

Contour 2 Sales

Virtual Facilitator Guide



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Document Information

Authorship

The Cox Communications Talent Management & Development (TM&D) group created this document and maintains sole rights and responsibilities for ownership, accuracy, and knowledge viability.

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<https://myaxisconnect.cox.com/communities/ntdo/Lists/Content%20Change%20Request/AllItems.aspx>

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| 2.1 | 01/29/2016 | Margie DeBroux | Revised response on Slide 23. Included information about San Diego Contour site. |

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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 |
|---|---|
|  | <p>Facilitator Note: The Facilitator Note icon highlights a note that has instructions only relevant to the Facilitator. These notes are not to be shared directly with the Participants. Facilitator Notes are shaded in grey and reflect a guideline or a tip needed to facilitate the module. Facilitator Notes are removed from the Participant Guides.</p> <p>Facilitators should also note the script for the Facilitator to read during training will also be shaded and grey and removed from the Participant Guide. Answers for Activities, Discussion Dialogues, and Knowledge Checks are shaded in grey or bolded. All answers are removed from the Participant Guides as well.</p> |
|  | <p>Read from Script The read from script icon is used to indicate when the Facilitator should read directly from the script, emphasizing the topic.</p> |
|  | <p>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.</p> |
|  | <p>WebEx Tool: This WebEx icon followed by instruction; i.e., Application</p> |

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Document Information, Continued

Leading Icons,
continued

| Icon | Use |
|---|---|
|  | <p>Student Participation: The Student Participation icon emphasizes student-to-student interaction within the main training window and not in a breakout session.</p> |
|  | <p>Activity The Activity icon highlights instructions for a classroom activity.</p> |
|  | <p>Breakout The Breakout icon is used when the Participants will be assigned an activity to complete in separate breakout rooms.</p> |
|  | <p>Transition Icon: The transition icon serves as an indication to move to the next slide or content topic.</p> |
|  | <p>Participant Guide The Participant guide icon indicates a reference to a section or page in the Participant guide.</p> |
|  | <p>Build Slide The build slide icon indicates when you should forward the slide to build the presentation content.</p> |
|  | <p>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.</p> |

Meeting Preparation



In preparation for this module, you must complete the following:

– **Pre-Session – Advance Scheduling**

- Launch Google Chrome
- Ensure you have your WebEx Log In and Password
 - <https://coxuniversity.webex.com>
- PGI Conference Call Number for WebEx
 - Ensure you have Set-up the PGI Conference Call Number for WebEx (The PGI Conference Call number is required for Break Out Sessions).
 - When using PGI Call Numbers, coordinate session times to ensure you are not using the same audio and passcode as someone else at the same time.
- Schedule your WebEx Training Session in Training Center:
<https://coxuniversity.webex.com>
 - Launch WebEx with Google Chrome
 - Training Center is used when you are conducting a training session. Training center allows more interactivity with Participants.
 - Training Center **must** be used for Break Out sessions.
 - Refer to **Schedule a Session with Break-Out Sessions** located on the [WebEx Sharepoint site](#).
- Send meeting invite via Outlook
 - Refer to **Sample Attendee/Participant** email located on the [WebEx Sharepoint site](#).
- Practice using WebEx
- Information on How to Use WebEx. refresher training, and additional resources:

<https://myaxisconnect.cox.com/communities/ntdo/SitePages/WebEx%20Deployment%20Project.aspx>

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Meeting Preparation, Continued



– Pre-Session – Prior to start of Meeting

- Clear browser cache
- Start Session at least 20 minutes before start time
- Start/Join session
- Verify Participant permissions
 - In the Participant tab, turn on the annotation tool (Document) for all Participants
 - In the Participant tab, open up the Chat so everyone can share messages with all attendees (Documentation)
- Assign each Participant a number to assist with activities within the training session.
- Review PowerPoint and script. Update and personalize as needed
- Load all current files on your desktop and upload to your WebEx Session:
 - PowerPoint
 - Participant Guide
 - Polling and/or Test files (For polling files, copy and paste all polls from the Word Document and create all your polls within the WebEx session. Type a name for the file in the File Name box and click Save. When saved to your computer, you can easily retrieve for other training sessions).
- Type in Chat Window: For WebEx Technical Issues call 1-866-229-3239
- Set up session to record (WebEx and Phone)
- Write down Training Session Number and Host Key (just in case)
- Share PowerPoint
- Share Whiteboard
- Close any windows you will not be using
- Assemble your annotated Instructor Guide, Participant Guide, watch/timer, water, paper, pencil/pen and highlighter.
- Familiarize yourself with any guests and/or SMEs attending the webinar. Note names, titles and their affiliation with the training. As they log on, make them Panelists, if applicable.

