



HOME CONNECTIONS TRAINING

ROLE-PLAY EXERCISES

The purpose of these exercises is to help you learn how to sell Home Connections effectively so that customers “Walk-Out Scheduled” and have a great overall experience. There are four phases to each role-play scenario, as follows:

1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To.” After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
 1. Introduce the customer by name (extra credit)
 2. Share what the customer has bought and whether any services have been scheduled (or need to be scheduled)
 3. Share what they know about the customer
 4. Share the relevant Home Connections conversation, including existing hardware
 5. Give the customer/Lead a copy of their completed CEW (extra credit)

2. Role-Play Phase 2: “Connecting with Customers”

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - i. Uncover Home Connections opportunities for the customer
 - ii. Begin the process of delivering a connected experience to the customer

- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. Use the right tools:
 1. Home Connx Customer Experience Worksheet (“CEW”)
 2. Mental Cheat Sheet (use to complete Experience section of CEW)

3. Role-Play Phase 3: “Selecting the Right Connections”

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what’s available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust

4. Role-Play Phase 4: “Walk-Out Scheduled”

- **Transact:** Process the right order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle

Role-Play Instructions: Overview

Three Roles per Scenario

- **Customer:** You are the person shopping in the store. Read your card carefully and respond accordingly
- **Employee:** You are the employee engaging the customer. Read your card carefully and respond accordingly
- **Coach:** Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected

When conducting the role-play it is important for each participant to retain the same role for each of the four phases of the role-play.

CUSTOMER

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Customer Card:**
 - o **Goal:** To make the customer's life better by equipping them with the Home Connections they need
 - o Do not give away any of your profile information. Wait until asked for information and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

Chet and Molly are about as mobile as you can get. Chet drives for a major logistics and trucking firm and travels extensively throughout the year. Molly owns her own delivery business in town and, since Chet is gone so much, staying in touch with each other is a challenge. They have no children, but they both come from big families. Chet stays connected with his Blackberry, and Molly runs the business by using Nextel services to stay connected with her three employees. They were in the Mobile Connections part of the store.

If asked, Paul will share:

Sports are not a huge part of Molly and Chet's lives, although they are fans. Molly's favorite shows are on Lifetime and some HBO/AMC shows. Chet loves Ice Road Truckers and poker tournaments. They rarely get the chance to watch a movie together. Molly works from home and logs into the office network. When home, Chet likes to play games on his Android tablet, which he connects to his Xbox. They're interested in connecting their TV to the internet. Value is a priority. They've each added tablets in the last year. Molly has an iPad and Chet has an Android tablet. They each have MacBook Pros that are about three years old. Both of them use their mobile phones and don't have a landline. While they stay connected via social media, they don't consider themselves heavy internet users.

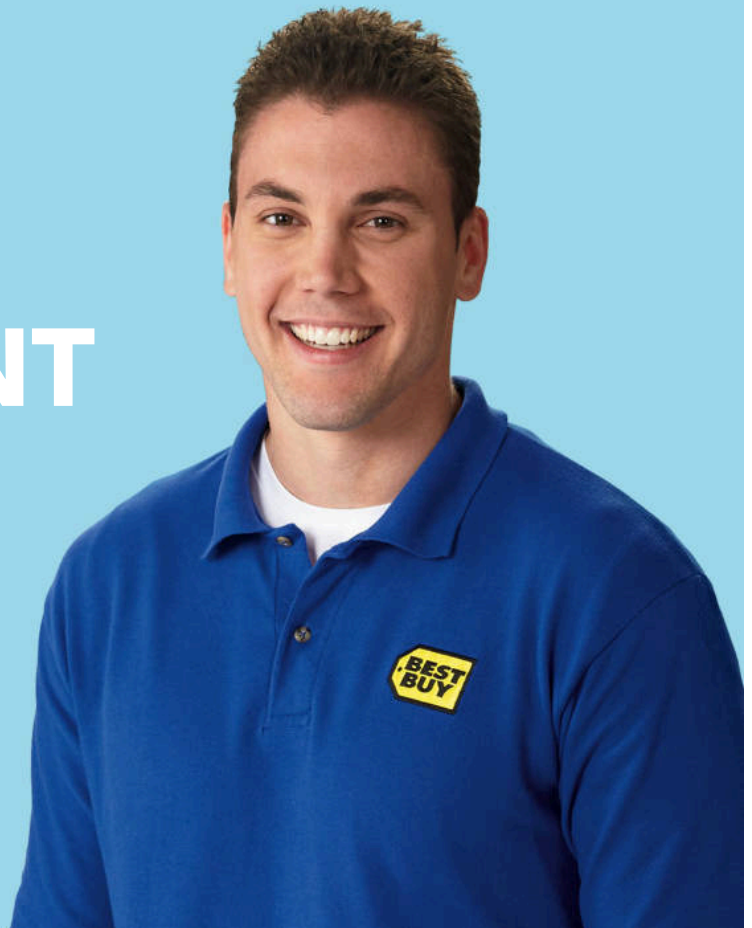
Current provider:

Cable/Internet: \$170/month



CONSULTANT

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

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 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Consultant Card:**
 - o **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

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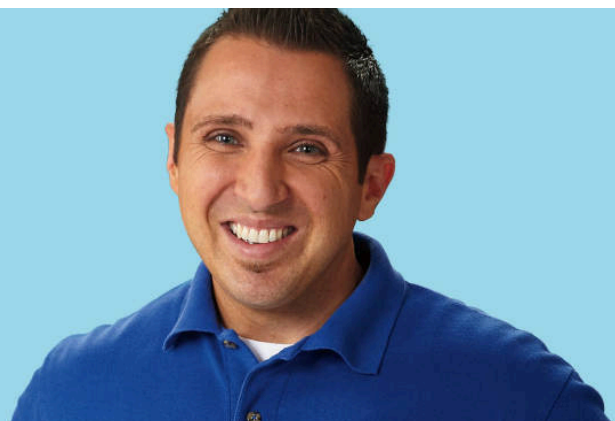
Instructions:

- You have honored what the customer came in for and may have completed your sale
- Your responsibility is to evolve your customer interaction to start a relevant Home Connections conversation
- You should then complete the Perfect Hand-To your Home Connections Lead



COACH/LEAD

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Goal:** To make the customer's life better by equipping them with the Home Connections they need

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Current provider:

Cable/Internet: \$170/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Recognized the need for connections based on what the customer came into the store for
- Started a relevant Home Connections conversation
- Developed an appropriate opportunity to offer a fast and free review of the customer's internet and TV service options; and made the offer
- Used the right introduction to the Home Connections Lead: "Let me introduce you to our Home Connections expert, who has been authorized by CenturyLink, Cox and DIRECTV to help customers ensure they have the best connections to meet their needs"
- Completed the Perfect Hand-To (Coach acts as Lead):
 - Introduced the customer by name (not required)
 - Shared what the customer had bought and whether any services had been scheduled (or needed to be scheduled)
 - Shared what they know about the customer
 - Shared the relevant Home Connections conversation, including existing hardware
 - Gave the customer/Lead a copy of their completed CEW (extra credit)

Requirement:

- Honored what the customer came in for

Promise(s) to be kept:

- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

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LEAD

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

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 - Uncover Home Connections opportunities for the customer
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 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

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Blackberry, and Molly runs the business by using Nextel services to stay connected with her three employees. They were in the Mobile Connections part of the store.

Instructions:

- You have just received the Perfect Hand-To from a Best Buy Consultant.
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Ask Focused questions to gather information about what the customer has and wants
- Determine the experience the customer needs or desires with Specific questions
- Identify customer's priorities with Checking questions
- Complete a Home Connx Customer Experience Worksheet for the customer
 - Use your tools:
 - Home Connx Customer Experience Worksheet
 - Your Mental Cheat Sheet (use to complete Experience section of CEW)



COACH

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

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Current provider:

Cable/Internet: \$170/month

Validate the interaction and provide real-time feedback. Repeat until perfected

Things to listen for:

- Received the Perfect Hand-To
- Used an appropriate introduction:
 - Let the customer know how the right Home Connections make what they came here to buy a better experience
 - Offered a fast and free check-up of your internet and TV service
 - "In my role as a Home Connections Lead, my primary objective is to ensure that our customers have the right Home Connection to meet their needs. If you are like most people, our experience tells us that you might not be aware of all the options available to you. My colleague (Hand-To) mentioned that..."

Select:

- | | |
|------------------------|--|
| 1. Just moved | 4. Not happy with current set up/service |
| 2. Bought a new device | 5. Other |
| 3. Wants to save money | |

Can we spend a couple of minutes to identify the best options available to you, based on your needs?"

- Stated "Let's start by checking what services are available for you." After getting the customer's home address, established which providers that service their household
- Used focused questions to identify what the customer has and wants
- Used Specific questions to determine the experience the customer needs or desires
- Used Checking questions to identify customer priorities
- Compare the Home Connx Customer Experience Worksheet completed by the Lead with the example prepared for the Phase. Identify any incorrect or missing items

Promise(s) to be kept:

- "I will have the knowledge and resources to be your Home Connections expert"
- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

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Current provider:

Cable/Internet: \$170/month



LEAD

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

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Instructions:

- You have completed your customer consultation and have an accurate Home Connx Customer Experience Worksheet
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- Make an unbiased recommendation that the customer can trust
- Customize the providers' services and hardware to meet the customer's needs
- Provide the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill is going to go up, tell them when and why... before they sign up



COACH

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
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 - **Coach (Continue in role)**
- **Coach Card:**
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Current provider:

Cable/Internet: \$170/month

Validate the interaction and provide real-time feedback.

Repeat until perfected

Things to listen for:

- Used the system correctly
- Asked the right questions
- Compared costs and benefits of all the options with the customer, considering: what they currently have, what's available at their house, what they need for the experience they desire
- Made appropriate and unbiased recommendations
- Confidently made an unbiased selection
- Made the most appropriate selection (correct selection, based on specific Phase)
- Customized the providers' services and hardware to meet the customer's needs
- Provided the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill was going to go up, told them when and why... before they signed up
- Utilized Selling Skills
- Closed the sale

Promise(s) to be kept:

- "I will offer you an unbiased comparison of your choices: what you have, what's available, what you need"
- "I will tailor your order to your specific needs and give you complete billing transparency"



CUSTOMER

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

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LEAD

ROLE-PLAY PHASE 4



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- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

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Instructions:

- Congratulations! You have completed the selection of your customer's ideal Home Connection service and your customer has agreed with your selection
- As Lead you must close the sale through transaction and scheduling:
 1. Uncover Home Connections opportunities for the customer
 2. Begin the process of delivering a connected experience to the customer
- Process the Right Order
- Coordinate installation schedules to the best of your ability to save the customer time and hassle



COACH

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

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Current provider:

Cable/Internet: \$170/month

Validate the interaction and provide real-time feedback.
Repeat until perfected

Things to listen for:

- Used the system correctly.
- Performed a credit check, and then accepted terms and conditions.
- Processed upfront costs before scheduling a walk-out.
- Coordinated installation schedules to the best of ability to save the customer time and hassle: Home Connections provider(s), Geek Squad installation, product delivery.
- The customer "Walked-Out Scheduled"

Promise(s) to be kept:

- "I will coordinate your sign-up process and installation to be **hassle-free**"





The purpose of these exercises is to help you learn how to sell Home Connections effectively so that customers “Walk-Out Scheduled” and have a great overall experience. There are four phases to each role-play scenario, as follows:

1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To.” After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
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 - iii. Execute the Perfect Hand-To for the Home Connections Lead
 1. Introduce the customer by name (extra credit)
 2. Share what the customer has bought and whether any services have been scheduled (or need to be scheduled)
 3. Share what they know about the customer
 4. Share the relevant Home Connections conversation, including existing hardware
 5. Give the customer/Lead a copy of their completed CEW (extra credit)

2. Role-Play Phase 2: “Connecting with Customers”

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - i. Uncover Home Connections opportunities for the customer
 - ii. Begin the process of delivering a connected experience to the customer

- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. Use the right tools:
 1. Home Connx Customer Experience Worksheet (“CEW”)
 2. Mental Cheat Sheet (use to complete Experience section of CEW)

3. Role-Play Phase 3: “Selecting the Right Connections”

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what’s available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust

4. Role-Play Phase 4: “Walk-Out Scheduled”

- **Transact:** Process the right order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle

Role-Play Instructions: Overview

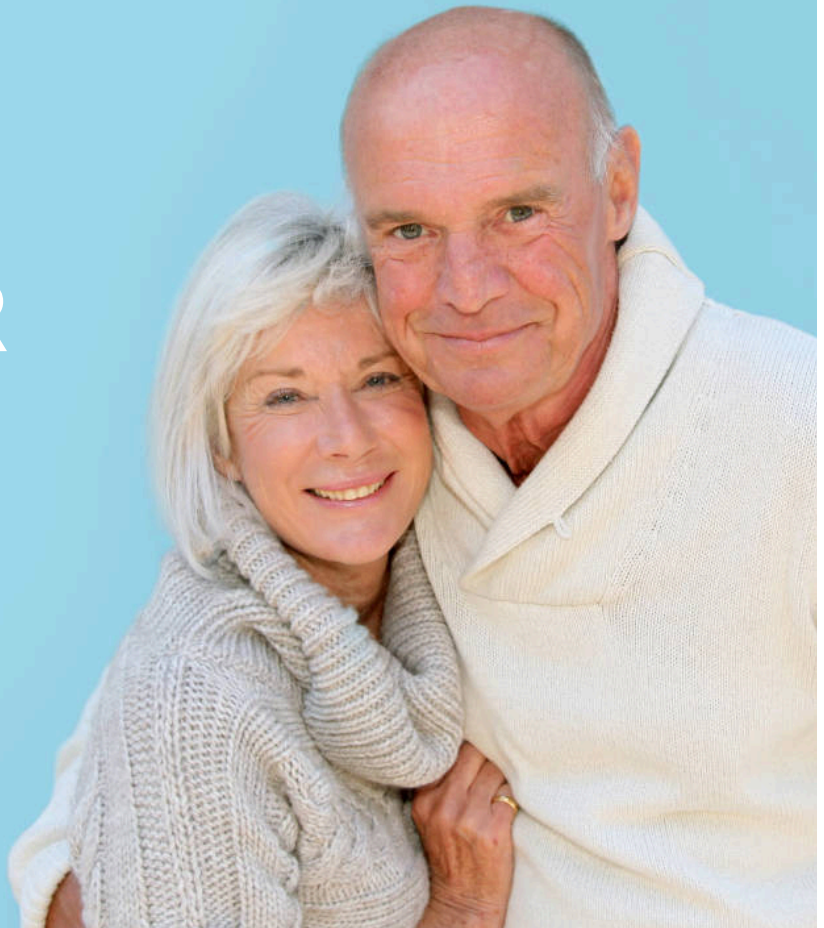
Three Roles per Scenario

- **Customer:** You are the person shopping in the store. Read your card carefully and respond accordingly
- **Employee:** You are the employee engaging the customer. Read your card carefully and respond accordingly
- **Coach:** Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected

When conducting the role-play it is important for each participant to retain the same role for each of the four phases of the role-play.

