2: Video Sell In, Continued

Building Rapport

Building Rapport refers to the process of creating a positive relationship with the Customer.

Key Behaviors
- Acknowledge you hear your Customer
- Leverage Customer cues

Expected Quality Behaviors

Listen and Acknowledge
- Use active listening to pay close attention to what the Customer is saying
- Acknowledge the concerns
- Address any Customer questions

Examples
- "I understand that you like to watch several episodes of your favorite at one time."
- "It sounds like you and your family are very busy and need to record shows to watch at your convenience."

Lesson 2: Video Sell In, Continued

High-Impact Discovery Questions

During the discovery process, Sales Representatives determine the wants and needs of Customers by asking high-impact questions.

Key Behaviors
- Use a combination of open- and close- ended questions.

Expected Quality Behaviors
- Prior to presenting the primary solution, determine how the Customer and others in the home use(d) the service/products.

Examples
- "What types of programming do you and your family like to watch or record on your DVR?"
- "How many shows would you typically record at once?"

Lesson 2: Video Sell In, Continued

Attributes of High-Impact Discovery Questions

General Discovery Question	High-Impact Discovery Question	What's the difference?
What channels do you watch on TV?	What types of movies and programming do you and your family enjoy watching?	A typical Customer answer is, "Just basic." We want to get the Customer chatting about what they like and what they consider a "basic" package to be. You are determining household makeup and usage in one question. This also gets the Customer talking about what types of programming they like versus specific channels, which allows you to make additional channel recommendations that would increase revenue.
What services are you not using?	What do you enjoy most about your current services?	Rather than focusing on what the Customer feels that they can do without, you are getting them speaking about the services that they enjoy within the package. This allows you to tailor your recommendation to their wants and needs.

Lesson 2: Video Sell In, Continued

Create High-Impact Discovery Questions

Examples:

- Do you and/or your family ever miss favorite shows due to your schedule?
- How many of your TVs are HD and need a DVR?
- What other devices do you use to watch TV and movies in and out of the home?

Examples from Classmates:

_____

_____

_____

_____

Lesson 2: Video Sell In, Continued

Video High-Impact Discovery Questions	Some High-Impact Discovery Questions are: • What provider do/did you use for TV services and why do/did you have that type of package? • What type of programming or series do you enjoy watching? • What type of sports programming and/or children's channels do you watch in your home? Note: Questions regarding channels for children and sports programming are important because these channels are found in higher tiers of service. • How many TVs do you have in your home and where are they located?

Continued on next page

Lesson 2: Video Sell In, Continued

Communicating Value

Communicating the value of Cox products to the Customer should be done throughout the sales interaction, but it is particularly important when the Sales Representatives shares his/her product recommendation and identifies how that product will meet the Customer's need.

Key Behaviors
- Use high-value statements.
- Recognize buying signs.

Expected Quality Behaviors
- Explained recommendations, emphasizing benefits based on Customer provided information
- Benefit statement ties back to the information uncovered during discover

Examples
- "You mentioned that you have some favorite series on several of the premium channels. Because four of the shows are on at the same time, you like to record them and watch a few episodes of each show at one time. I'd recommend you try out our Contour TV Ultimate and consider the Record 6 DVR. You can record all of your shows and watch them at your convenience!"

Lesson 2: Video Sell In, Continued

High-Value Statements	**Examples of High-Value Statements** - High-value statements presents **value before price** – the offer and its value to the Customer should be articulated before any mention of pricing or discounts. - It is important that Sales Representatives **personalize** the value by referring back to how the package's features and benefits meet the Customer's specific practical and emotional needs. - Sales Representatives should clearly **explain why** they matched a specific product or service to the Customer's needs, and let the Customer share in their thought process. - High-value statements have **"sizzle"** and present the offer in a way that is going to get the Customer excited about the package. - Sales Representatives should create a **sense of urgency** about the package selected for the Customer using **influencing statements** to more quickly move on to closing the sale. - Sales Representatives should also continue to use **rapport-building skills** while communicating value, such as using the Customer's name.

Lesson 2: Video Sell In, Continued

Presenting the Offer with Confidence

We have reviewed the core steps for our sales conversation. When the first three are done correctly, presenting the offer is a piece of cake.