Continued on next page

Meeting Preparation, Continued



The activities and discussion in this course require the classroom to be equipped with the following:

- Sling box software or Kiosk (see below) to demo the Contour 2 equipment, guide and apps

SLINGBOX SW Installation Instructions

1. You will need to install a Desktop Application. Please use the following link to install it:
<http://www.slingbox.com/Products/SlingplayerApps.aspx>
 2. Scroll down to “**Desktop Apps / Slingplayer for Windows**” and Download and Install it on your laptop. You will probably need IT help if you don’t have “Admin Rights” to install software on your laptop.
 3. After installing it, access: <http://newwatch.slingbox.com/>
 4. Under “Login” enter the Slingbox credentials (let me know if you don’t have it?).
 5. After that see if you can click on the top of the page and “WATCH” / “LIVE TV”
 6. On the top right side of the page you will see a “Directory”. Choose one Slingbox from there
 7. It should start streaming after few seconds. If you see a message that someone else is connected, you will need to go to the Directory and choose another box.
- Computer stations with access to ICOMS training slice.
 - If you are having trouble with the sling box, you may go to the Contour Website:
<https://www.cox.com/residential/tv/contour.html#home> and take the “Tour”. Be sure to select San Diego as the location.

Pre-Event Warm-Up



PPT 1-2

Log in WebEx 15 minutes before class starts.

Display slide at the beginning of the warm-up session.

Display WebEx Technical Support number in chat window.

Conduct microphone checks as Participants arrive by welcoming them by name.

Welcome each Participant by name as they sign in.

Display the Participant Sign-in slide.

Ask Participants to use the chat window to tell a little about themselves.

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

Based on the responses, follow up to find out who is sharing a computer and phone.

Lesson Time: 15 minutes PRIOR to the course



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

Continued on next page

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



PPT 3-5

Display the Course Overview slide.

Say: Before starting the course we will do a quick review of the tools we will be using during this session.

Display the Test Your Annotation Tools slide.

Discuss the WebEx tools presented below.

Display the Eye-Catching Features slide.

Tell Participants to use the pointer tool to show the first thing that caught their eye about the new Contour Guide.


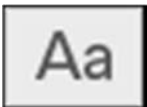

Lesson Time: 5 minutes



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 |
|---|--|
|  | <p><u>Pointer</u> 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.</p> |
|  | <p><u>Text tool</u> 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.</p> |
|  | <p><u>Shape tool</u> 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</p> |

Continued on next page

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.

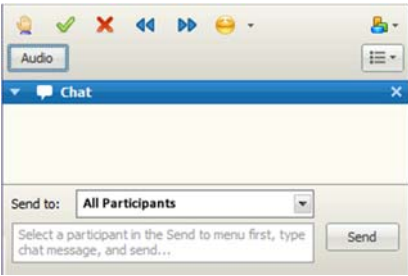

| Tool | Description |
|---|--|
|  | Virtual Hand tool I can ask you a question and you have the ability to raise your virtual hand to show agreement or indicate that you wish to speak. When you click the icon, the hand icon appears next to your name in the Participant panel. Clicking the button again 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. |

Continued on next page

WebEx Introduction/Course Overview, Continued




Communication Tools

| Tool | Description |
|---|--|
|  | <p>To use chat, click inside the chat window, type your message, and then click send.</p> <ul style="list-style-type: none"> • 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. |
|  | <p>The Polling tool is another way to ask Participants' questions and elicit feedback based on a particular subject.</p> |



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



PPT 6


Review the Class Agreements.

Ask Participants to click the green check or red “X” if they think there is anything else that needs to be added.



Class Agreements

The class agreements are:

1. Turn off email and phones and clear other distractions away from your training area.
2. Participate and prepare 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. 

Continued on next page

WebEx Introduction/Course Overview, Continued



PPT 7-8

Present the Course Introduction to the Participants.

Review course objectives to ensure Participants are clear on what will be covered in this course.

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



PPT 9-11

Display Lesson 1 title slide.

Say: Now that we have talked about what we will discuss in this course, let's take some time to talk about and walk through a demonstration of Contour 2.

Present the Lesson Introduction to the Participants.

Review course objectives to ensure Participants are clear on what will be covered in this lesson.

Lesson Time: 55 minutes

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.
-

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Lesson 1: Contour 2 Demo and Product Review, Continued



PPT 12

Display the Contour vs. Contour 2 slide.

Explain the differences between Contour and Contour 2.