CUSTOMER

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To.” After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Customer Card:**
 - o **Goal:** To make the customer’s life better by equipping them with the Home Connections they need
 - o Do not give away any of your profile information. Wait until asked for information and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

Ed and Harriet, a sixty-something married couple, are empty nesters. They have three kids living in three different time zones. Harriet is an avid Social Media user, keeping tabs on her kids and growing list of grandkids. They came in today to have the Geek Squad figure out why the computer they bought at Best Buy five months ago won’t connect with Harriet’s laptop. Harriet likes to watch cooking shows in the kitchen where she prepares meals using the recipes she views from the TV in the living room. She’d also like to show off the pictures of her grandkids to her friends at bridge night. Ed, wants to keep Harriet happy and get the most out of their large TV, but they are retired so cost is a concern.

If asked, Ed will share:

He and Harriet primarily watch network stations like ABC, CBS and NBC, but Harriet loves cooking shows and occasionally he likes watching his alma mater’s sporting events on ESPN 3. Ideally, they’d like to connect their TV to the web so they can connect with their kids on Facebook. Also, Harriet would like to be able to show off pictures and interesting things she finds when browsing the web.

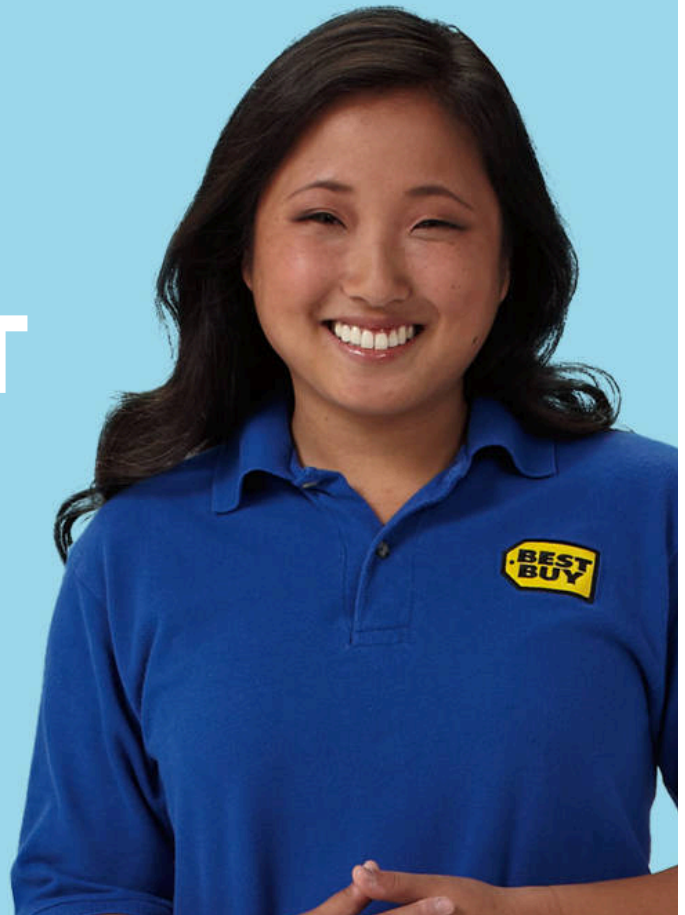
Current provider:

Phone/Cable/Internet:
\$145/month



CONSULTANT

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - **Customer**
 - **Consultant**
 - **Coach** (Also acts as Lead)
- **Consultant Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Ed and Harriet, a sixty-something married couple, are empty nesters. They have three kids living in three different time zones. Harriet is an avid Social Media user, keeping tabs on her kids and growing list of grandkids. They came in today to have the Geek Squad figure out why the computer they bought at Best Buy five months ago won't connect with Harriet's laptop. Harriet likes to watch cooking shows in the kitchen where she prepares meals using the recipes she views from the TV in the living room. She'd also like to show off the pictures of her grandkids to her friends at bridge night. Ed, wants to keep Harriet happy and get the most out of their large TV, but they are retired so cost is a concern.

Instructions:

- You have honored what the customer came in for and may have completed your sale
- Your responsibility is to evolve your customer interaction to start a relevant Home Connections conversation
- You should then complete the Perfect Hand-To for your Home Connections Lead



COACH/LEAD

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Ed and Harriet, a sixty-something married couple, are empty nesters. They have three kids living in three different time zones. Harriet is an avid Social Media user, keeping tabs on her kids and growing list of grandkids. They came in today to have the Geek Squad figure out why the computer they bought at Best Buy five months ago won't connect with Harriet's laptop. Harriet likes to watch cooking shows in the kitchen where she prepares meals using the recipes she views from the TV in the living room. She'd also like to show off the pictures of her grandkids to her friends at bridge night. Ed, wants to keep Harriet happy and get the most out of their large TV, but they are retired so cost is a concern.

If asked, Ed will share:

He and Harriet primarily watch network stations like ABC, CBS and NBC, but Harriet loves cooking shows and occasionally he likes watching his alma mater's sporting events on ESPN 3. Ideally, they'd like to connect their TV to the web so they can connect with their kids on Facebook. Also, Harriet would like to be able to show off pictures and interesting things she finds when browsing the web.

Current provider:

Phone/Cable/Internet: \$145/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Recognized the need for connections based on what the customer came into the store for
- Started a relevant Home Connections conversation
- Developed an appropriate opportunity to offer a fast and free review of the customer's internet and TV service options; and made the offer
- Used the right introduction to the Home Connections Lead: "Let me introduce you to our Home Connections expert, who has been authorized by CenturyLink, Cox and DIRECTV to help customers ensure they have the best connections to meet their needs"
- Completed the Perfect Hand-To (Coach acts as Lead):
 - Introduced the customer by name (not required)
 - Shared what the customer had bought and whether any services had been scheduled (or needed to be scheduled)
 - Shared what they know about the customer
 - Shared the relevant Home Connections conversation, including existing hardware
 - Gave the customer/Lead a copy of their completed CEW (extra credit)

Requirement:

- Honored what the customer came in for

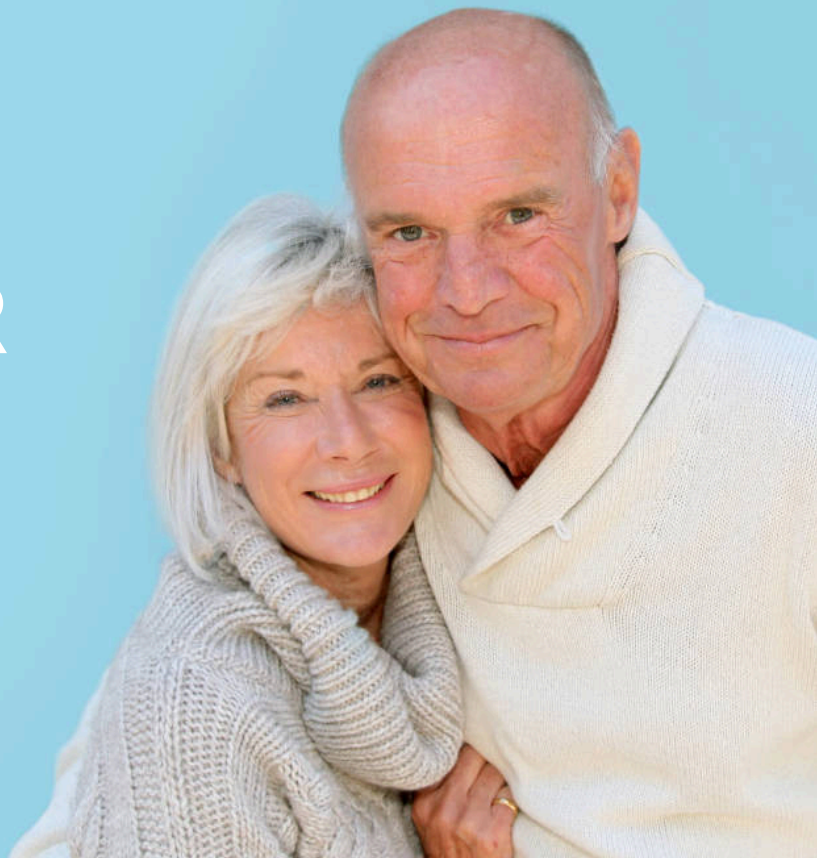
Promise(s) to be kept:

- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

Ed and Harriet, a sixty-something married couple, are empty nesters. They have three kids living in three different time zones. Harriet is an avid Social Media user, keeping tabs on her kids and growing list of grandkids. They came in today to have the Geek Squad figure out why the computer they bought at Best Buy five months ago won't connect with Harriet's laptop. Harriet likes to watch cooking shows in the kitchen where she prepares meals using the recipes she views from the TV in the living room. She'd also like to show off the pictures of her grandkids to her friends at bridge night. Ed, wants to keep Harriet happy and get the most out of their large TV, but they are retired so cost is a concern.

If asked, Ed will share:

He and Harriet primarily watch network stations like ABC, CBS and NBC, but Harriet loves cooking shows and occasionally he likes watching his alma mater's sporting events on ESPN 3. Ideally, they'd like to connect their TV to the web so they can connect with their kids on Facebook. Also, Harriet would like to be able to show off pictures and interesting things she finds when browsing the web.

Current provider:

Phone/Cable/Internet: \$145/month



LEAD

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Ed and Harriet, a sixty-something married couple, are empty nesters. They have three kids living in three different time zones. Harriet is an avid Social Media user, keeping tabs on her kids and growing list of grandkids. They came in today to have the Geek Squad figure out why the computer they bought at Best Buy five months ago won't connect with Harriet's laptop. Harriet likes to watch cooking shows in the kitchen where she prepares meals using the recipes she

views from the TV in the living room. She'd also like to show off the pictures of her grandkids to her friends at bridge night. Ed wants to keep Harriet happy and get the most out of their large TV, but they are retired so cost is a concern.

Instructions:

- You have just received the Perfect Hand-To from a Best Buy Consultant
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Ask Focused questions to gather information about the what the customer has and wants
- Determine the experience the customer needs or desires with Specific questions
- Identify customer's priorities with Checking questions
- Complete a Home Connx Customer Experience Worksheet for the customer
 - Use your tools:
 - Home Connx Customer Experience Worksheet
 - Your Mental Cheat Sheet (Use to complete Experience section of CEW)



COACH

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Ed and Harriet, a sixty-something married couple, are empty nesters. They have three kids living in three different time zones. Harriet is an avid Social Media user, keeping tabs on her kids and growing list of grandkids. They came in today to have the Geek Squad figure out why the computer they bought at Best Buy five months ago won't connect with Harriet's laptop. Harriet likes to watch cooking shows in the kitchen where she prepares meals using the recipes she views from the TV in the living room. She'd also like to show off the pictures of her grandkids to her friends at bridge night. Ed, wants to keep Harriet happy and get the most out of their large TV, but they are retired so cost is a concern.

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Current provider:

Phone/Cable/Internet: \$145/month

Validate the interaction and provide real-time feedback. Repeat until perfected

Things to listen for:

- Received the Perfect Hand-To
- Used an appropriate introduction:
 - Let the customer know how the right Home Connections make what they came here to buy a better experience
 - Offered a fast and free check-up of your internet and TV service
 - "In my role as a Home Connections Lead, my primary objective is to ensure that our customers have the right Home Connection to meet their needs. If you are like most people, our experience tells us that you might not be aware of all the options available to you. My colleague (Hand-To) mentioned that..."

Select:

- | | |
|------------------------|--|
| 1. Just moved | 4. Not happy with current set up/service |
| 2. Bought a new device | 5. Other |
| 3. Wants to save money | |

Can we spend a couple of minutes to identify the best options available to you, based on your needs?"

- Stated "Let's start by checking what services are available for you." After getting the customer's home address, established which providers that service their household
- Used focused questions to identify what the customer has and wants
- Used Specific questions to determine the experience the customer needs or desires
- Used Checking questions to identify customer priorities
- Compare the Home Connx Customer Experience Worksheet completed by the Lead with the example prepared for the Phase. Identify any incorrect or missing items

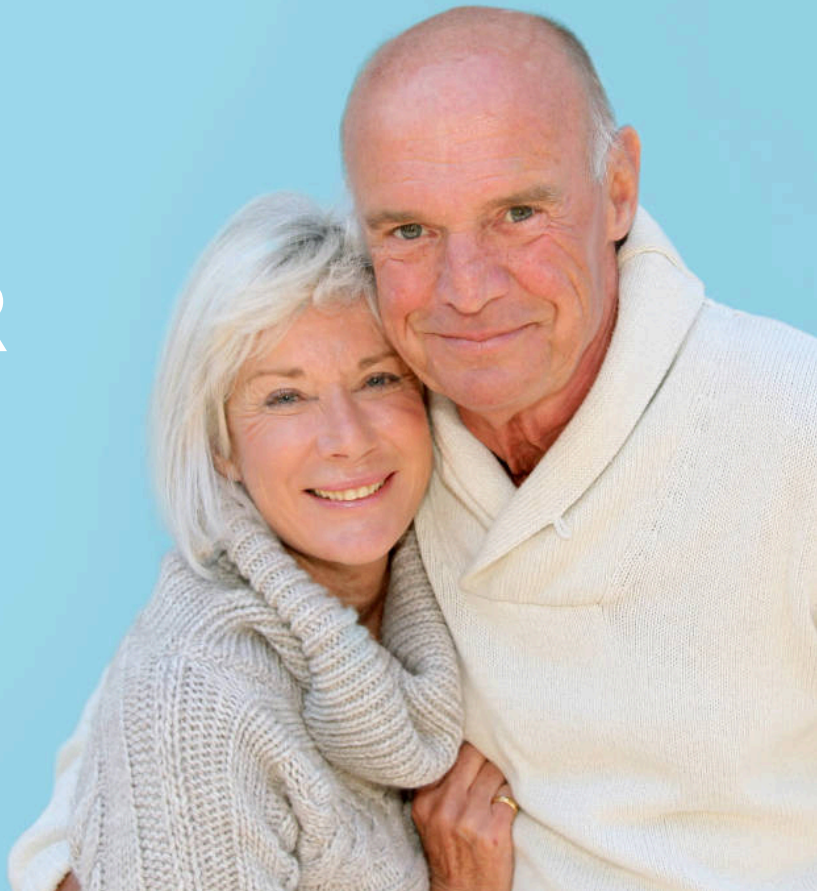
Promise(s) to be kept:

- "I will have the knowledge and resources to be your Home Connections expert"
- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Ed and Harriet, a sixty-something married couple, are empty nesters. They have three kids living in three different time zones. Harriet is an avid Social Media user, keeping tabs on her kids and growing list of grandkids. They came in today to have the Geek Squad figure out why the computer they bought at Best Buy five months ago won't connect with Harriet's laptop. Harriet likes to watch cooking shows in the kitchen where she prepares meals using the recipes she views from the TV in the living room. She'd also like to show off the pictures of her grandkids to her friends at bridge night. Ed wants to keep Harriet happy and get the most out of their large TV, but they are retired so cost is a concern.

