



# WINNING SALES TIPS

We asked call center professionals across the country to share their SHOWTIME® sales tips on SHOPLACE.com. Be sure to mention SHOWTIME® on every call – and take advantage of this advice from your peers to help close the sale!

## BEST PRACTICES WHEN SELLING SHOWTIME®...

► Start by asking “What are some of your viewing habits?” and lead into the great promotion that SHOWTIME® is offering. Always know more info than necessary about the product you are selling. The SHOWTIME® Bi-monthly Highlights sheet is a good way to brush up on some of the features that are offered. *– BETSY S. (FIDELITY COMMUNICATIONS)*

► The great thing about SHOWTIME® is that new seasons of original series start throughout the year which means there's always something new to watch, plus you can catch monthly events, comedy specials and ground-breaking documentaries. *– (SHOWTIME)*

► SHOWTIME® has always been my favorite premium channel. *SHAMELESS* is my favorite series. While talking with customers I always mention SHOWTIME ON DEMAND® and how convenient it is. I also mention the SHOWTIME ANYTIME® app after asking if they have a smart phone or tablet. The SHOWTIME ANYTIME® website is also helpful to talk about for customers that only have a laptop or computer. *– KELLY POLL (TIME WARNER CABLE)*





## TALK TO YOUR CUSTOMERS ABOUT...

### **The Value of SHOWTIME®**

► While I'm processing your request, I wanted to let you know that SHOWTIME® is available to you for only \$\_\_\_\_\_ right now, which includes SHOWTIME HD®, SHOWTIME ON DEMAND®, SHOWTIME ANYTIME®, and much much more – now that's a great value!

– (SHOWTIME)

► I offer value. I share my knowledge of past (*The L Word*, *Queer as Folk*, *Dexter*®) and present shows (*Masters of Sex*), and even if the customer is cancelling another premium I ask the customer to consider trying SHOWTIME® There are movies and TV series plus the content changes every month.

– SARA M. (COMCAST)

### **The Variety of SHOWTIME®**

► To sell SHOWTIME®, just remind customers about how many exciting series are on the network: *Shameless*, *The Affair*, *Homeland*! All exciting, all new, and all available On Demand to fit each and every member in the family!

– MAURA L.  
(TIME WARNER CABLE OCEANIC)

► When I see that a customer has our sports package I like to let them know about the fantastic SHOWTIME SPORTS® programming, including *JIM ROME ON SHOWTIME* and *60 MINUTES SPORTS™*. For my customers who consistently order PPV boxing events I let them know about the SHOWTIME CHAMPIONSHIP BOXING® option. For the NFL fans in the fall, I offer SHOWTIME® so they can get *INSIDE THE NFL*. SHOWTIME® has awesome sports programming!

– LORAL F. (SUDDENLINK)

### **For Busy Customers**

► You mentioned you're really busy, SHOWTIME ANYTIME® is the perfect fit for busy customers on the go! Did you know that you can take SHOWTIME® with you wherever you go, on your tablet or phone - and watch what's currently airing LIVE with the SHOWTIME ANYTIME® app? And, it is FREE with your SHOWTIME® subscription!

– (SHOWTIME)

► I tell customers they won't have to worry about missing or recording any of their favorite SHOWTIME® series with SHOWTIME ON DEMAND®. They can find a whole library of categories, just at the touch of a button!

– XOCHITL M.  
(TIME WARNER CABLE)