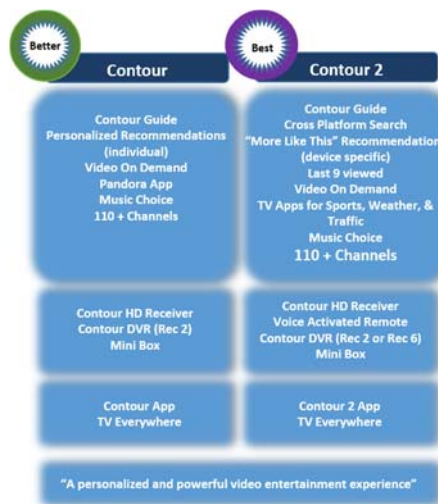
Contour vs. Contour 2

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**.



Continued on next page



Lesson 1: Contour 2 Demo and Product Review, Continued



PPT 13-14

Display the Contour Customer Favorites slide.

Ask Participants: You know your Customers better than I do. What features of Contour 2 do your Customers currently love? Please raise your hand to share with the class.

Display Contour 2 Enhancements slide.

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 Enhancements

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.

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.
-

Continued on next page



Lesson 1: Contour 2 Demo and Product Review, Continued



PPT 15-16

Display WIIFM slide.

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

- **Have** Participants raise their hands to respond to the question.
- **Call on** a few Participants to review their answers.

Tell Participants to start thinking about how they will develop their sales strategy for selling Contour 2.

Display the Cox Benefits slide.

Present the benefits of Contour 2 for Cox.



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.

Continued on next page



Lesson 1: Contour 2 Demo and Product Review, Continued



PPT 17

Display and discuss Customer Benefits slide.

Say: We will go into more details about the new equipment options in a few minutes.



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.

Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued

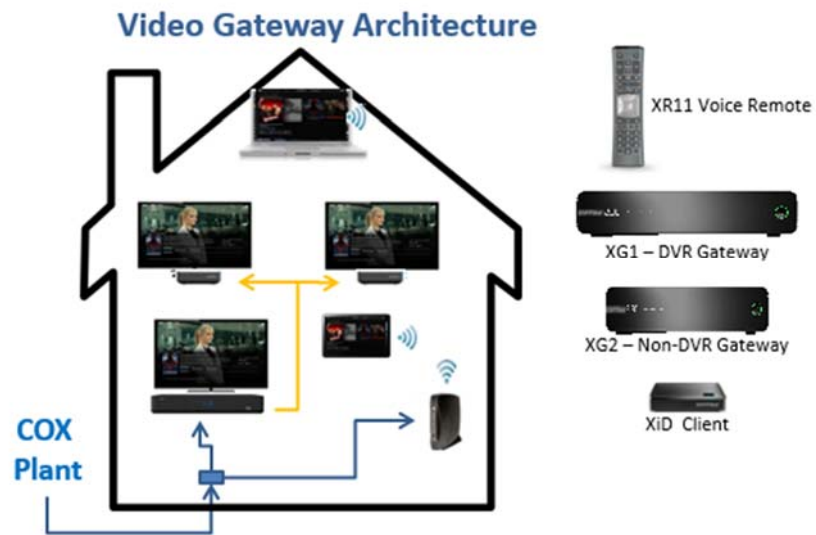


PPT 18

Display and discuss Contour 2 Equipment slide.

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.



Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued



PPT 19

Display and discuss the Complete Contour 2 Experience slide.



**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... |
| <ul style="list-style-type: none"> • Contour 2 Host (Up to 3) • Contour 2 Client (up to 9) • Remote control for each device (up to 12) | <ul style="list-style-type: none"> • Advanced TV or better • CHSI Essential or better (required for Second Screen) |
| Contour 2 Services | Contour 2 App |
| <ul style="list-style-type: none"> • Contour 2 TV Package • Record 6 DVR Service Whole-Home Network (stand-alone available) • Contour 2 Guide | <ul style="list-style-type: none"> • Web App • Customer-owned smartphone, tablet, etc. |

Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued



PPT 20

Display Contour 2 Host slide.

Introduce the slide: 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

Tell Participants to use the green check and red “X” tools to answer the question.

- **Ask** Participants the question: Do you notice something different?
- **Look for:** Green check for “Yes”.
- **Call on** a Participant to tell you what is different.
- **Listen for:** Non-DVR Host.

Use any of your Annotation tools and point out items as you discuss the items on the slide with the class. Annotate directly on the slide.

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?

Continued on next page

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

Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued

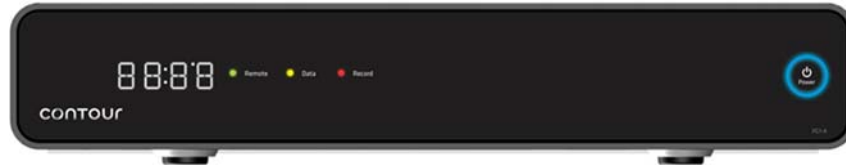
Cisco Record 6 9865

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 will not 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.

Continued on next page

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



PPT 21

Display Contour 2 Client slide.

Explain the Contour 2 client.