Key Behaviors
- Acknowledging concerns and handling objections
- Avoiding assumptions and negative words
- Using a strong closing statement and asking for the sale

Expected Quality Behaviors
- Gain Customer buying decision using direct and/or assumptive closing techniques
- Closing language is to be positioned at the conclusion of the offer presentation (i.e., it must immediately follow the package description)

Examples
- "How does that sound?"
- "Would you like to place an order at this time?"
- "I can add that today if you like."
- "I can have a technician connect your service tomorrow. Would you prefer the morning or the afternoon?"

Lesson 2: Video Sell In, Continued

Last Man Standing

As you have learned, there are many Contour 2 features and functions. You also know some common characteristics of Customers that are likely to value this product; however, no two Customers are exactly alike. It's important to be able to personalize every sales conversation and narrow the discussion to the areas that are most likely to appeal to an individual Customer.

Lesson 2: Video Sell In, Continued

Purpose	The purpose of this activity is to give Participants an opportunity to critically think about how to use High-Impact Discovery Questions in determining a Customers' need and drive Customer-focused Video Package Recommendations.
Timeframe	The estimated timeframe for this activity is 15 minutes.
Materials	No materials required

Lesson 2: Video Sell In, Continued

Activity: Last Man Standing

You learn the following about this Customer:
- Has three children ranging in age from elementary to high school.
- It is rare when everyone agrees on what to watch on TV.
- All of the family members, including both parents, are involved in sports.
- Too busy to watch TV the traditional way.
- Too expensive to take the children and their friends to the movies.

1. What high-impact discovery question could have been asked to help you learn this information about the Customer?

2. What package would you recommend and why?

3. What objections do you think the Customer may have and how can you overcome the objection? Recommend another package based on that objection and if Customer is not satisfied with your recommendation.

Lesson 2: Video Sell In, Continued

Lesson Summary

You should now be able to:

1. Incorporate Contour features and benefits into the sales cconversation as one of many video solutions.
2. Identify the common characteristics of a video Customer and identify the Contour 2 Customer.
3. Incorporate high-value discovery questions into the sales conversation related to video.
4. Personalize the sales conversation so that you are selling the right products to the right Customers.
5. Position Contour 2 as the "lead-in" product whenever it makes sense.

Lesson 3: Contour 2 Order Entry

Introduction   This lesson covers the similarities and differences in creating an ICOMS work order for Contour 2 service.

It is important that you recognize the new codes that have been created to support Contour 2 equipment.

At the end of the lesson, you will be able to:
1.   Identify Contour 2 pricing, packages, and bundles.
2.   Identify Contour 2 monthly recurring and one-time charge codes.
3.   Identify the ICOMS service codes associated with Contour 2.

Lesson 3: Contour 2 Order Entry, Continued

Pricing Information	For this lesson, we are going to use two Quick Reference Guides to assist with your understanding.
	Let's start with the Contour 2 Pricing, Packages, and Campaigns Quick Reference Guide.

Pricing Information	**Refer to the information found in the QRG for current pricing details.**
	Make any relevant notes regarding Pricing in the space below.
	_____
	_____

Contour Service Requirements	Like Contour, the Contour 2 service has some basic requirements: • Requires Cox Advanced TV • Requires Internet Essential to enjoy "second screen" functionality • Professional installation only • At least one Contour 2 Host

Continued on next page

Lesson 3: Contour 2 Order Entry, Continued

What is the same?

What is the same about Contour 2? Make notes in the space below.

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Continued on next page

Lesson 3: Contour 2 Order Entry, Continued

What is Different?

PPT 51

What is different about Contour 2 service codes? Make notes in the space below.

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Lesson 3: Contour 2 Order Entry, Continued

Call Codes

PPT 51

Reminder: Don't forget to use the appropriate Contour 2 Call Code every time you're setting up a Work Order that includes Contour 2.

- Call Codes are used when entering a Work Order and ensure that the installation is assigned to a technician that has been trained on Contour 2.
- Not using the proper Call Code could result in the Work Order not being installed on the scheduled date and may also result in the Work Order being "no-scheduled" or cancelled until you are able to contact the Customer and reschedule the Work Order using the correct Call Code.