If asked, Ed will share:

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Current provider:

Phone/Cable/Internet:
\$145/month



LEAD

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Ed and Harriet, a sixty-something married couple, are empty nesters. They have three kids living in three different time zones. Harriet is an avid Social Media user, keeping tabs on her kids and growing list of grandkids. They came in today to have the Geek Squad figure out why the computer they bought at Best Buy five months ago won't connect with Harriet's laptop. Harriet likes to watch cooking shows in the kitchen where she prepares meals using the recipes she views from the TV in the living room. She'd also like to show off the pictures of her grandkids to her friends at bridge night. Ed, wants to keep Harriet happy and get the most out of their large TV, but they are retired so cost is a concern.

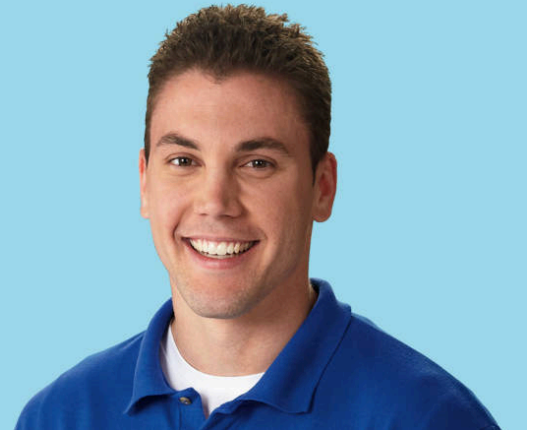
Instructions:

- You have completed your customer consultation and have an accurate Home Connx Customer Experience Worksheet
- As Lead you must progress the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering to the customer a connected experience
- Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- Make an unbiased recommendation that the customer can trust
- Customize the providers' services and hardware to meet the customer's needs
- Provide the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill is going to go up, tell them when and why... before they sign up



COACH

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Ed and Harriet, a sixty-something married couple, are empty nesters. They have three kids living in three different time zones. Harriet is an avid Social Media user, keeping tabs on her kids and growing list of grandkids. They came in today to have the Geek Squad figure out why the computer they bought at Best Buy five months ago won't connect with Harriet's laptop. Harriet likes to watch cooking shows in the kitchen where she prepares meals using the recipes she views from the TV in the living room. She'd also like to show off the pictures of her grandkids to her friends at bridge night. Ed, wants to keep Harriet happy and get the most out of their large TV, but they are retired so cost is a concern.

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Current provider:

Phone/Cable/Internet: \$145/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly
- Asked the right questions
- Compared costs and benefits of all the options with the customer, considering: what they currently have, what's available at their house, what they need for the experience they desire
- Made appropriate and unbiased recommendations
- Confidently made an unbiased selection
- Made the most appropriate selection (correct selection, based on specific Phase)
- Customized the providers' services and hardware to meet the customer's needs
- Provided the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill was going to go up, told them when and why... before they signed up
- Utilized Selling Skills
- Closed the sale

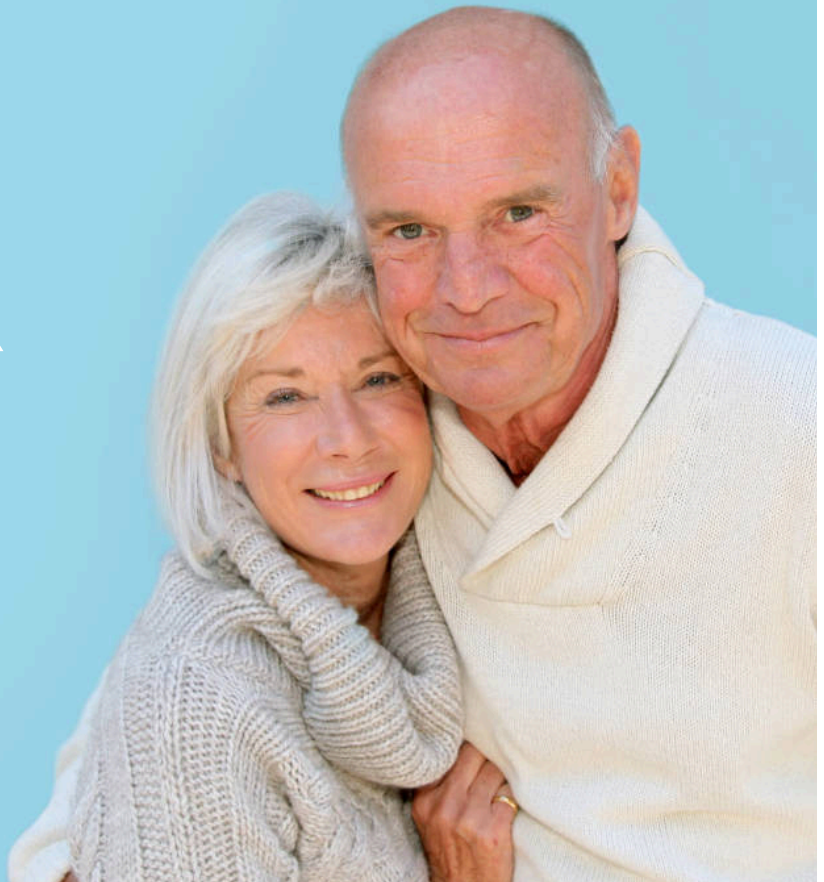
Promise(s) to be kept:

- "I will offer you an unbiased comparison of your choices: what you have, what's available, what you need"
- "I will tailor your order to your specific needs and give you complete billing transparency"



CUSTOMER

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Ed and Harriet, a sixty-something married couple, are empty nesters. They have three kids living in three different time zones. Harriet is an avid Social Media user, keeping tabs on her kids and growing list of grandkids. They came in today to have the Geek Squad figure out why the computer they bought at Best Buy five months ago won't connect with Harriet's laptop. Harriet likes to watch cooking shows in the kitchen where she prepares meals using the recipes she views from the TV in the living room. She'd also like to show off the pictures of her grandkids to her friends at bridge night. Ed wants to keep Harriet happy and get the most out of their large TV, but they are retired so cost is a concern.

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Current provider:

Phone/Cable/Internet:
\$145/month



LEAD

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Ed and Harriet, a sixty-something married couple, are empty nesters. They have three kids living in three different time zones. Harriet is an avid Social Media user, keeping tabs on her kids and growing list of grandkids. They came in today to have the Geek Squad figure out why the computer they bought at Best Buy five months ago won't connect with Harriet's laptop. Harriet likes to watch cooking shows in the kitchen where she prepares meals using the recipes she views from the TV in the living room. She'd also like to show off the pictures of her grandkids to her friends at bridge night. Ed, wants to keep Harriet happy and get the most out of their large TV, but they are retired so cost is a concern.

Instructions:

- Congratulations! You have completed the selection of your customer's ideal Home Connections service and your customer has agreed with your selection
- As Lead you must close the sale through transaction and scheduling:
 1. Uncover Home Connections opportunities for the customer
 2. Begin the process of delivering a connected experience to the customer
- Process the Right Order
- Coordinate installation schedules to the best of your ability to save the customer time and hassle



COACH

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Coach Card:**
 - o Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Ed and Harriet, a sixty-something married couple, are empty nesters. They have three kids living in three different time zones. Harriet is an avid Social Media user, keeping tabs on her kids and growing list of grandkids. They came in today to have the Geek Squad figure out why the computer they bought at Best Buy five months ago won't connect with Harriet's laptop. Harriet likes to watch cooking shows in the kitchen where she prepares meals using the recipes she views from the TV in the living room. She'd also like to show off the pictures of her grandkids to her friends at bridge night. Ed, wants to keep Harriet happy and get the most out of their large TV, but they are retired so cost is a concern.

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Current provider:

Phone/Cable/Internet: \$145/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly
- Performed a credit check, and then accepted terms and conditions
- Processed upfront costs before scheduling a walk-out
- Coordinated installation schedules to the best of ability to save the customer time and hassle: Home Connections provider(s), Geek Squad installation, product delivery
- The customer "Walked-Out Scheduled"

Promise(s) to be kept:

- "I will coordinate your sign-up process and installation to be **hassle-free**"





HOME CONNECTIONS TRAINING

ROLE-PLAY EXERCISES

The purpose of these exercises is to help you learn how to sell Home Connections effectively so that customers “Walk-Out Scheduled” and have a great overall experience. There are four phases to each role-play scenario, as follows:

1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To.” After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:

- i. Recognize the need for connections based on what the customer came into the store for
- ii. Carry out their responsibility: start a relevant connections conversation
- iii. Execute the Perfect Hand-To for the Home Connections Lead
 1. Introduce the customer by name (extra credit)
 2. Share what the customer has bought and whether any services have been scheduled (or need to be scheduled)
 3. Share what they know about the customer
 4. Share the relevant Home Connections conversation, including existing hardware
 5. Give the customer/Lead a copy of their completed CEW (extra credit)

2. Role-Play Phase 2: “Connecting with Customers”

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - i. Uncover Home Connections opportunities for the customer
 - ii. Begin the process of delivering a connected experience to the customer

- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. Use the right tools:
 1. Home Connx Customer Experience Worksheet (“CEW”)
 2. Mental Cheat Sheet (use to complete Experience section of CEW)

3. Role-Play Phase 3: “Selecting the Right Connections”

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what’s available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust

4. Role-Play Phase 4: “Walk-Out Scheduled”

- **Transact:** Process the right order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle

Role-Play Instructions: Overview

Three Roles per Scenario

- **Customer:** You are the person shopping in the store. Read your card carefully and respond accordingly
- **Employee:** You are the employee engaging the customer. Read your card carefully and respond accordingly
- **Coach:** Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected

When conducting the role-play it is important for each participant to retain the same role for each of the four phases of the role-play.

CUSTOMER

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To.” After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Customer Card:**
 - o **Goal:** To make the customer’s life better by equipping them with the Home Connections they need
 - o Do not give away any of your profile information. Wait until asked for information and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

The Garvers who have 3 children, two of the children are in high school (a senior and a sophomore both boys) and the third child is a girl who will be starting 5th grade. Like any family, they are trying to accommodate and balance everyone’s media and entertainment needs. They enjoy watching movies together, and the high school students are typically hanging with their friends and enjoy gaming. They had heard about online gaming options and went in to Best Buy to look through the latest in online gaming. When the Lead heard they were shying away from online gaming because of bandwidth concerns, he starts to inquire about their current set up.

If asked, the Garvers will share:

The Garvers are big media users. Everyone in the family loves movies and has their must-have TV shows to watch, though sometimes their time slots conflict. The kids enjoy gaming and have shown interest in playing online. Dad’s feeling like he’s paying too much for his bundle and is willing to give up some channels, but Grandma is moving in soon and she’s got some favorite channels and is unwilling to give them up.

Current provider:

Satellite TV \$189/month



CONSULTANT

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - **Customer**
 - **Consultant**
 - **Coach** (Also acts as Lead)
- **Consultant Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

The Garvers who have 3 children, two of the children are in high school (a senior and a sophomore both boys) and the third child is a girl who will be starting 5th grade. Like any family, they are trying to accommodate and balance everyone's media and entertainment needs. They enjoy watching movies together, and the high school students are typically hanging with their friends and enjoy gaming. They had heard about online gaming options and went in to Best Buy to look through the latest in online gaming. When the Lead heard they were shying away from online gaming because of bandwidth concerns, he starts to inquire about their current set up.

Instructions:

- You have honored what the customer came in for and may have completed your sale
- Your responsibility is to evolve your customer interaction to start a relevant Home Connections conversation
- You should then complete the Perfect Hand-To for your Home Connections Lead



COACH/LEAD

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

The Garvers who have 3 children, two of the children are in high school (a senior and a sophomore both boys) and the third child is a girl who will be starting 5th grade. Like any family, they are trying to accommodate and balance everyone's media and entertainment needs. They enjoy watching movies together, and the high school students are typically hanging with their friends and enjoy gaming. They had heard about online gaming options and went in to Best Buy to look through the latest in online gaming. When the Lead heard they were shying away from online gaming because of bandwidth concerns, he starts to inquire about their current set up.

If asked, the Garvers will share:

The Garvers are big media users. Everyone in the family loves movies and has their must-have TV shows to watch, though sometimes their time slots conflict. The kids enjoy gaming and have shown interest in playing online. Dad's feeling like he's paying too much for his bundle and is willing to give up some channels, but Grandma is moving in soon and she's got some favorite channels and is unwilling to give them up.

Current provider:

Satellite TV \$189/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Recognized the need for connections based on what the customer came into the store for
- Started a relevant Home Connections conversation
- Developed an appropriate opportunity to offer a fast and free review of the customer's internet and TV service options; and made the offer
- Used the right introduction to the Home Connections Lead: "Let me introduce you to our Home Connections expert, who has been authorized by CenturyLink, Cox and DIRECTV to help customers ensure they have the best connections to meet their needs"
- Completed the Perfect Hand-To (Coach acts as Lead):
 - Introduced the customer by name (not required)
 - Shared what the customer had bought and whether any services had been scheduled (or needed to be scheduled)
 - Shared what they know about the customer
 - Shared the relevant Home Connections conversation, including existing hardware
 - Gave the customer/Lead a copy of their completed CEW (extra credit)

Requirement:

- Honored what the customer came in for

Promise(s) to be kept:

- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

The Garvers who have 3 children, two of the children are in high school (a senior and a sophomore both boys) and the third child is a girl who will be starting 5th grade. Like any family, they are trying to accommodate and balance everyone's media and entertainment needs. They enjoy watching movies together, and the high school students are typically hanging with their friends and enjoy gaming. They had heard about online gaming options and went in to Best Buy to look through the latest in online gaming. When the Lead heard they were shying away from online gaming because of bandwidth concerns, he starts to inquire about their current set up.

If asked, the Garvers will share:

The Garvers are big media users. Everyone in the family loves movies and has their must-have TV shows to watch, though sometimes their time slots conflict. The kids enjoy gaming and have shown interest in playing online. Dad's feeling like he's paying too much for his bundle and is willing to give up some channels, but Grandma is moving in soon and she's got some favorite channels and is unwilling to give them up.

Current provider:

Satellite TV \$189/month



LEAD

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

The Garvers who have 3 children, two of the children are in high school (a senior and a sophomore both boys) and the third child is a girl who will be starting 5th grade. Like any family, they are trying to accommodate and balance everyone's media and entertainment needs. They enjoy watching movies together, and the high school students are typically hanging with their friends and enjoy gaming. They had heard about online gaming options and went in to

Best Buy to look through the latest in online gaming. When the Lead heard they were shying away from online gaming because of bandwidth concerns, he starts to inquire about their current set up.