**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:
 - Store up to 30 minutes of live HD TV
 - Store up to 90 minutes of live SD TV
 - 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)



Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued



PPT 22

Display Network slide.

Explain the network.

Have Participants use their emoticons to answer the question: How comfortable do you feel about explaining the new network?

Call on someone with a smiley face to explain the network to others in the class.

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.

Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued



PPT 23

Display Questions Customers May Ask slide.

Say: Now that we have reviewed the Contour 2 Host and Client, let's look at some questions Customers may have.

First, discuss the questions Customers may have about the Contour 2 Host.

Then, discuss the questions Customers may have about the Contour 2 Client.

**Questions
Customers May
Ask**

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

Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued



PPT 24

Display Contour 2 Remote slide.

Say: Let's discuss the great features of the Contour 2 Remote.

Explain the Contour 2 remote.



Contour 2 Remote

Contour 2 uses one 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



PPT 25

Display The Three Questions slide.

Tell the Participants to keep the three questions in mind as you go through the demo.

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?

Tell Participants that the screens in their Participant Guide can be used to guide the sales conversation with their Customers.

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.

Continued on next page



Lesson 1: Contour 2 Demo and Product Review, Continued



PPT 26

Open the Contour 2 Guide (using Slingbox software).

- **Start** from the Screen Saver
- **Be prepared to demonstrate** the following from the Contour 2 Guide Main Menu. It's easy to get caught up in all of the fun features of Contour 2; below are some suggestions for timing.
 - Screen Saver (1 minute)
 - Guide (5 minutes)
 - Saved (2 minutes)
 - On Demand (5 minutes)
 - Search (2 minutes)
 - Apps (5 minutes)
- **As you discuss** the DVR capabilities, be sure to cover:
 - Next Episode
 - Last Nine Watched
 - On Demand
 - Cast & Crew
- **As you discuss** the On Demand menu, talk about the kid-friendly features:
 - Kids Zone
 - Parental Controls
- **As you go through** the Apps, it is recommended to show the demo Sports app and briefly mention the Horoscopes app. If time permits, you can show weather and/or traffic.
- **Smart Search** was intentionally placed at the end of the demo to end on a high note of this new feature. **As you go through the demo**, give teasers to build excitement.

Keep focused on the features that will most likely excite our Customers.

During the demo, continuously ask Participants questions to gauge their learning and buy-in for the Contour 2 product. A few suggested questions are:

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?

Allow Participants to speak their responses.

Continued on next page



Lesson 1: Contour 2 Demo and Product Review, Continued



PPT 26

If you are have trouble with the sling box, go to the Cox Contour Website and <https://www.cox.com/residential/tv/contour.html#home> and take the “Tour”. Select San Diego as the location.

If the sling box demo is conducted, do not show this site at this time. It will be mentioned as an additional resource at the end of the course.

Screen Saver



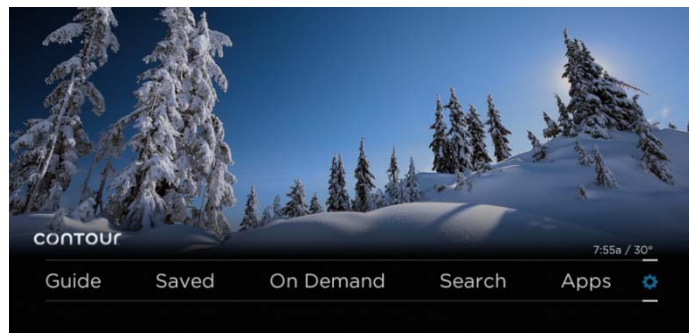
Point out how using the Contour 2 Guide is like browsing a web page.



- 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!

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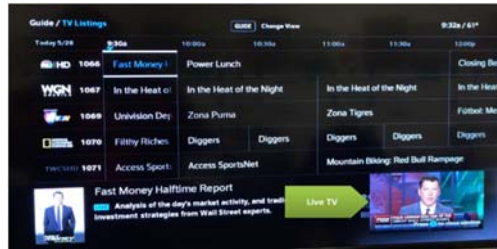


Lesson 1: Contour 2 Demo and Product Review, Continued

Guide/TV Listing

Notice the:

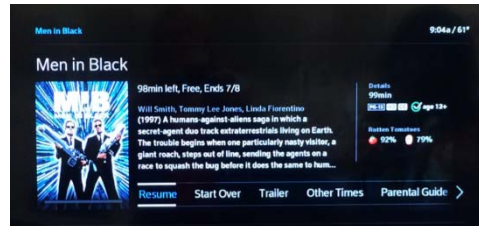
- Easy to read layout
- Ability to look ahead 14 days



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.