Lesson 3: Contour 2 Order Entry, Continued

Key Differences

Here are some key differences you would want to note:

- Whole home network consists of up to 3 Contour 2 Hosts and up to 9 Contour 2 Clients (up to 3 clients per host).
- An occurrence with a Contour 2 Client does not require Service Code 2750 (Contour 2 Guide).
- To enable 6 tuners on the host device, Service Code 4526 is needed for the Record 6 DVR service.
- To enable 2 tuners on the host device, Service Code 4525 is needed for the Record 2 DVR service.

Lesson 3: Contour 2 Order Entry, Continued

ICOMS Order Entry Demo

Your Facilitator will demonstrate the order entry process for the following scenario.

Customer Scenario	• New Customer • Has three HDMI-enabled TVs (in three rooms) • Wants Advanced TV Premier • Only wants to record in the living room • Wants Sports and Info Pak • Wants CHSI Preferred • Has 3 wired outlets • Professional Install • No deposit is required

Important Items

Important items to focus on:
- Apply the correct Contour 2 service codes
- Apply the correct Contour 2 one-time charge codes
- Select the correct Contour 2 order type code
- Apply applicable campaigns

Note: An occurrence with a Contour 2 Client does not require 2750 (Contour 2 Guide)

Lesson 3: Contour 2 Order Entry, Continued

ICOMS Order Entry Demo - Codes

Determine which and how many codes need to be entered into ICOMS.

Service Code	Equipment	How many?
101, 111, 324, 325	Cox Digital Service	
6800	Contour 2 DVR Host	
4526	Record 6 DVR Service	
4525	Record 2 DVR Service	
6802	Contour 2 HD Receiver	
6801	Contour 2 HD IP Client	
2750	Contour 2 Guide	
VINSTAL	Pro Install 3 Outlets	
VADDOUT	Pro Install 4th Outlet	

Call Code	Description	How many?
63	Contour 2 Service Change	
64	Contour 2 Reconnect	
66	Contour 2 Transfer	
69	Contour 2 Install	
70	Contour 2 Trouble Call	

Continued on next page

Lesson 3: Contour 2 Order Entry, Continued

Order Entry Demo

Make notes about Contour 2 order entry in the space below.

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Lesson 3: Contour 2 Order Entry, Continued

Order Entry Practice Scenario

Activity: ICOMS Order Entry Practice Scenario

Use the ICOMS information provided by your Facilitator to complete a Contour 2 order for the following Customer scenario.

Customer Scenario	• New Customer
	• Has 5 HD TVs, 1 without HDMI
	• Wants Advanced TV Premier
	• Has 5 wired outlets
	• Professional Install
	• No deposit is required

Lesson 3: **Contour 2 Order Entry**, Continued

ICOMS Order Entry Practice Scenario

Determine which and how many codes need to be entered into ICOMS.

Service Code	Equipment	How many?
101, 111, 324, 325	Cox Digital Service	
6800	Contour 2 DVR Host	
4526	Record 6 DVR Service	
4525	Record 2 DVR Service	
6802	Contour 2 HD Receiver	
6801	Contour 2 HD IP Client	
2750	Contour 2 Guide	
VINSTAL	Pro Install 3 Outlets	
VADDOUT	Pro Install 4th Outlet	

Call Code	Description	How many?
63	Contour 2 Service Change	
64	Contour 2 Reconnect	
66	Contour 2 Transfer	
69	Contour 2 Install	
70	Contour 2 Trouble Call	

Lesson 3: Contour 2 Order Entry, Continued

Order Entry   Make any notes about the order entry process in the space below.

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Continued on next page

Lesson 3: **Contour 2 Order Entry**, Continued

**Lesson
Summary**

You should now be able to:
1. Identify Contour 2 pricing, packages, and bundles.
2. Identify Contour 2 monthly recurring and one time charge codes.
3. Identify the ICOMS service codes associated with Contour 2.

Course Summary and Assessment

Additional Resource	For videos and information about Contour 2: 1. Go to: https://www.cox.com/residential/tv/contour.html#home. 2. At this time, enter San Diego into the location. 3. Click the "Take the Tour" button.

Course Assessment	1. Go to Cox U. 2. Locate the "Contour 2 Sales Training Assessment". 3. Complete the assessment. We have allotted 15 minutes for you to take the assessment.