Instructions:

- You have just received the Perfect Hand-To from a Best Buy Consultant
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Ask Focused questions to gather information about the what the customer has and wants
- Determine the experience the customer needs or desires with Specific questions
- Identify customer's priorities with Checking questions
- Complete a Home Connx Customer Experience Worksheet for the customer
 - Use your tools:
 - Home Connx Customer Experience Worksheet
 - Your Mental Cheat Sheet (Use to complete Experience section of CEW)



COACH

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - o Uncover Home Connections opportunities for the customer
 - o Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Coach Card:**
 - o Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

The Garvers who have 3 children, two of the children are in high school (a senior and a sophomore both boys) and the third child is a girl who will be starting 5th grade. Like any family, they are trying to accommodate and balance everyone's media and entertainment needs. They enjoy watching movies together, and the high school students are typically hanging with their friends and enjoy gaming. They had heard about online gaming options and went in to Best Buy to look through the latest in online gaming. When the Lead heard they were shying away from online gaming because of bandwidth concerns, he starts to inquire about their current set up.

If asked, the Garvers will share:

The Garvers are big media users. Everyone in the family loves movies and has their must-have TV shows to watch, though sometimes their time slots conflict. The kids enjoy gaming and have shown interest in playing online. Dad's feeling like he's paying too much for his bundle and is willing to give up some channels, but Grandma is moving in soon and she's got some favorite channels and is unwilling to give them up.

Current provider:

Satellite TV \$189/month

Validate the interaction and provide real-time feedback. Repeat until perfected

Things to listen for:

- Received the Perfect Hand-To
- Used an appropriate introduction:
 - Let the customer know how the right Home Connections make what they came here to buy a better experience
 - Offered a fast and free check-up of your internet and TV service
 - "In my role as a Home Connections Lead, my primary objective is to ensure that our customers have the right Home Connection to meet their needs. If you are like most people, our experience tells us that you might not be aware of all the options available to you. My colleague (Hand-To) mentioned that...

Select:

- | | |
|------------------------|--|
| 1. Just moved | 4. Not happy with current set up/service |
| 2. Bought a new device | 5. Other |
| 3. Wants to save money | |

Can we spend a couple of minutes to identify the best options available to you, based on your needs?"

- Stated "Let's start by checking what services are available for you." After getting the customer's home address, established which providers that service their household
- Used focused questions to identify what the customer has and wants
- Used Specific questions to determine the experience the customer needs or desires
- Used Checking questions to identify customer priorities
- Compare the Home Connx Customer Experience Worksheet completed by the Lead with the example prepared for the Phase. Identify any incorrect or missing items

Promise(s) to be kept:

- "I will have the knowledge and resources to be your Home Connections expert"
- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

The Garvers who have 3 children, two of the children are in high school (a senior and a sophomore both boys) and the third child is a girl who will be starting 5th grade. Like any family, they are trying to accommodate and balance everyone's media and entertainment needs. They enjoy watching movies together, and the high school students are typically hanging with their friends and enjoy gaming. They had heard about online gaming options and went in to Best Buy to look through the latest in online gaming. When the Lead heard they were shying away from online gaming because of bandwidth concerns, he starts to inquire about their current set up.

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The Garvers are big media users. Everyone in the family loves movies and has their must-have TV shows to watch, though sometimes their time slots conflict. The kids enjoy gaming and have shown interest in playing online. Dad's feeling like he's paying too much for his bundle and is willing to give up some channels, but Grandma is moving in soon and she's got some favorite channels and is unwilling to give them up.

Current provider:

Satellite TV \$189/month



LEAD

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

The Garvers who have 3 children, two of the children are in high school (a senior and a sophomore both boys) and the third child is a girl who will be starting 5th grade. Like any family, they are trying to accommodate and balance everyone's media and entertainment needs. They enjoy watching movies together, and the high school students are typically hanging with their friends and enjoy gaming. They had heard about online gaming options and went in to Best Buy to look through the latest in online gaming. When the Lead heard they were shying away from online gaming because of bandwidth concerns, he starts to inquire about their current set up.

Instructions:

- You have completed your customer consultation and have an accurate Home Connx Customer Experience Worksheet
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- Make an unbiased recommendation that the customer can trust
- Customize the providers' services and hardware to meet the customer's needs
- Provide the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill is going to go up, tell them when and why... before they sign up



COACH

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

The Garvers who have 3 children, two of the children are in high school (a senior and a sophomore both boys) and the third child is a girl who will be starting 5th grade. Like any family, they are trying to accommodate and balance everyone's media and entertainment needs. They enjoy watching movies together, and the high school students are typically hanging with their friends and enjoy gaming. They had heard about online gaming options and went in to Best Buy to look through the latest in online gaming. When the Lead heard they were shying away from online gaming because of bandwidth concerns, he starts to inquire about their current set up.

If asked, the Garvers will share:

The Garvers are big media users. Everyone in the family loves movies and has their must-have TV shows to watch, though sometimes their time slots conflict. The kids enjoy gaming and have shown interest in playing online. Dad's feeling like he's paying too much for his bundle and is willing to give up some channels, but Grandma is moving in soon and she's got some favorite channels and is unwilling to give them up.

Current provider:

Satellite TV \$189/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly
- Asked the right questions
- Compared costs and benefits of all the options with the customer, considering: what they currently have, what's available at their house, what they need for the experience they desire
- Made appropriate and unbiased recommendations
- Confidently made an unbiased selection
- Made the most appropriate selection (correct selection, based on specific Phase)
- Customized the providers' services and hardware to meet the customer's needs
- Provided the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill was going to go up, told them when and why... before they signed up
- Utilized Selling Skills
- Closed the sale

Promise(s) to be kept:

- "I will offer you an unbiased comparison of your choices: what you have, what's available, what you need"
- "I will tailor your order to your specific needs and give you complete billing transparency"



CUSTOMER

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

The Garvers who have 3 children, two of the children are in high school (a senior and a sophomore both boys) and the third child is a girl who will be starting 5th grade. Like any family, they are trying to accommodate and balance everyone's media and entertainment needs. They enjoy watching movies together, and the high school students are typically hanging with their friends and enjoy gaming. They had heard about online gaming options and went in to Best Buy to look through the latest in online gaming. When the Lead heard they were shying away from online gaming because of bandwidth concerns, he starts to inquire about their current set up.

If asked, the Garvers will share:

The Garvers are big media users. Everyone in the family loves movies and has their must-have TV shows to watch, though sometimes their time slots conflict. The kids enjoy gaming and have shown interest in playing online. Dad's feeling like he's paying too much for his bundle and is willing to give up some channels, but Grandma is moving in soon and she's got some favorite channels and is unwilling to give them up.

Current provider:

Satellite TV \$189/month



LEAD

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

The Garvers who have 3 children, two of the children are in high school (a senior and a sophomore both boys) and the third child is a girl who will be starting 5th grade. Like any family, they are trying to accommodate and balance everyone's media and entertainment needs. They enjoy watching movies together, and the high school students are typically hanging with their friends and enjoy gaming. They had heard about online gaming options and went in to Best Buy to look through the latest in online gaming. When the Lead heard they were shying away from online gaming because of bandwidth concerns, he starts to inquire about their current set up.

Instructions:

- Congratulations! You have completed the selection of your customer's ideal Home Connections service and your customer has agreed with your selection
- As Lead you must close the sale through transaction and scheduling:
 1. Uncover Home Connections opportunities for the customer
 2. Begin the process of delivering a connected experience to the customer
- Process the Right Order
- Coordinate installation schedules to the best of your ability to save the customer time and hassle



COACH

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

The Garvers who have 3 children, two of the children are in high school (a senior and a sophomore both boys) and the third child is a girl who will be starting 5th grade. Like any family, they are trying to accommodate and balance everyone's media and entertainment needs. They enjoy watching movies together, and the high school students are typically hanging with their friends and enjoy gaming. They had heard about online gaming options and went in to Best Buy to look through the latest in online gaming. When the Lead heard they were shying away from online gaming because of bandwidth concerns, he starts to inquire about their current set up.

If asked, the Garvers will share:

The Garvers are big media users. Everyone in the family loves movies and has their must-have TV shows to watch, though sometimes their time slots conflict. The kids enjoy gaming and have shown interest in playing online. Dad's feeling like he's paying too much for his bundle and is willing to give up some channels, but Grandma is moving in soon and she's got some favorite channels and is unwilling to give them up.

Current provider:

Satellite TV \$189/month

Validate the interaction and provide real-time feedback.
Repeat until perfected

Things to listen for:

- Used the system correctly
- Performed a credit check, and then accepted terms and conditions
- Processed upfront costs before scheduling a walk-out
- Coordinated installation schedules to the best of ability to save the customer time and hassle: Home Connections provider(s), Geek Squad installation, product delivery
- The customer "Walked-Out Scheduled"

Promise(s) to be kept:

- "I will coordinate your sign-up process and installation to be **hassle-free**"





The purpose of these exercises is to help you learn how to sell Home Connections effectively so that customers “Walk-Out Scheduled” and have a great overall experience. There are four phases to each role-play scenario, as follows:

1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To.” After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
 1. Introduce the customer by name (extra credit)
 2. Share what the customer has bought and whether any services have been scheduled (or need to be scheduled)
 3. Share what they know about the customer
 4. Share the relevant Home Connections conversation, including existing hardware
 5. Give the customer/Lead a copy of their completed CEW (extra credit)

2. Role-Play Phase 2: “Connecting with Customers”

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - i. Uncover Home Connections opportunities for the customer
 - ii. Begin the process of delivering a connected experience to the customer

- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. Use the right tools:
 1. Home Connx Customer Experience Worksheet (“CEW”)
 2. Mental Cheat Sheet (use to complete Experience section of CEW)

3. Role-Play Phase 3: “Selecting the Right Connections”

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what’s available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust

4. Role-Play Phase 4: “Walk-Out Scheduled”

- **Transact:** Process the right order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle

Role-Play Instructions: Overview

Three Roles per Scenario

- **Customer:** You are the person shopping in the store. Read your card carefully and respond accordingly
- **Employee:** You are the employee engaging the customer. Read your card carefully and respond accordingly
- **Coach:** Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected

When conducting the role-play it is important for each participant to retain the same role for each of the four phases of the role-play.

CUSTOMER

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Customer Card:**
 - o **Goal:** To make the customer's life better by equipping them with the Home Connections they need
 - o Do not give away any of your profile information. Wait until asked for information and mark each fact not revealed ***throughout the Role-Play sequence***

Customer Profile

Gordon is a 75-year-old widower who uses his home computer to day-trade stocks. He initially came into the store looking for a new mouse. During his conversation with the Computer Consultant, Gordon revealed that his computer is several years old and that his mouse is worn out. He's not really interested in upgrading his computer, but does think it might be necessary in the next year.

If asked, Gordon will share:

He regularly attends his investment club meetings, and the other members tease him about his hardware setup. He is reluctant to disclose that he's still on a Windows 98 computer with a 512K modem. Gordon considers himself a gamer; he plays bridge on the computer. He also enjoys catching the occasional western with Gary Cooper. A friend of the family had connected and tested his digital antenna for him so he could continue to get the news and watch Crime Scene Investigation-type programming; He is not up-to-speed with HD technology. Gordon has an AOL account, but other than that, he does not participate in social media. He does have a son and a daughter who have tried (unsuccessfully) to pull him into the digital age so he can more easily see pictures of his grandkids.

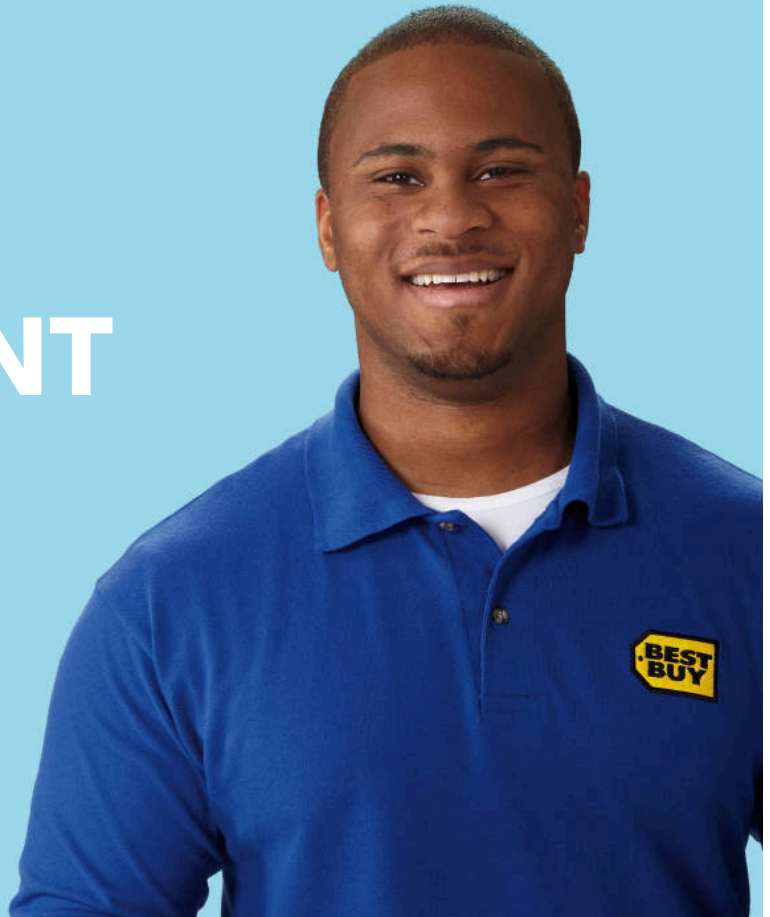
Current provider:

Cable/Internet: \$85/month



CONSULTANT

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Consultant Card:**
 - o **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Gordon is a 75-year-old widower who uses his home computer to day-trade stocks. He initially came into the store looking for a new mouse. During his conversation with the Computer Consultant, Gordon revealed that his computer is several years old and that his mouse is worn out. He's not really interested in upgrading his computer, but does think it might be necessary in the next year.

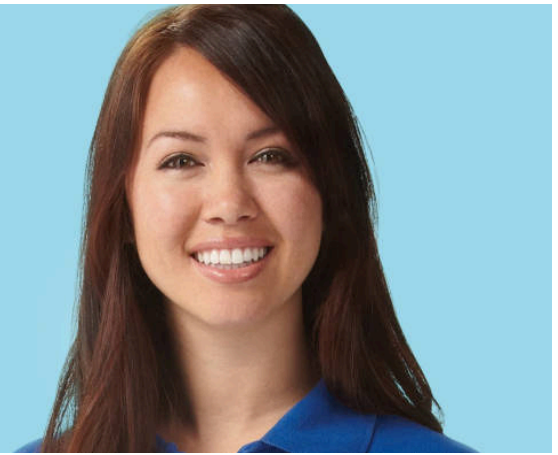
Instructions:

- You have honored what the customer came in for and may have completed your sale
- Your responsibility is to evolve your customer interaction to start a relevant Home Connections conversation
- You should then complete the Perfect Hand-To your Home Connections Lead



COACH/LEAD

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

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Current provider:

Cable/Internet: \$85/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Recognized the need for connections based on what the customer came into the store for
- Started a relevant Home Connections conversation
- Developed an appropriate opportunity to offer a fast and free review of the customer's internet and TV service options; and made the offer
- Used the right introduction to the Home Connections Lead: "Let me introduce you to our Home Connections expert, who has been authorized by CenturyLink, Cox and DIRECTV to help customers ensure they have the best connections to meet their needs"
- Completed the Perfect Hand-To (Coach acts as Lead):
 - Introduced the customer by name (not required)
 - Shared what the customer had bought and whether any services had been scheduled (or needed to be scheduled)
 - Shared what they know about the customer
 - Shared the relevant Home Connections conversation, including existing hardware
 - Gave the customer/Lead a copy of their completed CEW (extra credit)

Requirement:

- Honored what the customer came in for

Promise(s) to be kept:

- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

Gordon is a 75-year-old widower who uses his home computer to day-trade stocks. He initially came into the store looking for a new mouse. During his conversation with the Computer Consultant, Gordon revealed that his computer is several years old and that his mouse is worn out. He's not really interested in upgrading his computer, but does think it might be necessary in the next year.