Continued on next page

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.
-

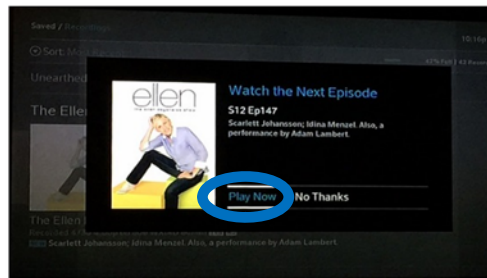
DVR Functions

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!**



Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued

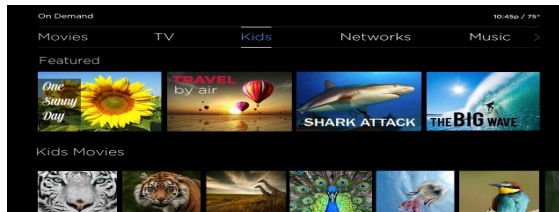
Last Watched **Tip:** Press the “Last” button on the remote to display the last nine programs viewed.



- Includes programming 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.

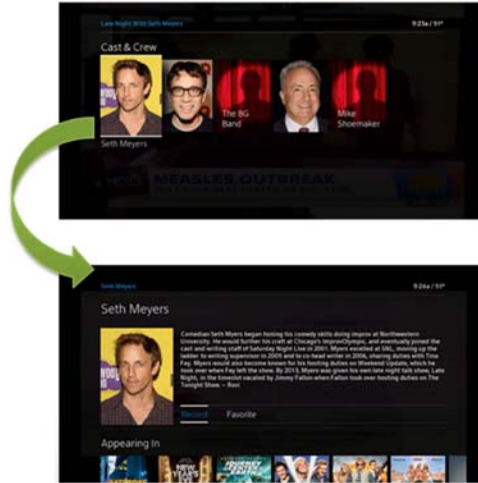


Continued on next page

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.



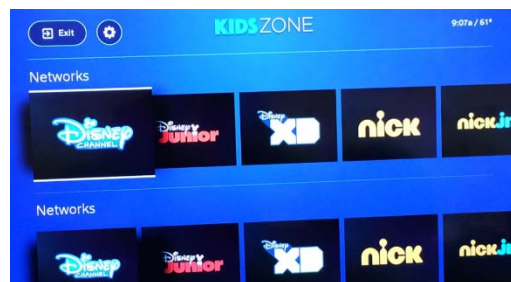
Kid-Friendly Features

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:

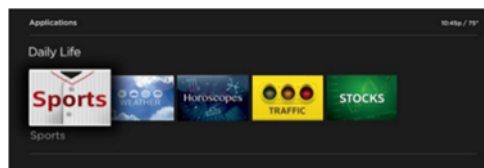
- Restrict content by age range
 - Enable safe browse
 - Enable movie rating locks
 - Enable TV rating locks
 - Enable channel locks
 - Enable title locks
 - Enable day and time locks (great for babysitters and during homework!)
 - Enable feature locks (requires PIN)
-

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.



Continued on next page

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.

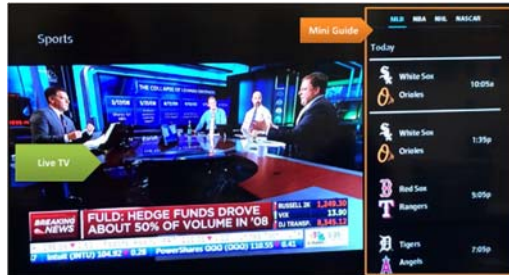
Select the **Watch** button to jump immediately to the game displayed on the mini guide.

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.

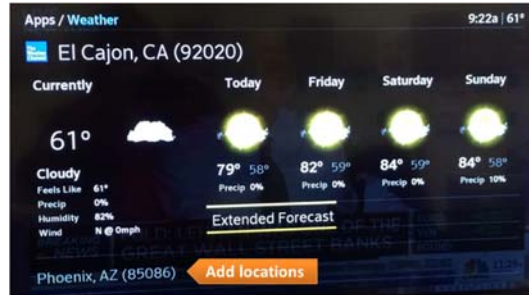


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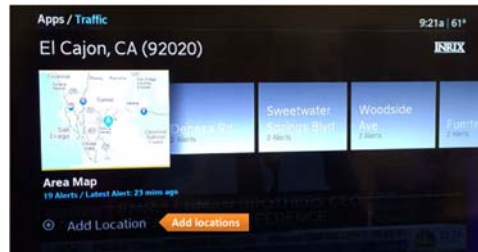
Lesson 1: Contour 2 Demo and Product Review, Continued

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.



Continued on next page

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:
 - Suggested titles that automatically appear as you type an entry.
 - Ability to search by network, channel, program titles, and actors, etc. For example, you can search for all shows with Denzel Washington.
 - Ability to highlight a search result and view additional information.



Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued



PPT 27

Display the What Makes Contour 2 Great! slide.

Ask Participants to use their annotation tools to put their initials within the cell of the feature that answers the following questions:

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?

Based on whose initials are in the categories, call on a Participant who was most excited about a feature to explain it to a Participant who was least excited by the feature.

**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



PPT 28

Display the Key Things You Need to Know slide.

Review the information on the slide.

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


Continued on next page

Lesson 1: Contour 2 Demo and Product Review, Continued



PPT 29

Review the lesson summary.

Ask Participants to raise their virtual hand  if they have any questions from the information reviewed in Lesson 1.

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



Facilitator Note

PPT 30-32

Display Lesson title slide.

Present the Lesson Introduction to the Participants.

Review lesson objectives to ensure Participants are clear on what will be covered in this lesson.

Lesson Time: 40 minutes

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.
-

Continued on next page

Lesson 2: Video Sell In, Continued



PPT 33

Inform Participants that this is a review of information from previous trainings.

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.

Continued on next page

Lesson 2: Video Sell In, Continued



PPT 34

Remind Participants this is a quick review of Video Packages.

Demonstrate how Participants can retrieve the Cox Video Offering QRG.

Emphasize where Contour 2 is included in the packages and its Customer profile.

Provide Participants with the Quick Reference Guide after the session is complete.

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.
-

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Lesson 2: Video Sell In, Continued



PPT 35

Display the High-Value Customer Interactions slide.

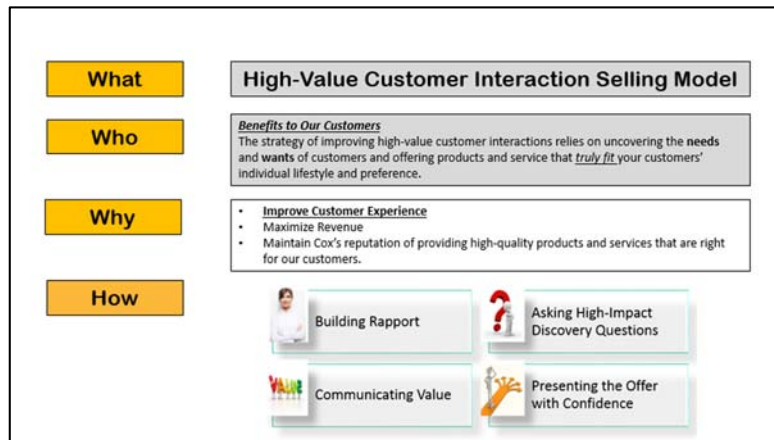
Stress to Participants that all of them should have seen this model in one of their trainings.

Discuss the what, who, why, and how of the High-Value Customer Interaction Selling Model.

Present the order in which we will review the High-Value Customer Interaction Model:

- Building Rapport
- Asking High-Impact Questions
- Communicating Value
- Presenting the Offer with Confidence

High-Value Customer Interactions



Continued on next page

Lesson 2: Video Sell In, Continued



PPT 36

Display the Building Rapport slide.

Discuss each column of the slide.

Ask Participants to list additional key behaviors for building rapport.

- Using a Customer's name
- Maintaining eye contact and smiling (retail or direct)
- Being courteous
- Courteously conveying a positive tone
- Expressing an active and open interest in the Customer and his/her situation
- Remaining continuously engaged with the Customer

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."

Continued on next page

Lesson 2: Video Sell In, Continued



PPT 37

Display the High-Impact Discovery Questions slide.

Note: This is where you want to spend most of your time reviewing.

Reinforce to Participants that this is where you learn about your Customer and their needs.

Remind Participants about the Customer profile from the QRG. This is where you start aligning your Customer profile with a video package.

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?”
-

Continued on next page

Lesson 2: Video Sell In, Continued



PPT 38

Display the Attributes of High-Impact Discovery Questions slide.

Discuss the differences between the General Discovery questions and High-Impact Discovery questions.

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. |

Continued on next page

Lesson 2: Video Sell In, Continued



PPT 39

Display the Create the High-Impact Discovery Questions slide.

State and discuss the example questions.

Ask: Who can think of some questions to help qualify a Customer?

Tell Participants to raise their virtual hands.

Call on the first three people who raised their hands.

Assign a row and instruct each volunteer to write the question he/she created.

Discuss each of the questions that Participants created.

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:

Continued on next page

Lesson 2: Video Sell In, Continued



PPT 40

Display the Video High-Impact Discovery Questions slide.

When discussing each of the questions, highlight what makes the questions high-impact.

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



PPT 41

Display the Communicating Value slide.

Emphasize to Participants that this is where you want to present the WIIFM to your Customer.

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!”

Continued on next page

Lesson 2: Video Sell In, Continued



PPT 42

Display the Examples of High-Value Statements slide.

