



Most Common Customer Questions

1. What is the name of the company?

"ACN , we're 14 years old and the largest person to person telecommunications company in the world ... but more importantly, you are doing me a huge personal favour by being one of my very first customers ... based on our relationship, will you give my Service a TRY ... please?"

2. What are your rates?

"What are you paying now?" (95+% of people will not know)
"Great, our rates are competitive and better yet, with ACN2ACN Friends Plan you can talk nationally or Internationally to Australia to anyone else on the service for 200 Free Minutes a month (note: conditions apply. See MyACN at www.acn.co.nz) ... but more importantly, you'd doing me a huge personal favour by being one of my first customers ... Will you give my Service a TRY ... please?"

THIS IS A VERY IMPORTANT PART OF THE VALUE ACN BRINGS TO A CUSTOMER and should be the major benefit you make around the charges, rates, etc. NO ONE CAN COMPETE WITH ACN ON THIS. IT IS WIN-WIN. USE IT TO WIN YOUR CUSTOMER AND TO CREATE THE VALUE.

3. Will my phone number change?

"No, your phone number will not change ... but more importantly, you're doing me a huge personal favour by being one of my first customers ... Will you give my Service a TRY ... please?"

4. Who services the lines?

"The same people who always serviced the lines, nothing changes ... but more importantly, you're doing me a huge personal favour by being one of my first customers ... Will you give my Service us a TRY ... please?"

5. I'm happy with what I have.

"You'll be just as happy with ACN if not more so ... but more importantly, you're doing me a huge personal favour by being one of my first customers ... Will you give my Service us a TRY ... please?"

6. I just switched providers.

"Great so you already know there are other options available and I really appreciate that you are open to trying another provider ... and you know how I appreciate that you are doing me a huge personal favour by being my customer ... Will you give my service TRY ... please?"

The '3 Minute Rule'

"If you are spending any more than 3 minutes with a potential customer before getting to the paperwork ... you are spending too long! ... MOVE ON!"

"If you are spending any more than 3 minutes with a potential customer before getting to the paperwork ... you are most likely falling into the trap of trying to 'convince' and 'persuade' them on whose 'rates' are better!

Remember, if you do get a customer due to 'rates' mentality - you will most likely lose them when a 'seemingly' better 'rates' deal comes along for them on the TV or in the Paper!

We are in the relationship business ... if you take the time to learn how to build a customer base with relationship at it's core - your customer retention rate will soar!

Keep coming back to: "... more importantly, you would be doing me a huge favour by becoming one of my first 50 Customers ... will you TRY my Service ... please"

It Works!