If asked, Gordon will share:

He regularly attends his investment club meetings, and the other members tease him about his hardware setup. He is reluctant to disclose that he's still on a Windows 98 computer with a 512K modem. Gordon considers himself a gamer; he plays bridge on the computer. He also enjoys catching the occasional western with Gary Cooper. A friend of the family had connected and tested his digital antenna for him so he could continue to get the news and watch Crime Scene Investigation-type programming; He is not up-to-speed with HD technology. Gordon has an AOL account, but other than that, he does not participate in social media. He does have a son and a daughter who have tried (unsuccessfully) to pull him into the digital age so he can more easily see pictures of his grandkids.

Current provider:

Cable/Internet: \$85/month



LEAD

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Instructions:

- You have just received the Perfect Hand-To from a Best Buy Consultant.
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Ask Focused questions to gather information about what the customer has and wants
- Determine the experience the customer needs or desires with Specific questions
- Identify customer's priorities with Checking questions
- Complete a Home Connx Customer Experience Worksheet for the customer
 - Use your tools:
 - Home Connx Customer Experience Worksheet
 - Your Mental Cheat Sheet (use to complete Experience section of CEW)

Limited Customer Profile

Gordon is a 75-year-old widower who uses his home computer to day-trade stocks. He initially came into the store looking for a new mouse. During his conversation with the Computer Consultant, Gordon revealed that his computer is several years old and that his mouse is worn out. He's not really interested in upgrading his computer, but does think it might be necessary in the next year.



COACH

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Gordon is a 75-year-old widower who uses his home computer to day-trade stocks. He initially came into the store looking for a new mouse. During his conversation with the Computer Consultant, Gordon revealed that his computer is several years old and that his mouse is worn out. He's not really interested in upgrading his computer, but does think it might be necessary in the next year.

If asked, Gordon will share:

He regularly attends his investment club meetings, and the other members tease him about his hardware setup. He is reluctant to disclose that he's still on a Windows 98 computer with a 512K modem. Gordon considers himself a gamer; he plays bridge on the computer. He also enjoys catching the occasional western with Gary Cooper. A friend of the family had connected and tested his digital antenna for him so he could continue to get the news and watch Crime Scene Investigation-type programming; He is not up-to-speed with HD technology. Gordon has an AOL account, but other than that, he does not participate in social media. He does have a son and a daughter who have tried (unsuccessfully) to pull him into the digital age so he can more easily see pictures of his grandkids.

Current provider:

Cable/Internet: \$85/month

Validate the interaction and provide real-time feedback. Repeat until perfected

Things to listen for:

- Received the Perfect Hand-To
- Used an appropriate introduction:
 - Let the customer know how the right Home Connections make what they came here to buy a better experience
 - Offered a fast and free check-up of your internet and TV service
 - "In my role as a Home Connections Lead, my primary objective is to ensure that our customers have the right Home Connection to meet their needs. If you are like most people, our experience tells us that you might not be aware of all the options available to you. My colleague (Hand-To) mentioned that..."

Select:

- | | |
|------------------------|--|
| 1. Just moved | 4. Not happy with current set up/service |
| 2. Bought a new device | 5. Other |
| 3. Wants to save money | |

Can we spend a couple of minutes to identify the best options available to you, based on your needs?"

- Stated "Let's start by checking what services are available for you." After getting the customer's home address, established which providers that service their household
- Used focused questions to identify what the customer has and wants
- Used Specific questions to determine the experience the customer needs or desires
- Used Checking questions to identify customer priorities
- Compare the Home Connx Customer Experience Worksheet completed by the Lead with the example prepared for the Phase. Identify any incorrect or missing items

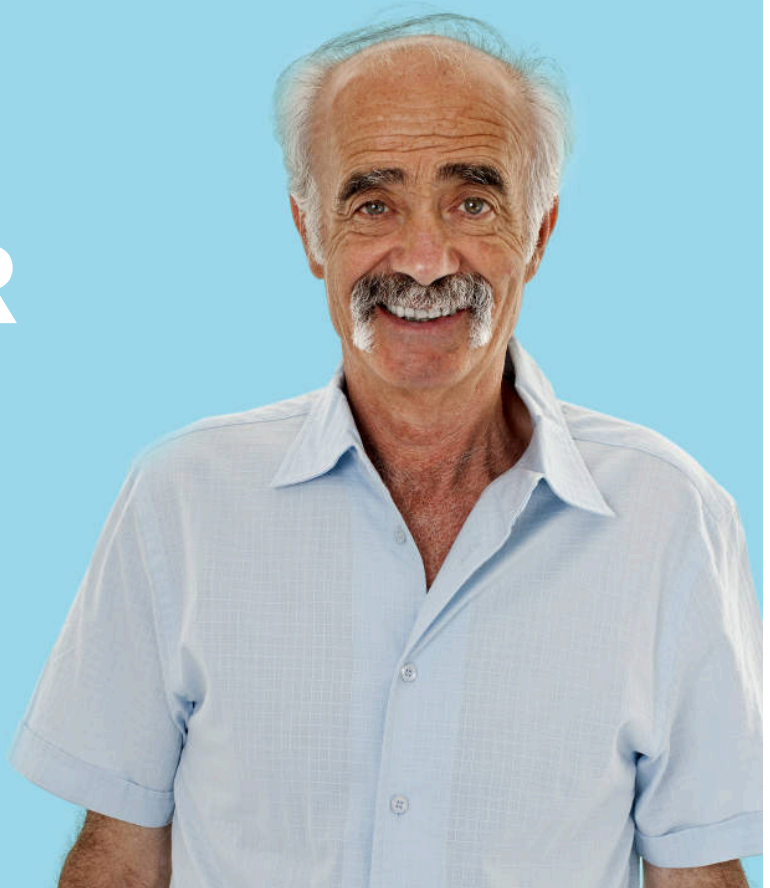
Promise(s) to be kept:

- "I will have the knowledge and resources to be your Home Connections expert"
- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed ***throughout the Role-Play sequence***

Customer Profile

Gordon is a 75-year-old widower who uses his home computer to day-trade stocks. He initially came into the store looking for a new mouse. During his conversation with the Computer Consultant, Gordon revealed that his computer is several years old and that his mouse is worn out. He's not really interested in upgrading his computer, but does think it might be necessary in the next year.

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Current provider:

Cable/Internet: \$85/month



LEAD

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Gordon is a 75-year-old widower who uses his home computer to day-trade stocks. He initially came into the store looking for a new mouse. During his conversation with the Computer Consultant, Gordon revealed that his computer is several years old and that his mouse is worn out. He's not really interested in upgrading his computer, but does think it might be necessary in the next year.

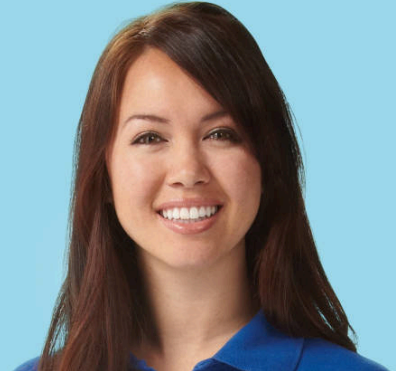
Instructions:

- You have completed your customer consultation and have an accurate Home Connx Customer Experience Worksheet
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- Make an unbiased recommendation that the customer can trust
- Customize the providers' services and hardware to meet the customer's needs
- Provide the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill is going to go up, tell them when and why... before they sign up



COACH

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Gordon is a 75-year-old widower who uses his home computer to day-trade stocks. He initially came into the store looking for a new mouse. During his conversation with the Computer Consultant, Gordon revealed that his computer is several years old and that his mouse is worn out. He's not really interested in upgrading his computer, but does think it might be necessary in the next year.

If asked, Gordon will share:

He regularly attends his investment club meetings, and the other members tease him about his hardware setup. He is reluctant to disclose that he's still on a Windows 98 computer with a 512K modem. Gordon considers himself a gamer; he plays bridge on the computer. He also enjoys catching the occasional western with Gary Cooper. A friend of the family had connected and tested his digital antenna for him so he could continue to get the news and watch Crime Scene Investigation-type programming; He is not up-to-speed with HD technology. Gordon has an AOL account, but other than that, he does not participate in social media. He does have a son and a daughter who have tried (unsuccessfully) to pull him into the digital age so he can more easily see pictures of his grandkids.

Current provider:

Cable/Internet: \$85/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly
- Asked the right questions
- Compared costs and benefits of all the options with the customer, considering: what they currently have, what's available at their house, what they need for the experience they desire
- Made appropriate and unbiased recommendations
- Confidently made an unbiased selection
- Made the most appropriate selection (correct selection, based on specific Phase)
- Customized the providers' services and hardware to meet the customer's needs
- Provided the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill was going to go up, told them when and why... before they signed up
- Utilized Selling Skills
- Closed the sale

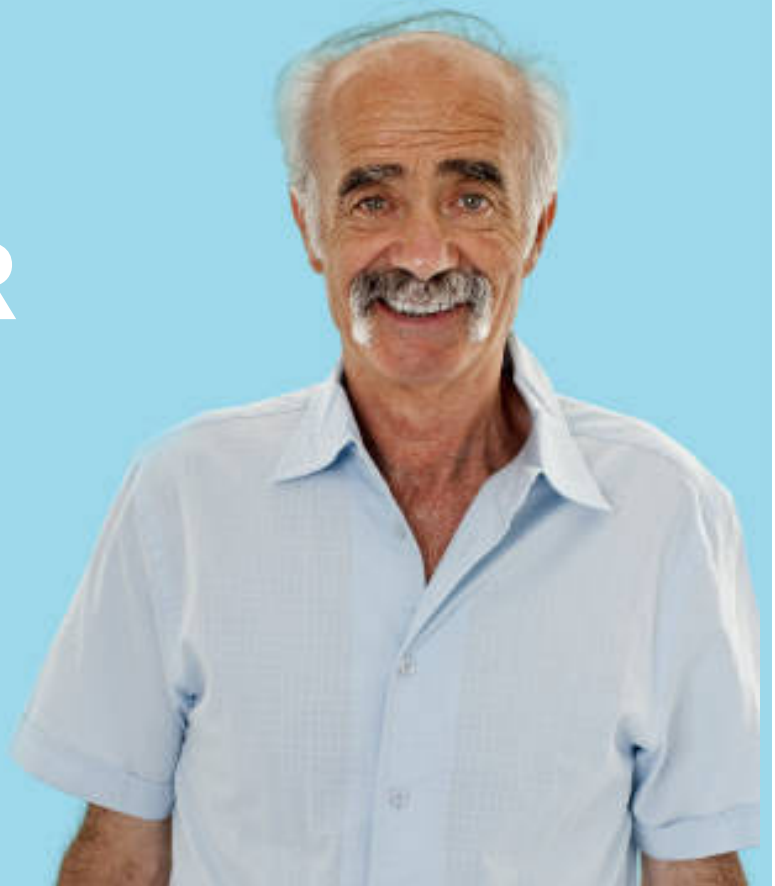
Promise(s) to be kept:

- "I will offer you an unbiased comparison of your choices: what you have, what's available, what you need"
- "I will tailor your order to your specific needs and give you complete billing transparency"



CUSTOMER

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Gordon is a 75-year-old widower who uses his home computer to day-trade stocks. He initially came into the store looking for a new mouse. During his conversation with the Computer Consultant, Gordon revealed that his computer is several years old and that his mouse is worn out. He's not really interested in upgrading his computer, but does think it might be necessary in the next year.

If asked, Gordon will share:

He regularly attends his investment club meetings, and the other members tease him about his hardware setup. He is reluctant to disclose that he's still on a Windows 98 computer with a 512K modem. Gordon considers himself a gamer; he plays bridge on the computer. He also enjoys catching the occasional western with Gary Cooper. A friend of the family had connected and tested his digital antenna for him so he could continue to get the news and watch Crime Scene Investigation-type programming; He is not up-to-speed with HD technology. Gordon has an AOL account, but other than that, he does not participate in social media. He does have a son and a daughter who have tried (unsuccessfully) to pull him into the digital age so he can more easily see pictures of his grandkids.

Current provider:

Cable/Internet: \$85/month



LEAD

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Gordon is a 75-year-old widower who uses his home computer to day-trade stocks. He initially came into the store looking for a new mouse. During his conversation with the Computer Consultant, Gordon revealed that his computer is several years old and that his mouse is worn out. He's not really interested in upgrading his computer, but does think it might be necessary in the next year.

Instructions:

- Congratulations! You have completed the selection of your customer's ideal Home Connection service and your customer has agreed with your selection
- As Lead you must close the sale through transaction and scheduling:
 1. Uncover Home Connections opportunities for the customer
 2. Begin the process of delivering a connected experience to the customer
- Process the Right Order
- Coordinate installation schedules to the best of your ability to save the customer time and hassle



COACH

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Gordon is a 75-year-old widower who uses his home computer to day-trade stocks. He initially came into the store looking for a new mouse. During his conversation with the Computer Consultant, Gordon revealed that his computer is several years old and that his mouse is worn out. He's not really interested in upgrading his computer, but does think it might be necessary in the next year.

If asked, Gordon will share:

He regularly attends his investment club meetings, and the other members tease him about his hardware setup. He is reluctant to disclose that he's still on a Windows 98 computer with a 512K modem. Gordon considers himself a gamer; he plays bridge on the computer. He also enjoys catching the occasional western with Gary Cooper. A friend of the family had connected and tested his digital antenna for him so he could continue to get the news and watch Crime Scene Investigation-type programming; He is not up-to-speed with HD technology. Gordon has an AOL account, but other than that, he does not participate in social media. He does have a son and a daughter who have tried (unsuccessfully) to pull him into the digital age so he can more easily see pictures of his grandkids.