Quickly review examples of high-value statements.

Ask questions to check for Participant understanding.

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.
-

Continued on next page

Lesson 2: Video Sell In, Continued



PPT 43

Display the Presenting the Offer with Confidence slide.

Emphasize to Participants that this is the easy part.

Review Present offer with confidence.

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?”
-

Continued on next page

Lesson 2: Video Sell In, Continued




PPT 44

Transition to “Last Man Standing” activity.

Say: It is time for you to apply what you have learned about asking High-Impact Discovery questions, to guide your decision to present an offer for one of Cox’s Video Packages.

Display activity instructions.


Review the activity instructions.

Instruct everyone to raise their virtual hands. 

Present the scenario.

Call on individual(s) to answer the following questions.

1. What high-impact discovery questions could have been asked to help you learn this information about the Customer?
2. What package would you recommend and why?
3. If the Customer objects, what other package would you offer?

Note: If a Participant offers an answer that is not correct **or** not the best answer, you will need to provide constructive feedback, and the Participant put down their virtual hand. 

Continue until there is only one person with their virtual hand raised or until you have reviewed all the scenarios.

Congratulate the last person whose hand is raised.

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.

Continued on next page



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 |

Continued on next page

Lesson 2: Video Sell In, Continued



PPT 45

Scenario

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.

Possible Responses to Questions

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

Responses to Look For:

- What types of Sports Programming do they enjoy watching?
- What types of programming do you and other members of your family enjoy watching?
- How do you currently access/watch movies?
- How many TV's are in the home?

2. What package would you recommend and why?

Response to Look For:

Recommended Package: **Contour TV Preferred with HBO**

- Access to ESPN
- Thousands of movie choices On Demand and on HBO
- The ability to record 6 shows at one time
- Competitively priced

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.

Response to Look For:

- Objection: Pricing
- Objection: Younger children having access to the movie channel

Continued on next page

Lesson 2: Video Sell In, Continued



PPT 45

Overcome Objection Response

Recreate Value - With a family of 5, this is only costing you \$1 per day per family member. And with a family of five you could easily spend \$100 or more for a movie outing. Kids can have their friends over and watch a movie for a fraction of the cost of going to the movies.

Contour TV allows parents to set parental controls on their TV. Kids also have access to KidsZone with all of their favorite kid programming including local channels, On-Demand, and DVR

Recommendation based on objection

- Contour TV with Bronze Bundle or above
- Lower cost than Contour TV Preferred
- Over 220 channels including ESPN
- On Demand
- Premiums included in Bundles



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.

Continued on next page

Lesson 2: Video Sell In, Continued



PPT 46

Display and discuss the Lesson Summary slide.

Lesson Summary

You should now be able to:

1. Incorporate Contour 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 3: Contour 2 Order Entry



PPT 47-49

Display the Lesson title slide.

Transition to Lesson 3 by saying: Now that we have discussed the types of Contour 2 options, let's talk about entering orders into ICOMS.

Display the Lesson Introduction slide.

Present the Lesson Introduction to the Participants.

Display the Objectives slide.

Review lesson objectives to ensure Participants are clear on what will be covered in this lesson.

Prepare in Advance: Trainer needs to partner with the ICOMS coordinators to ensure they have accounts setup using the various slices before the start of their class.

Lesson Time: 35 minutes

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.
-

Continued on next page

Lesson 3: Contour 2 Order Entry, Continued



PPT 50

Display the Contour 2 Pricing, Packages, and Campaigns slide.

Refer Participants to the “Contour 2 Pricing, Packages, and Campaigns” table located in the Quick Reference Guide.

Discuss the pricing in the table.

After discussing the pricing, review the Service Requirements at the bottom of the QRG.

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



PPT 51

Display the ICOMS Order Entry Contour vs. Contour 2 slide.

Refer Participants to the “ICOMS Order Entry Contour vs. Contour 2” comparison located in the Quick Reference Guide.

Ask the rhetorical question: What is the same about Contour 2?

Point out the “What’s the Same?” box.

Emphasize the following points:

Contour 2...

- Uses the same ICOMS screens as Contour
- Follows the same order entry process as Contour
- Has access to the same premium channels and sports and TV packages as Contour
- Contour 2 requires a pro install.
- Continue to use IP AO code for the second screen app.

What is the same?

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

Continued on next page

Lesson 3: Contour 2 Order Entry, Continued



PPT 51

Say: Let's look at the codes in the first two tables on the bottom of the QRG.

Ask the rhetorical question: What is different about Contour 2 codes?

Say: As you can see, not much has changed. There are just a few new codes. And, it is actually easier than keying in Contour products!

What is Different?

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

PPT 51

Continued on next page

Lesson 3: Contour 2 Order Entry, Continued



PPT 51

Direct Participants' attention to the Contour 2 Codes: Call Code table.

