

FSM Huddle Topic

Upgrades available for our existing customers



Module Time

10 minutes



Preparation and Setup

Equipment Needed:

- Installation Reference Handbook pages (one set per participant)



Value Statement / Overview

One way in which a customer can upgrade is through DishMOVER, in Q1 2010 we will make a few changes to DishMOVER to improve the program for our customers. We will no longer require a commitment, which means that customers can move as many times as they want. Customers will get their dish antenna at no additional cost beyond the Technician Visit unless we are installing a Dish 500+ or 1000+, which costs an additional \$100. If a customer requires a second antenna, it's included. For DishMOVERs and Antenna Upgrades, a Technician Visit is still \$95. Finally, we are discontinuing the \$50 credit with DIU and DishMOVER.

We have extended Dishing It Up (DIU) through May 31, 2010. Our customers are no longer required to be active a minimum of 6 months to participate in DIU, but a 24 month commitment is still required. Customers can get up to 3 leased receivers, a maximum of 6 TVs or 3 HD TVs. If the customer wants us to install the equipment, there is a \$95 Technician Visit fee. If we ship the DIU equipment and the customer installs it themselves, there is a \$15 shipping fee.



Objective

By the end of this training, our technicians should be able to:

- Accurately describe upgrades that are available to existing customers.



Huddle Activity

Instructions

Provide these questions/scenarios and have the technicians use their provided Installation Reference Handouts to answer the questions.

Effective 2/1/2010, what is the commitment requirement for DishMOVER?

- Answer: No Commitment

Remember, customers can move as often as they want. A commitment is not required.

John is an existing customer and has just purchased a new HDTV and wants to upgrade his service with DISH to include an HDTV receiver. He is not currently a Service Plan customer. He has chosen to upgrade the receiver through DIU, and has asked for a Technician Visit to set up his new receiver. What will John pay for the Technician Visit?

- Answer: \$95

How much would John have paid if he chose to ship the receiver and install himself?

- Answer: \$15

How much would John have paid if he was a Service Plan customer to have a technician visit to install his equipment?

- Answer: \$15

Debrief

After the presentations, wrap up with this question and clarify as needed:

- What questions do you have before we close?