Current provider:

Cable/Internet: \$85/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly.
- Performed a credit check, and then accepted terms and conditions.
- Processed upfront costs before scheduling a walk-out.
- Coordinated installation schedules to the best of ability to save the customer time and hassle: Home Connections provider(s), Geek Squad installation, product delivery.
- The customer "Walked-Out Scheduled"

Promise(s) to be kept:

- "I will coordinate your sign-up process and installation to be **hassle-free**"





HOME CONNECTIONS TRAINING

ROLE-PLAY EXERCISES

The purpose of these exercises is to help you learn how to sell Home Connections effectively so that customers "Walk-Out Scheduled" and have a great overall experience. There are four phases to each role-play scenario, as follows:

1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:

- Recognize the need for connections based on what the customer came into the store for
- Carry out their responsibility: start a relevant connections conversation
- Execute the Perfect Hand-To for the Home Connections Lead
 - Introduce the customer by name (extra credit)
 - Share what the customer has bought and whether any services have been scheduled (or need to be scheduled)
 - Share what they know about the customer
 - Share the relevant Home Connections conversation, including existing hardware
 - Give the customer/Lead a copy of their completed CEW (extra credit)

2. Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer

- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - Use the right tools:
 - Home Connx Customer Experience Worksheet ("CEW")
 - Mental Cheat Sheet (use to complete Experience section of CEW)

3. Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust

4. Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the right order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle

Role-Play Instructions: Overview

Three Roles per Scenario

- **Customer:** You are the person shopping in the store. Read your card carefully and respond accordingly
- **Employee:** You are the employee engaging the customer. Read your card carefully and respond accordingly
- **Coach:** Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected

When conducting the role-play it is important for each participant to retain the same role for each of the four phases of the role-play.

CUSTOMER

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Customer Card:**
 - o **Goal:** To make the customer's life better by equipping them with the Home Connections they need
 - o Do not give away any of your profile information. Wait until asked for information and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Greg and Sarah just tied the knot and, while they have been living together for some time, they are moving into a new townhome next month. They were searching for a new range for the kitchen. Greg and Sarah had friends that attended CES in Las Vegas and were curious about some of the smart appliances that are coming out. Like many young couples, they are very environmentally conscious, and want to be as green as possible. Greg and Sarah are big Android and Google fans. They have the latest Android phones and know a ton about the Android apps. They've heard that their Android apps can control their appliances.

If asked, Greg and Sarah will share:

While not big sports fans, Greg and Sarah are huge TV fans. They are both HGTV junkies and love renovation. They have a Netflix subscription, but only use it occasionally. Both work from home and are online all the time. They stay busy, but manage to squeeze in about four hours per week of Halo 3. They're interested in Smart TV and connecting to the internet. They have a TV, two Windows 7 laptops, two Android phones and an Xbox 360. They want a connected home, but they're on a budget. "We like our stuff green and efficient, but we don't have a lot to spend." They've noticed their internet was slower in their last place but didn't want to upgrade due to the hassle.

Current provider:

N/A, Budget \$75-\$100/month



CONSULTANT

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - **Customer**
 - **Consultant**
 - **Coach** (Also acts as Lead)
- **Consultant Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

While not big sports fans, Greg and Sarah are huge TV fans. They are both HGTV junkies and love renovation. They have a Netflix subscription, but only use it occasionally. Both work from home and are online all the time. They stay busy, but manage to squeeze in about four hours per week of Halo 3. They're interested in Smart TV and connecting to the internet. They have a TV, two Windows 7 laptops, two Android phones and an Xbox 360. They want a connected home, but they're on a budget. "We like our stuff green and efficient, but we don't have a lot to spend." They've noticed their internet was slower in their last place but didn't want to upgrade due to the hassle.

Instructions:

- You have honored what the customer came in for and may have completed your sale
- Your responsibility is to evolve your customer interaction to start a relevant Home Connections conversation
- You should then complete the Perfect Hand-To your Home Connections Lead



COACH/LEAD

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Greg and Sarah just tied the knot and, while they have been living together for some time, they are moving into a new townhome next month. They were searching for a new range for the kitchen. Greg and Sarah had friends that attended CES in Las Vegas and were curious about some of the smart appliances that are coming out. Like many young couples, they are very environmentally conscious, and want to be as green as possible. Greg and Sarah are big Android and Google fans. They have the latest Android phones and know a ton about the Android apps. They've heard that their Android apps can control their appliances.

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Current provider:

N/A, Budget \$75-\$100/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Recognized the need for connections based on what the customer came into the store for
- Started a relevant Home Connections conversation
- Developed an appropriate opportunity to offer a fast and free review of the customer's internet and TV service options; and made the offer
- Used the right introduction to the Home Connections Lead: "Let me introduce you to our Home Connections expert, who has been authorized by CenturyLink, Cox and DIRECTV to help customers ensure they have the best connections to meet their needs"
- Completed the Perfect Hand-To (Coach acts as Lead):
 - Introduced the customer by name (not required)
 - Shared what the customer had bought and whether any services had been scheduled (or needed to be scheduled)
 - Shared what they know about the customer
 - Shared the relevant Home Connections conversation, including existing hardware
 - Gave the customer/Lead a copy of their completed CEW (extra credit)

Requirement:

- Honored what the customer came in for

Promise(s) to be kept:

- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

Greg and Sarah just tied the knot and, while they have been living together for some time, they are moving into a new townhome next month. They were searching for a new range for the kitchen. Greg and Sarah had friends that attended CES in Las Vegas and were curious about some of the smart appliances that are coming out. Like many young couples, they are very environmentally conscious, and want to be as green as possible. Greg and Sarah are big Android and Google fans. They have the latest Android phones and know a ton about the Android apps. They've heard that their Android apps can control their appliances.

If asked, Greg and Sarah will share:

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Current provider:

N/A, Budget \$75-\$100/month



LEAD

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

While not big sports fans, Greg and Sarah are huge TV fans. They are both HGTV junkies and love renovation. They have a Netflix subscription, but only use it occasionally. Both work from home and are online all the time. They stay busy, but manage to squeeze in about four hours per week of Halo 3. They're interested in Smart TV and connecting to the internet. They have

a TV, two Windows 7 laptops, two Android phones and an Xbox 360. They want a connected home, but they're on a budget. "We like our stuff green and efficient, but we don't have a lot to spend." They've noticed their internet was slower in their last place but didn't want to upgrade due to the hassle.

Instructions:

- You have just received the Perfect Hand-To from a Best Buy Consultant.
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Ask Focused questions to gather information about the what the customer has and wants
- Determine the experience the customer needs or desires with Specific questions
- Identify customer's priorities with Checking questions
- Complete a Home Connx Customer Experience Worksheet for the customer
 - Use your tools:
 - Home Connx Customer Experience Worksheet
 - Your Mental Cheat Sheet (use to complete Experience section of CEW)



COACH

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Greg and Sarah just tied the knot and, while they have been living together for some time, they are moving into a new townhome next month. They were searching for a new range for the kitchen. Greg and Sarah had friends that attended CES in Las Vegas and were curious about some of the smart appliances that are coming out. Like many young couples, they are very environmentally conscious, and want to be as green as possible. Greg and Sarah are big Android and Google fans. They have the latest Android phones and know a ton about the Android apps. They've heard that their Android apps can control their appliances.

If asked, Greg and Sarah will share:

While not big sports fans, Greg and Sarah are huge TV fans. They are both HGTV junkies and love renovation. They have a Netflix subscription, but only use it occasionally. Both work from home and are online all the time. They stay busy, but manage to squeeze in about four hours per week of Halo 3. They're interested in Smart TV and connecting to the internet. They have a TV, two Windows 7 laptops, two Android phones and an Xbox 360. They want a connected home, but they're on a budget. "We like our stuff green and efficient, but we don't have a lot to spend." They've noticed their internet was slower in their last place but didn't want to upgrade due to the hassle.

Current provider:

N/A, Budget \$75-\$100/month

Validate the interaction and provide real-time feedback. Repeat until perfected

Things to listen for:

- Received the Perfect Hand-To
- Used an appropriate introduction:
 - Let the customer know how the right Home Connections make what they came here to buy a better experience
 - Offered a fast and free check-up of your internet and TV service
 - "In my role as a Home Connections Lead, my primary objective is to ensure that our customers have the right Home Connection to meet their needs. If you are like most people, our experience tells us that you might not be aware of all the options available to you. My colleague (Hand-To) mentioned that..."

Select:

- | | |
|------------------------|------------------------|
| 1. Just moved | 4. Not happy with |
| 2. Bought a new device | current set up/service |
| 3. Wants to save money | 5. Other |

Can we spend a couple of minutes to identify the best options available to you, based on your needs?"

- Stated "Let's start by checking what services are available for you." After getting the customer's home address, established which providers that service their household
- Used focused questions to identify what the customer has and wants
- Used Specific questions to determine the experience the customer needs or desires
- Used Checking questions to identify customer priorities
- Compare the Home Connx Customer Experience Worksheet completed by the Lead with the example prepared for the Phase. Identify any incorrect or missing items

Promise(s) to be kept:

- "I will have the knowledge and resources to be your Home Connections expert"
- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Greg and Sarah just tied the knot and, while they have been living together for some time, they are moving into a new townhome next month. They were searching for a new range for the kitchen. Greg and Sarah had friends that attended CES in Las Vegas and were curious about some of the smart appliances that are coming out. Like many young couples, they are very environmentally conscious, and want to be as green as possible. Greg and Sarah are big Android and Google fans. They have the latest Android phones and know a ton about the Android apps. They've heard that their Android apps can control their appliances.

If asked, Greg and Sarah will share:

While not big sports fans, Greg and Sarah are huge TV fans. They are both HGTV junkies and love renovation. They have a Netflix subscription, but only use it occasionally. Both work from home and are online all the time. They stay busy, but manage to squeeze in about four hours per week of Halo 3. They're interested in Smart TV and connecting to the internet. They have a TV, two Windows 7 laptops, two Android phones and an Xbox 360. They want a connected home, but they're on a budget. "We like our stuff green and efficient, but we don't have a lot to spend." They've noticed their internet was slower in their last place but didn't want to upgrade due to the hassle.

Current provider:

N/A, Budget \$75-\$100/month



LEAD

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

While not big sports fans, Greg and Sarah are huge TV fans. They are both HGTV junkies and love renovation. They have a Netflix subscription, but only use it occasionally. Both work from home and are online all the time. They stay busy, but manage to squeeze in about four hours per week of Halo 3. They're interested in Smart TV and connecting to the internet. They have a TV, two Windows 7 laptops, two Android phones and an Xbox 360. They want a connected home, but they're on a budget. "We like our stuff green and efficient, but we don't have a lot to spend." They've noticed their internet was slower in their last place but didn't want to upgrade due to the hassle.

Instructions:

- You have completed your customer consultation and have an accurate Home Connx Customer Experience Worksheet
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- Make an unbiased recommendation that the customer can trust
- Customize the providers' services and hardware to meet the customer's needs
- Provide the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill is going to go up, tell them when and why... before they sign up



COACH

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Greg and Sarah just tied the knot and, while they have been living together for some time, they are moving into a new townhome next month. They were searching for a new range for the kitchen. Greg and Sarah had friends that attended CES in Las Vegas and were curious about some of the smart appliances that are coming out. Like many young couples, they are very environmentally conscious, and want to be as green as possible. Greg and Sarah are big Android and Google fans. They have the latest Android phones and know a ton about the Android apps. They've heard that their Android apps can control their appliances.

If asked, Greg and Sarah will share:

While not big sports fans, Greg and Sarah are huge TV fans. They are both HGTV junkies and love renovation. They have a Netflix subscription, but only use it occasionally. Both work from home and are online all the time. They stay busy, but manage to squeeze in about four hours per week of Halo 3. They're interested in Smart TV and connecting to the internet. They have a TV, two Windows 7 laptops, two Android phones and an Xbox 360. They want a connected home, but they're on a budget. "We like our stuff green and efficient, but we don't have a lot to spend." They've noticed their internet was slower in their last place but didn't want to upgrade due to the hassle.

Current provider:

N/A, Budget \$75-\$100/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly
- Asked the right questions
- Compared costs and benefits of all the options with the customer, considering: what they currently have, what's available at their house, what they need for the experience they desire
- Made appropriate and unbiased recommendations
- Confidently made an unbiased selection
- Made the most appropriate selection (correct selection, based on specific Phase)
- Customized the providers' services and hardware to meet the customer's needs
- Provided the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill was going to go up, told them when and why... before they signed up
- Utilized Selling Skills
- Closed the sale

Promise(s) to be kept:

- "I will offer you an unbiased comparison of your choices: what you have, what's available, what you need"
- "I will tailor your order to your specific needs and give you complete billing transparency"



CUSTOMER

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed ***throughout the Role-Play sequence***

Customer Profile

Greg and Sarah just tied the knot and, while they have been living together for some time, they are moving into a new townhome next month. They were searching for a new range for the kitchen. Greg and Sarah had friends that attended CES in Las Vegas and were curious about some of the smart appliances that are coming out. Like many young couples, they are very environmentally conscious, and want to be as green as possible. Greg and Sarah are big Android and Google fans. They have the latest Android phones and know a ton about the Android apps. They've heard that their Android apps can control their appliances.

If asked, Greg and Sarah will share:

While not big sports fans, Greg and Sarah are huge TV fans. They are both HGTV junkies and love renovation. They have a Netflix subscription, but only use it occasionally. Both work from home and are online all the time. They stay busy, but manage to squeeze in about four hours per week of Halo 3. They're interested in Smart TV and connecting to the internet. They have a TV, two Windows 7 laptops, two Android phones and an Xbox 360. They want a connected home, but they're on a budget. "We like our stuff green and efficient, but we don't have a lot to spend." They've noticed their internet was slower in their last place but didn't want to upgrade due to the hassle.

Current provider:

N/A, Budget \$75-\$100/month



LEAD

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

While not big sports fans, Greg and Sarah are huge TV fans. They are both HGTV junkies and love renovation. They have a Netflix subscription, but only use it occasionally. Both work from home and are online all the time. They stay busy, but manage to squeeze in about four hours per week of Halo 3. They're interested in Smart TV and connecting to the internet. They have a TV, two Windows 7 laptops, two Android phones and an Xbox 360. They want a connected home, but they're on a budget. "We like our stuff green and efficient, but we don't have a lot to spend." They've noticed their internet was slower in their last place but didn't want to upgrade due to the hassle.

Instructions:

- Congratulations! You have completed the selection of your customer's ideal Home Connection service and your customer has agreed with your selection
- As Lead you must close the sale through transaction and scheduling:
 1. Uncover Home Connections opportunities for the customer
 2. Begin the process of delivering a connected experience to the customer
- Process the Right Order
- Coordinate installation schedules to the best of your ability to save the customer time and hassle



COACH

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Greg and Sarah just tied the knot and, while they have been living together for some time, they are moving into a new townhome next month. They were searching for a new range for the kitchen. Greg and Sarah had friends that attended CES in Las Vegas and were curious about some of the smart appliances that are coming out. Like many young couples, they are very environmentally conscious, and want to be as green as possible. Greg and Sarah are big Android and Google fans. They have the latest Android phones and know a ton about the Android apps. They've heard that their Android apps can control their appliances.

If asked, Greg and Sarah will share:

While not big sports fans, Greg and Sarah are huge TV fans. They are both HGTV junkies and love renovation. They have a Netflix subscription, but only use it occasionally. Both work from home and are online all the time. They stay busy, but manage to squeeze in about four hours per week of Halo 3. They're interested in Smart TV and connecting to the internet. They have a TV, two Windows 7 laptops, two Android phones and an Xbox 360. They want a connected home, but they're on a budget. "We like our stuff green and efficient, but we don't have a lot to spend." They've noticed their internet was slower in their last place but didn't want to upgrade due to the hassle.

