

## PLANT DEPARTMENT SALES METHODS AND HANDLING

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1. GENERAL . . . . .	337	2.01 The Company objective in promoting sales is:  To provide excellent service in the opinion of our customers and at the same time to maximize profits from the market.  To meet this objective:  We should recommend telephone service and equipment in a manner that will be helpful from the customer's viewpoint and appropriate for his needs.
2. COMPANY OBJECTIVE . . . . .	337	2.02 The following basic principles should be remembered when suggesting service and equipment improvements:  (a) Only if the customer gains added value should he buy more service.  (b) Only if that value continues will the sale last.  (c) Only if the sale lasts will the Company profit.
3. MEASURING SALES RESULTS . . . . .	337	2.03 The most profitable sales are those which are completed while the Installer or Repairman is on the customer's premises and are handled on a "work completed" order basis. Most items sold can be installed on the initial visit, particularly in the case of homes and small business customers.
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1. GENERAL
1.01 This section provides instructions concerning Plant Department Sales to Residence and Small Business customers. It has been re-issued to:  (a) Delete Large Business sales from the procedures;  (b) Add instructions for the Contempra Telephone.
1.02 Plant sales are an integral and important part of each Plant employee's job. Many customers have a limited knowledge of available telephone services and facilities, their uses, convenience and low cost. To be of maximum service, the Company must assist the customer in providing the service and equipment best suited to his particular needs. To do this, the Plant employee should utilize his experience and recommend complete service.
1.03 The Plant and Commercial Departments have joint responsibility for the development of the Residence and Small Business Markets.

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Colour	2
Princess	4
Contempra	4
Touch-Tone	5
Extension	6
Additional Residence Line	10
All other items (see exceptions)	1

No credit is allowable for the sale of extra length cords, jacks, non-published numbers or automatic answering devices.

**3.02** In those cases where an item(s) on a service order is cancelled by the customer, but where the Plant employee is successful in selling a different item(s), Plant Sales credit should be taken for such items which are sold, provided that the initial year revenue produced by these items (excluding service connection charges) is equal to or greater than the revenue value of the cancelled item(s). Credit cannot be taken for substitution of one colour for another on the same type set.

### 4. REPORTING SALES

**4.01** All Plant sales are normally reported directly to a control centre in the wire section and/or by means of a Form 970A. In the latter case, the completed forms are mailed to a clerk in the Assignment Centre or District Office.

**4.02** Plant sales foreman's codes are used to identify the unit which makes the sale, e.g., 53-43, in which the first two digits "53" identify the District, the third digit "4" identifies the unit and the fourth digit "3" identifies the foreman. A unit is defined as the group reporting to a District second level supervisor, e.g., Plant Manager, Installation Manager, Repair Manager.

**4.03** To identify a Plant sale, the item(s) sold must be bracketed on the service order for identification purposes and a foreman's code must be used to identify the unit making the sale. An alphabetical prefix I, R or O shall be used to identify that the sale originated from an Installation visit, a Repair visit or an Other Contact, respectively, e.g., I53-43, as outlined below:

(a) Sales made by a Plant employee in connection with a visit to the customer's pre-

mises to work a service order shall be reported, using an I Prefix.

(b) Sales made by a Plant employee in connection with the handling of a customer trouble report shall be reported, using an R Prefix.

(c) Sales made by Plant contact and non-contact employees in connection with field work on planned programs such as transmission improvements, central office cutovers, etc., shall be reported, using an O prefix.

**4.04** If a foreman's code and/or the bracketed item, is not shown on the service order, sales credit will not be recorded by the Accounting Department. It is important, therefore, to ensure that when transmitting sales information, the placing of brackets and foreman's codes is emphasized.

### 5. RATES

**5.01** Plant employees should be familiar with the recurring and non-recurring charges. What would the total additional cost be for the following:

- (a) Contempra Extension .....
- Touch-Tone .....
- (b) Regrade .....
- Princess .....
- Extra Listing .....

When in doubt about rates, consult the Rate Card (Form 142) or call the local Business Office.

### 6. SALES TECHNIQUE

**6.01** The key to a successful sales program is the "Effort" that is made in trying to promote the use of our services. It is also important that the effort be made in an "effective" manner.

**6.02** To assist Plant employees to make an effective sales presentation, the following procedure is a recommended selling sequence which should be used on visits to the residence and small business customers. It is very important to use an intelligent and sincere approach in

our dealings with customers and to modify the approach to suit an individual customer's needs.

**6.03** Selling sequence on every residence and small business visit:

- (a) Observe the Service Order or Repair Work Order.
- (b) Bring in a Contempra Telephone. If a Contempra is included in the existing service, bring in an alternate product e.g. Touch-Tone or Princess.
- (c) Be friendly and show your willingness to be helpful.
  - (1) Use customer's name and give your own name.
  - (2) Identify that you are from the Telephone Company and state the purpose of your visit.
- (d) Display equipment as follows:
  - (1) If there is no Contempra set working, display this item while performing inside or outside work.
  - (2) In order to get the customer's consent to display this set, we can say:
 

"Perhaps the girl in our Business Office suggested a Contempra, I have this telephone here, there is no obligation on your part; you can look at it while I'm working."

OR

"I am going outside to establish your service. While I am working outside I would like you to see a Contempra. You are under no obligation at all Mrs. "
  - (3) If telephone on premises is a Contempra, do not display this item at this time.
  - (4) Make no attempt to negotiate the sale of this item at this time.
  - (5) Proceed with your work.
- (e) Gather the facts by observation and questions.
  - (1) Remember we are the telephone experts.

(2) Remember the four basic areas for telephone service:

- (a) Cooking.
- (b) Utility.
- (c) Living.
- (d) Sleeping.