Discuss Contour 2 call codes.



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.

Continued on next page

Lesson 3: Contour 2 Order Entry, Continued



PPT 51

Direct Participants' attention to the "What's Different?" box.

Discuss the key differences between Contour and Contour 2:

- 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).

Ask: Why doesn't a Contour 2 client require a Service Code 2750 (Guide)?

Listen for: The host has a Guide code. The client is accessing the Guide from the host.

Continue presenting the key differences:

- 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.

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.

Continued on next page

Lesson 3: Contour 2 Order Entry, Continued



PPT 52

Display the Demo Scenario slide.

Transition to the activity by saying: In a few minutes, I am going to demonstrate how to enter a Contour 2 order into ICOMS. Before I do that, let's talk about the Customer and which codes we will enter.

Talk about the Customer's characteristics.

Discuss the important items.



ICOMS Order
Entry Demo

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

| | |
|--------------------------|---|
| Customer Scenario | <ul style="list-style-type: none">• 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)

Continued on next page



Lesson 3: Contour 2 Order Entry, Continued



PPT 52

Go through the Contour 2 Codes tables, talk about the codes that are needed, and write the numbers in the table on the screen.

| Service Code | Equipment | How many? |
|--------------------|------------------------|-----------|
| 101, 111, 324, 325 | Cox Digital Service | |
| 6800 | Contour 2 DVR Host | 1 |
| 4526 | Record 6 DVR Service | 1 |
| 4525 | Record 2 DVR Service | |
| 6802 | Contour 2 HD Receiver | |
| 6801 | Contour 2 HD IP Client | 2 |
| 2750 | Contour 2 Guide | 1 |
| VINSTAL | Pro Install 3 Outlets | 1 |
| 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 | 1 |
| 70 | Contour 2 Trouble Call | |

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



PPT 53

Display the ICOMS Order Entry Demo slide.

Transition to the demonstration of a Contour 2 work order entry in ICOMs.

- **Log into** ICOMS.
- **Share** your screen with Participants.
- **Begin** demonstration.
- **Check** for understanding after demonstration.

**Order Entry
Demo**

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

Continued on next page

Lesson 3: Contour 2 Order Entry, Continued



PPT 54

Display the ICOMS Order Entry Practice Scenario slide.

Present the Customer scenario.

Note: This scenario is more complex than the demo, so be sure to point out that it requires two hosts and that one of those hosts should be connected to the TV without HDMI.



**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 | <ul style="list-style-type: none">• New Customer• Has 5 HD TVs, 1 without HDMI• Wants Advanced TV Premier• Has 5 wired outlets• Professional Install• No deposit is required |
|--------------------------|---|


Continued on next page

Lesson 3: Contour 2 Order Entry, Continued



PPT 54

Go through the Contour 2 Codes tables as a class.

Encourage Participants to raise their hand  to be called on.

| Service Code | Equipment | How many? |
|--------------------|------------------------|-----------|
| 101, 111, 324, 325 | Cox Digital Service | |
| 6800 | Contour 2 DVR Host | 1 |
| 4526 | Record 6 DVR Service | 1 |
| 4525 | Record 2 DVR Service | |
| 6802 | Contour 2 HD Receiver | 1 |
| 6801 | Contour 2 HD IP Client | 3 |
| 2750 | Contour 2 Guide | 2 |
| VINSTAL | Pro Install 3 Outlets | |
| VADDOUT | Pro Install 4th Outlet | 1 |

| Call Code | Description | How many? |
|-----------|--------------------------|-----------|
| 63 | Contour 2 Service Change | |
| 64 | Contour 2 Reconnect | |
| 66 | Contour 2 Transfer | |
| 69 | Contour 2 Install | 1 |
| 70 | Contour 2 Trouble Call | |

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 | |

Continued on next page



Lesson 3: Contour 2 Order Entry, Continued



PPT 55

Provide instructions for Participants to complete the order entry scenario.

Distribute account numbers to Participants.

Allow Participants 5 minutes to sign in and complete the Contour 2 Order Entry practice activity.

Tell them to click the green check when they are finished.

Order Entry

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

Continued on next page

Lesson 3: Contour 2 Order Entry, Continued



PPT 56

Display the Lesson Summary slide.

Review the lesson summary.

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



PPT 57-59

Display the Additional Resource slide.

- **If there is time, Demonstrate** how to “Take the Tour” of Contour 2.
- **If there is not time, direct** Participants to the steps in their Participant Guide.

Display the Thank You... slide.

Tell Participants that you appreciate their time and attention.

Display the Cox U Assessment slide.

Provide instructions for accessing and completing the assessment in Cox U. Add title that is in Cox U.

Lesson Time: 15 minutes

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.