Current provider:

N/A, Budget \$75-\$100/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly.
- Performed a credit check, and then accepted terms and conditions.
- Processed upfront costs before scheduling a walk-out.
- Coordinated installation schedules to the best of ability to save the customer time and hassle: Home Connections provider(s), Geek Squad installation, product delivery.
- The customer "Walked-Out Scheduled"

Promise(s) to be kept:

- "I will coordinate your sign-up process and installation to be **hassle-free**"





HOME CONNECTIONS TRAINING

ROLE-PLAY EXERCISES

The purpose of these exercises is to help you learn how to sell Home Connections effectively so that customers "Walk-Out Scheduled" and have a great overall experience. There are four phases to each role-play scenario, as follows:

1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:

- Recognize the need for connections based on what the customer came into the store for
- Carry out their responsibility: start a relevant connections conversation
- Execute the Perfect Hand-To for the Home Connections Lead
 - Introduce the customer by name (extra credit)
 - Share what the customer has bought and whether any services have been scheduled (or need to be scheduled)
 - Share what they know about the customer
 - Share the relevant Home Connections conversation, including existing hardware
 - Give the customer/Lead a copy of their completed CEW (extra credit)

2. Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer

- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - Use the right tools:
 - Home Connx Customer Experience Worksheet ("CEW")
 - Mental Cheat Sheet (use to complete Experience section of CEW)

3. Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust

4. Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the right order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle

Role-Play Instructions: Overview

Three Roles per Scenario

- **Customer:** You are the person shopping in the store. Read your card carefully and respond accordingly
- **Employee:** You are the employee engaging the customer. Read your card carefully and respond accordingly
- **Coach:** Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected

When conducting the role-play it is important for each participant to retain the same role for each of the four phases of the role-play.

CUSTOMER

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Customer Card:**
 - o **Goal:** To make the customer's life better by equipping them with the Home Connections they need
 - o Do not give away any of your profile information. Wait until asked for information and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

Javier and Cecilia are both 34 years of age. Javier just took a job in Las Vegas with a high-tech security firm from Kansas City and is in the Best Buy today purchasing a refrigerator & microwave for his new home. Javier and his two young boys, ages 6 and 8 are huge Kansas City Chief Fans and he is wearing some team logo on his clothes. Javier's fondness for all things chiefs abounds, including asking if the microwave comes in Chief red, (and Cecilia will along with that).

If asked, Javier will share:

He and his two sons are massive sports fans. They never miss a Chiefs game. The two boys also enjoy playing games frequently on their PS3 and Wii consoles. Cecilia has a few shows that she watches religiously, but since she's the only one who watches them, she predominantly relies on a DVR watch them. The families main internet use is primarily for social media.

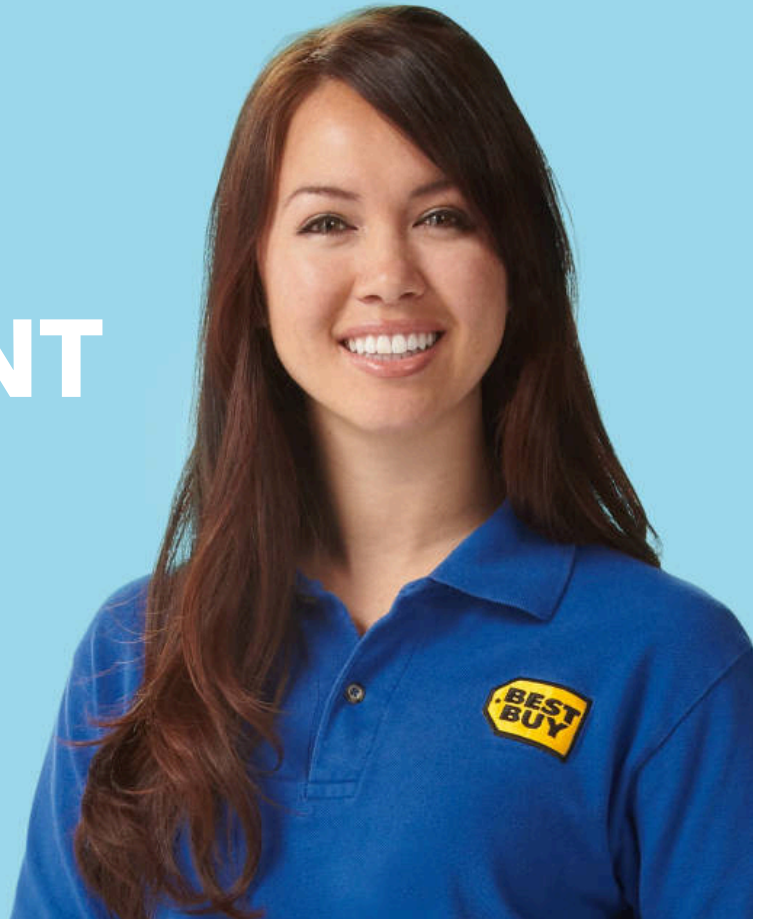
Current provider:

Cable/Internet: \$90/Month



CONSULTANT

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Consultant Card:**
 - o **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Javier and Cecilia are both 34 years of age. Javier just took a job in Las Vegas with a high-tech security firm from Kansas City and is in the Best Buy today purchasing a refrigerator & microwave for his new home. Javier and his two young boys, ages 6 and 8 are huge Kansas City Chief Fans and he is wearing some team logo on his clothes. Javier's fondness for all things chiefs abounds, including asking if the microwave comes in Chief red, (and Cecilia will along with that.)

Instructions:

- You have honored what the customer came in for and may have completed your sale
- Your responsibility is to evolve your customer interaction to start a relevant Home Connections conversation
- You should then complete the Perfect Hand-To for your Home Connections Lead



COACH/LEAD

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Javier and Cecilia are both 34 years of age. Javier just took a job in Las Vegas with a high-tech security firm from Kansas City and is in the Best Buy today purchasing a refrigerator & microwave for his new home. Javier and his two young boys, ages 6 and 8 are huge Kansas City Chief Fans and he is wearing some team logo on his clothes. Javier's fondness for all things chiefs abounds, including asking if the microwave comes in Chief red, (and Cecilia will along with that).

If asked, Javier will share:

He and his two sons are massive sports fans. They never miss a Chiefs game. The two boys also enjoy playing games frequently on their PS3 and Wii consoles. Cecilia has a few shows that she watches religiously, but since she's the only one who watches them, she predominantly relies on a DVR watch them. The families main internet use is primarily for social media.

Current provider:

Cable/Internet: \$90/Month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Recognized the need for connections based on what the customer came into the store for
- Started a relevant Home Connections conversation
- Developed an appropriate opportunity to offer a fast and free review of the customer's internet and TV service options; and made the offer
- Used the right introduction to the Home Connections Lead: "Let me introduce you to our Home Connections expert, who has been authorized by CenturyLink, Cox and DIRECTV to help customers ensure they have the best connections to meet their needs"
- Completed the Perfect Hand-To (Coach acts as Lead):
 - Introduced the customer by name (not required)
 - Shared what the customer had bought and whether any services had been scheduled (or needed to be scheduled)
 - Shared what they know about the customer
 - Shared the relevant Home Connections conversation, including existing hardware
 - Gave the customer/Lead a copy of their completed CEW (extra credit)

Requirement:

- Honored what the customer came in for

Promise(s) to be kept:

- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Javier and Cecilia are both 34 years of age. Javier just took a job in Las Vegas with a high-tech security firm from Kansas City and is in the Best Buy today purchasing a refrigerator & microwave for his new home. Javier and his two young boys, ages 6 and 8 are huge Kansas City Chief Fans and he is wearing some team logo on his clothes. Javier's fondness for all things chiefs abounds, including asking if the microwave comes in Chief red, (and Cecilia will along with that).

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He and his two sons are massive sports fans. They never miss a Chiefs game. The two boys also enjoy playing games frequently on their PS3 and Wii consoles. Cecilia has a few shows that she watches religiously, but since she's the only one who watches them, she predominantly relies on a DVR watch them. The families main internet use is primarily for social media.

Current provider:

Cable/Internet: \$90/Month



LEAD

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
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- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Instructions:

- You have just received the Perfect Hand-To from a Best Buy Consultant
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Ask Focused questions to gather information about the what the customer has and wants
- Determine the experience the customer needs or desires with Specific questions
- Identify customer's priorities with Checking questions
- Complete a Home Connx Customer Experience Worksheet for the customer
 - Use your tools:
 - Home Connx Customer Experience Worksheet
 - Your Mental Cheat Sheet (Use to complete Experience section of CEW)

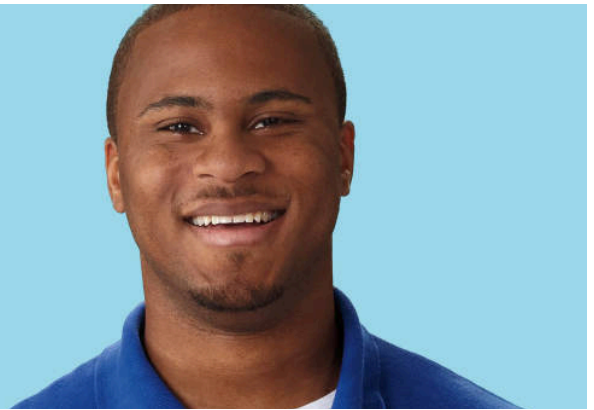
Limited Customer Profile

Javier and Cecilia are both 34 years of age. Javier just took a job in Las Vegas with a high-tech security firm from Kansas City and is in the Best Buy today purchasing a refrigerator & microwave for his new home. Javier and his two young boys, ages 6 and 8 are huge Kansas City Chief Fans and he is wearing some team logo on his clothes. Javier's fondness for all things chiefs abounds, including asking if the microwave comes in Chief red, (and Cecilia will along with that.)



COACH

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Javier and Cecilia are both 34 years of age. Javier just took a job in Las Vegas with a high-tech security firm from Kansas City and is in the Best Buy today purchasing a refrigerator & microwave for his new home. Javier and his two young boys, ages 6 and 8 are huge Kansas City Chief Fans and he is wearing some team logo on his clothes. Javier's fondness for all things chiefs abounds, including asking if the microwave comes in Chief red, (and Cecilia will along with that).

If asked, Javier will share:

He and his two sons are massive sports fans. They never miss a Chiefs game. The two boys also enjoy playing games frequently on their PS3 and Wii consoles. Cecilia has a few shows that she watches religiously, but since she's the only one who watches them, she predominantly relies on a DVR watch them. The families main internet use is primarily for social media.

Current provider:

Cable/Internet: \$90/Month

Validate the interaction and provide real-time feedback. Repeat until perfected

Things to listen for:

- Received the Perfect Hand-To
- Used an appropriate introduction:
 - Let the customer know how the right Home Connections make what they came here to buy a better experience
 - Offered a fast and free check-up of your internet and TV service
 - "In my role as a Home Connections Lead, my primary objective is to ensure that our customers have the right Home Connection to meet their needs. If you are like most people, our experience tells us that you might not be aware of all the options available to you. My colleague (Hand-To) mentioned that...

Select:

- | | |
|------------------------|------------------------|
| 1. Just moved | 4. Not happy with |
| 2. Bought a new device | current set up/service |
| 3. Wants to save money | 5. Other |

Can we spend a couple of minutes to identify the best options available to you, based on your needs?"

- Stated "Let's start by checking what services are available for you." After getting the customer's home address, established which providers that service their household
- Used focused questions to identify what the customer has and wants
- Used Specific questions to determine the experience the customer needs or desires
- Used Checking questions to identify customer priorities
- Compare the Home Connx Customer Experience Worksheet completed by the Lead with the example prepared for the Phase. Identify any incorrect or missing items

Promise(s) to be kept:

- "I will have the knowledge and resources to be your Home Connections expert"
- "I will share with you how the right Home Connections will give you the best experience"

CUSTOMER

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Javier and Cecilia are both 34 years of age. Javier just took a job in Las Vegas with a high-tech security firm from Kansas City and is in the Best Buy today purchasing a refrigerator & microwave for his new home. Javier and his two young boys, ages 6 and 8 are huge Kansas City Chief Fans and he is wearing some team logo on his clothes. Javier's fondness for all things chiefs abounds, including asking if the microwave comes in Chief red, (and Cecilia will along with that).

If asked, Javier will share:

He and his two sons are massive sports fans. They never miss a Chiefs game. The two boys also enjoy playing games frequently on their PS3 and Wii consoles. Cecilia has a few shows that she watches religiously, but since she's the only one who watches them, she predominantly relies on a DVR watch them. The families main internet use is primarily for social media.

Current provider:

Cable/Internet: \$90/Month



LEAD

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Javier and Cecilia are both 34 years of age. Javier just took a job in Las Vegas with a high-tech security firm from Kansas City and is in the Best Buy today purchasing a refrigerator & microwave for his new home. Javier and his two young boys, ages 6 and 8 are huge Kansas City Chief Fans and he is wearing some team logo on his clothes. Javier's fondness for all things chiefs abounds, including asking if the microwave comes in Chief red, (and Cecilia will along with that.)

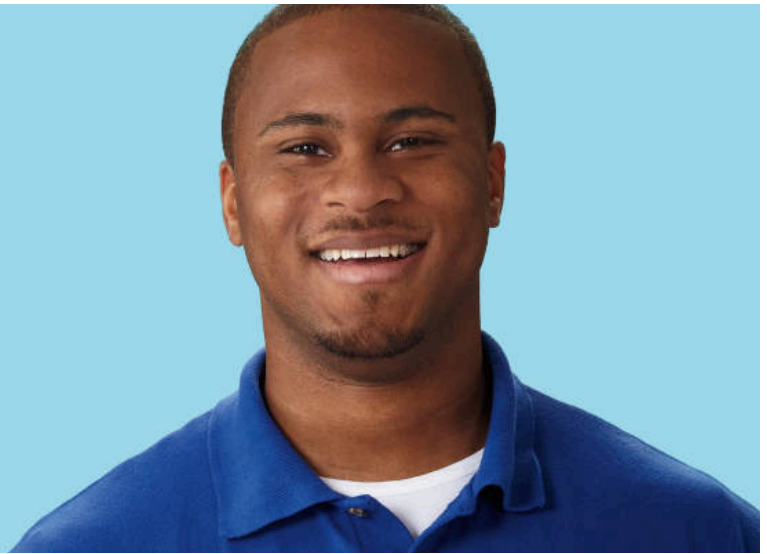
Instructions:

- You have completed your customer consultation and have an accurate Home Connx Customer Experience Worksheet
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- Make an unbiased recommendation that the customer can trust
- Customize the providers' services and hardware to meet the customer's needs
- Provide the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill is going to go up, tell them when and why... before they sign up



COACH

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Javier and Cecilia are both 34 years of age. Javier just took a job in Las Vegas with a high-tech security firm from Kansas City and is in the Best Buy today purchasing a refrigerator & microwave for his new home. Javier and his two young boys, ages 6 and 8 are huge Kansas City Chief Fans and he is wearing some team logo on his clothes. Javier's fondness for all things chiefs abounds, including asking if the microwave comes in Chief red, (and Cecilia will along with that).