(3) Two methods in fact finding.

(a) Observation

Small children.  
 Teen-agers  
 Elderly people.  
 Size of house.  
 Colour scheme.  
 Location of Telephone.  
 Available space for additional telephones.  
 Type of service ordered.  
 Patio.  
 Recreation Room.  
 Work shops.  
 Sewing rooms.

(b) Conversation

Ask open type questions:

What, who, how, when,  
 where, why, if.

Avoid closed type questions:

Do, did, does, can, is, are,  
 have, may, has, would, could,  
 should.

Be a good listener.

Avoid creating objections by:

- words
- actions
- attitude
- incomplete or wrong information

(f) The package method of selling:

(1) Two questions to use:

- (a) "I notice you have several rooms and only one telephone. If you had the opportunity of having an extension phone installed without a service charge while I'm here, where would you find it most convenient?" (Service charges are made on business visits and repair visits.)

- (b) "Why would you find it most convenient there?"  
Emphasize the benefits of having a phone in that particular area.
- (1) Cooking area benefits.
    - Save steps
    - Avoids spoiling food
    - Safety
    - Supervision of children
  - (2) Living area benefits:
    - Convenient when relaxing
    - Save steps
    - Wont' miss calls
  - (3) Utility area benefits:
    - Save steps
    - Cuts down on interrupted work time
    - Children not left in unattended area near washer, dryer, power tools
  - (4) Sleeping area benefits:
    - Emergency night calls
    - Privacy
    - Security at night
    - Eliminates running down stairs, accidents
- (2) Proceed with the Contempra selling method.
- (a) Display the Contempra Set.
  - (b) Demonstrate the use of the handset (dialing, recall button, etc.)
  - (c) Highlight the benefits.
    - (1) Progressive new styling — contemporary design.
    - (2) Comfortable — handset cradles in palm of hand.
    - (3) Handy:
      - No need to hang up between calls — use "recall" button.
      - No need to reach or turn to dial
    - Touch-Tone set allows one-hand dialing
  - (4) Versatile — can be used for either table or wall.
  - (5) Longer Handset Cord — 5½ feet long allows more freedom of movement when talking.
  - (d) Mention the new colours available:
    - Bright Red
    - Deep Blue
    - Mauve
    - Deep Turquoise
    - Green
    - Pale Yellow
    - Beige
    - Ivory
    - Warm White
  - (e) Mention the choice of Touch-Tone or Rotary Dial.
- (3) Proceed with the Bell Chime selling method.
- (a) "By the way, have you heard our new sound in telephone bells? This bell does three things:
    - it has a soft ding dong chime.
    - it can be made loud ringing or it can be adjusted to ring softly.
    - simply adjust this lever for each of the desired sound."
  - (b) Demonstrate the Bell Chime by connecting it to the subscriber's line by means of a cord.
  - (c) Highlight the benefits.
    - (1) Three bells in one
    - (2) Adjustments for sleeping, sickness, babies, etc.
    - (3) Relaxing ding dong
    - (4) Can be installed anywhere.
  - (d) Mention that there is a choice of colour: ivory or gold.
- (4) Proceed with the selling method of a Regrade if applicable.

(a) "I notice you have a two-party line. As you know, you pay \$ . . . for the first half of the line. For very little extra a month, you could have a line all to yourself."

(b) Highlight the benefits.

- (1) Privacy
- (2) Security
- (3) Instant service
- (4) Won't miss calls
- (5) No party line irritation

(5) Quote the price.

"While I'm here I can install the extension, Contempra and the Individual line. There are no additional service charges (if applicable) and all it will cost you is \$ . . . a month."

e.g.,

Ext	\$1.25 (Res)
Contempra	1.75
Regrade	1.40
	\$4.40 (Quote this figure only)

or

Ext	\$1.85 (Bus)
Contempra	1.75
	\$3.60 (Quote this figure only)

Quote the service charge separately where one applies (e.g., on a repair visit or business visit.)

(6) Ask for the order by offering a

(a) Choice of Contempra or Bell Chime

Question

What colour would you like me to install?

**NOTE:** An answer to this question in the affirmative is the authority to proceed.

(b) Choice of location for Contempra, Bell Chime and/or Extension.

Question

"Would you like it installed here, or here?"

(7) When there is no additional service charge, and there is any hesitation

(a) Suggest that the customer "try it for a month. If you don't find it convenient, give us a call and we will remove it for you at no extra charge and all it will cost you is the one month rental."

(b) "You will find it very convenient and you will be saving money by having it installed now."

(8) Proceed with the installation.

(9) Attempt to sell — Touch-Tone (includes Princess Touch-Tone)

— Princess

— Colour

as appropriate.

**NOTE:** This should be attempted after the wire has been installed and you are ready to install the telephone sets.

(a) Emphasize the benefits

(1) Touch-Tone — Easy to dial

— Quicker to Call

— All coloured sets provided — no colour charge

— Fewer wrong numbers

(2) Princess — Dainty

— Compact

— Easy to handle

— Night light feature

(3) Colour — Matches decor

— Attractive

— Provides modern service

(b) Quote the rates and charges  
Touch-Tone only \$1.75 per line charge or \$2.50 for business (all sets colour)

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Touch-Tone

Princess \$1.75 per line charge  
or

\$2.50 for business

+\$6.00 Princess charge  
(non-recurring).

+\$0.85

Princess only \$6.00 non-recurring

-\$0.85 recurring  
Princess  
charge.

Colour — \$9.00 non-recurring.

(c) Ask for the order.

(1) "Which colour or type would  
you like me to install?"

(2) "Would you prefer the Princess  
telephone in your bedroom?"

(10) Complete the installation.