If asked, Javier will share:

He and his two sons are massive sports fans. They never miss a Chiefs game. The two boys also enjoy playing games frequently on their PS3 and Wii consoles. Cecilia has a few shows that she watches religiously, but since she's the only one who watches them, she predominantly relies on a DVR watch them. The families main internet use is primarily for social media.

Current provider:

Cable/Internet: \$90/Month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly
- Asked the right questions
- Compared costs and benefits of all the options with the customer, considering: what they currently have, what's available at their house, what they need for the experience they desire
- Made appropriate and unbiased recommendations
- Confidently made an unbiased selection
- Made the most appropriate selection (correct selection, based on specific Phase)
- Customized the providers' services and hardware to meet the customer's needs
- Provided the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill was going to go up, told them when and why... before they signed up
- Utilized Selling Skills
- Closed the sale

Promise(s) to be kept:

- "I will offer you an unbiased comparison of your choices: what you have, what's available, what you need"
- "I will tailor your order to your specific needs and give you complete billing transparency"



CUSTOMER

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed ***throughout the Role-Play sequence***

Customer Profile

Javier and Cecilia are both 34 years of age. Javier just took a job in Las Vegas with a high-tech security firm from Kansas City and is in the Best Buy today purchasing a refrigerator & microwave for his new home. Javier and his two young boys, ages 6 and 8 are huge Kansas City Chief Fans and he is wearing some team logo on his clothes. Javier's fondness for all things chiefs abounds, including asking if the microwave comes in Chief red, (and Cecilia will along with that).

If asked, Javier will share:

He and his two sons are massive sports fans. They never miss a Chiefs game. The two boys also enjoy playing games frequently on their PS3 and Wii consoles. Cecilia has a few shows that she watches religiously, but since she's the only one who watches them, she predominantly relies on a DVR watch them. The families main internet use is primarily for social media.

Current provider:

Cable/Internet: \$90/Month



LEAD

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Javier and Cecilia are both 34 years of age. Javier just took a job in Las Vegas with a high-tech security firm from Kansas City and is in the Best Buy today purchasing a refrigerator & microwave for his new home. Javier and his two young boys, ages 6 and 8 are huge Kansas City Chief Fans and he is wearing some team logo on his clothes. Javier's fondness for all things chiefs abounds, including asking if the microwave comes in Chief red, (and Cecilia will along with that.)

Instructions:

- Congratulations! You have completed the selection of your customer's ideal Home Connections service and your customer has agreed with your selection
- As Lead you must close the sale through transaction and scheduling:
 1. Uncover Home Connections opportunities for the customer
 2. Begin the process of delivering a connected experience to the customer
- Process the Right Order
- Coordinate installation schedules to the best of your ability to save the customer time and hassle



COACH

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Javier and Cecilia are both 34 years of age. Javier just took a job in Las Vegas with a high-tech security firm from Kansas City and is in the Best Buy today purchasing a refrigerator & microwave for his new home. Javier and his two young boys, ages 6 and 8 are huge Kansas City Chief Fans and he is wearing some team logo on his clothes. Javier's fondness for all things chiefs abounds, including asking if the microwave comes in Chief red, (and Cecilia will along with that).

If asked, Javier will share:

He and his two sons are massive sports fans. They never miss a Chiefs game. The two boys also enjoy playing games frequently on their PS3 and Wii consoles. Cecilia has a few shows that she watches religiously, but since she's the only one who watches them, she predominantly relies on a DVR watch them. The families main internet use is primarily for social media.

Current provider:

Cable/Internet: \$90/Month

Validate the interaction and provide real-time feedback.
Repeat until perfected

Things to listen for:

- Used the system correctly
- Performed a credit check, and then accepted terms and conditions
- Processed upfront costs before scheduling a walk-out
- Coordinated installation schedules to the best of ability to save the customer time and hassle: Home Connections provider(s), Geek Squad installation, product delivery
- The customer "Walked-Out Scheduled"

Promise(s) to be kept:

- "I will coordinate your sign-up process and installation to be **hassle-free**"





HOME CONNECTIONS TRAINING

ROLE-PLAY EXERCISES

The purpose of these exercises is to help you learn how to sell Home Connections effectively so that customers “Walk-Out Scheduled” and have a great overall experience. There are four phases to each role-play scenario, as follows:

1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To” after honoring what the customer came in for. Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To the Home Connections Lead
 1. Introduce the customer by name (extra credit)
 2. Share what the customer has bought and whether any services have been scheduled (or need to be scheduled)
 3. Share what they know about the customer
 4. Share the relevant Home Connections conversation, including existing hardware
 5. Give the customer/Lead a copy of their completed CEW (extra credit)

2. Role-Play Phase 2: “Connecting with Customers”

- **Engage:** Once a Best Buy Consultant has performed a customer hand-to, the Lead must progress the conversation through educated inquiry and action to:
 - i. Uncover Home Connections opportunities for the customer
 - ii. Begin the process of delivering to the customer a connected experience

- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. Use the right tools:
 1. Home Connx Customer Experience Worksheet (“CEW”)
 2. Mental Cheat Sheet (Use to complete Experience section of CEW)

3. Role-Play Phase 3: “Selecting the Right Connections”

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what’s available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.

4. Role-Play Phase 4: “Walk-Out Scheduled”

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle

Role-Play Instructions: Overview

Three Roles per Scenario

- **Customer:** You are the person shopping in the store. Read your card carefully and respond accordingly.
- **Employee:** You are the employee engaging the customer. Read your card carefully and respond accordingly.
- **Coach:** Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected.

When conducting the role-play it is important for each participant to retain the same role for each of the four phases of the role-play.

CUSTOMER

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To” After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Customer Card:**
 - o **Goal:** To make the customer’s life better by equipping them with the Home Connections they need
 - o Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

Jerry is a management and sales consultant and works from his home as well as sharing an office downtown. When he works from home he relies heavily on video conferencing as a way to interact with his customers. Kate works as a marketing executive. Jerry has been noticing his video signal locking-up and has come in to look at PC’s that are more powerful.

To relax, Jerry and Kate will flick on their 60 inch TV and watch movies or programming on Hulu, including HGTV, Bravo and TLC network. They also like using the onscreen browser feature of their smart TV to fact check during programs.

If asked, Jerry will share:

His business is growing and is currently planning in increasing the number of participants he hosts video conference with to an already lagging connection. He and Kate also enjoy watching digital media, but find streaming annoying as it takes too long so they prefer to download their content.

He’s open to making a change in his plan and provider, but must be connected to the web at all times as his business depends on it. Loss of connection could cost him thousands of dollars in contracts.

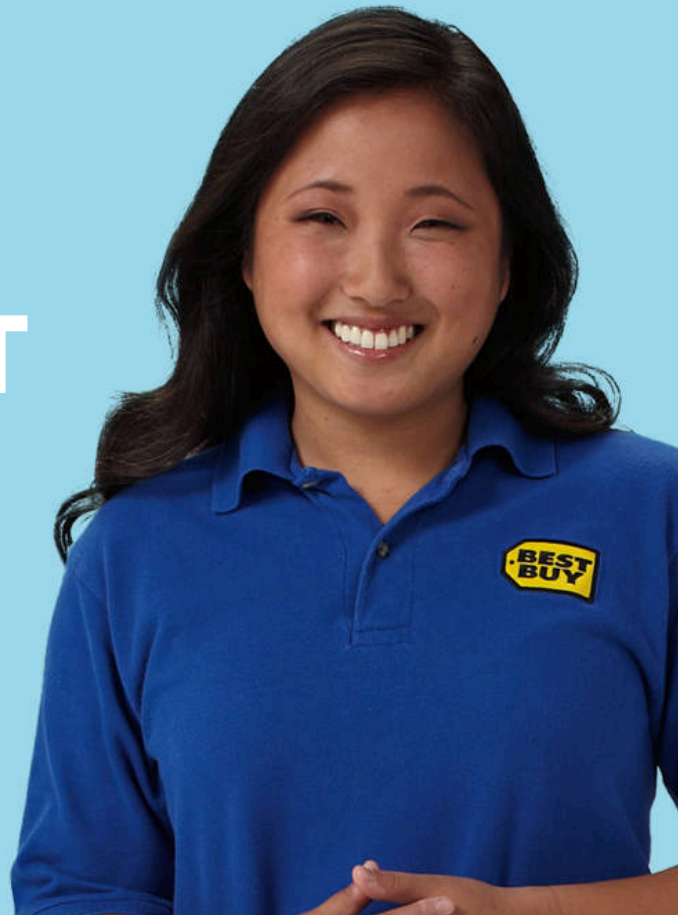
Current provider:

Internet \$85/month; Phone
\$60/month



CONSULTANT

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To" After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Consultant Card:**
 - o **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Julia is a Single Female walking in to Best Buy. She has just graduated from college and is starting her first job. Her Job requires her to work both in the office and remotely. She has been issued a laptop for her work running Windows 7 and uses Microsoft Office. Her laptop (her go to through school) is a MacBook Pro. She has an iPhone and loves listening to music. Having just graduated from college within the last 6 months, she has plenty of student loans.

While shopping for an iPhone accessory she saw the sign for Home Connections. Knowing she will have to set up her new apartment to be a connection point for her work, she walks up to the Home Connections counter.

Instructions:

- You have honored what the customer came in for and may have completed your sale.
- Your responsibility is to evolve your customer interaction to start a relevant Home Connections conversation.
- You should then complete the Perfect Hand-To your Home Connections Lead.



COACH/LEAD

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- Prepare: Train Consultants to execute "The Perfect Hand-To" After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To the Home Connections Lead
- **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Jerry is a management and sales consultant and works from his home as well as sharing an office downtown. When he works from home he relies heavily on video conferencing as a way to interact with his customers. Kate works as a marketing executive. Jerry has been noticing his video signal locking-up and has come in to look at PC's that are more powerful.

To relax, Jerry and Kate will flick on their 60 inch TV and watch movies or programming on Hulu, including HGTV, Bravo and TLC network. They also like using the onscreen browser feature of their smart TV to fact check during programs.

If asked, Jerry will share:

His business is growing and is currently planning in increasing the number of participants he hosts video conference with to an already lagging connection. He and Kate also enjoy watching digital media, but find streaming annoying as it takes too long so they prefer to download their content.

He's open to making a change in his plan and provider, but must be connected to the web at all times as his business depends on it. Loss of connection could cost him thousands of dollars in contracts.

Current provider:

Internet \$85/month; Phone \$60/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Recognized the need for connections based on what the customer came into the store for.
- Started a relevant Home Connections conversation.
- Developed an appropriate opportunity to offer a fast and free review of the customer's internet and TV service options; and made the offer.
- Used the right introduction to the Home Connections Lead: "Let me introduce you to our Home Connections expert, who has been authorized by CenturyLink, Cox and DIRECTV to help customers ensure they have the best connections to meet their needs."
- Completed the Perfect Hand-To (Coach acts as Lead):
 - Introduced the customer by name (not required)
 - Shared what the customer had bought and whether any services had been scheduled (or needed to be scheduled)
 - Shared what they know about the customer
 - Shared the relevant Home Connections conversation, including existing hardware
 - Gave the customer/Lead a copy of their completed CEW (extra credit)

Requirement:

- Honored what the customer came in for

Promise(s) to be kept:

- "I will share with you how the right Home Connections will give you the best experience."



CUSTOMER

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer hand-to, the Lead must progress the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering to the customer a connected experience
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (Use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Jerry is a management and sales consultant and works from his home as well as sharing an office downtown. When he works from home he relies heavily on video conferencing as a way to interact with his customers. Kate works as a marketing executive. Jerry has been noticing his video signal locking-up and has come in to look at PC's that are more powerful.

To relax, Jerry and Kate will flick on their 60 inch TV and watch movies or programming on Hulu, including HGTV, Bravo and TLC network. They also like using the onscreen browser feature of their smart TV to fact check during programs.

If asked, Jerry will share:

His business is growing and is currently planning in increasing the number of participants he hosts video conference with to an already lagging connection. He and Kate also enjoy watching digital media, but find streaming annoying as it takes too long so they prefer to download their content.

He's open to making a change in his plan and provider, but must be connected to the web at all times as his business depends on it. Loss of connection could cost him thousands of dollars in contracts.

Current provider:

Internet \$85/month; Phone \$60/month



LEAD

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer hand-to, the Lead must progress the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering to the customer a connected experience
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (Use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Julia is a Single Female walking in to Best Buy. She has just graduated from college and is starting her first job. Her Job requires her to work both in the office and remotely. She has been issued a laptop for her work running Windows 7 and uses Microsoft Office. Her laptop (her go to through school) is a MacBook Pro. She has an iPhone and loves listening to music. Having just graduated from college within the last 6 months, she has plenty of student loans.

While shopping for an iPhone accessory she saw the sign for Home Connections. Knowing she will have to set up her new apartment to be a connection point for her work, she walks up to the Home Connections counter.

Instructions:

- You have just received the Perfect Hand-To from a Best Buy Consultant.
- As Lead you must progress the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering to the customer a connected experience
- Ask Focused questions to gather information about the what the customer has and wants
- Determine the experience the customer needs or desires with Specific questions
- Identify customer's priorities with Checking questions
- Complete a Home Connx Customer Experience Worksheet for the customer
 - Use your tools:
 - Home Connx Customer Experience Worksheet
 - Your Mental Cheat Sheet (Use to complete Experience section of CEW)



COACH

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer hand-to, the Lead must progress the conversation through educated inquiry and action to:
 - o Uncover Home Connections opportunities for the customer
 - o Begin the process of delivering to the customer a connected experience
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (Use to complete Experience section of CEW)
- **Coach Card:**
 - o Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Jerry is a management and sales consultant and works from his home as well as sharing an office downtown. When he works from home he relies heavily on video conferencing as a way to interact with his customers. Kate works as a marketing executive. Jerry has been noticing his video signal locking-up and has come in to look at PC's that are more powerful.

To relax, Jerry and Kate will flick on their 60 inch TV and watch movies or programming on Hulu, including HGTV, Bravo and TLC network. They also like using the onscreen browser feature of their smart TV to fact check during programs.

If asked, Jerry will share:

His business is growing and is currently planning in increasing the number of participants he hosts video conference with to an already lagging connection. He and Kate also enjoy watching digital media, but find streaming annoying as it takes too long so they prefer to download their content.

He's open to making a change in his plan and provider, but must be connected to the web at all times as his business depends on it. Loss of connection could cost him thousands of dollars in contracts.

Current provider:

Internet \$85/month; Phone \$60/month

Validate the interaction and provide real-time feedback. Repeat until perfected

Things to listen for:

- Received the Perfect Hand-To
- Used an appropriate introduction:
 - Let the customer know how the right Home Connections make what they came here to buy a better experience.
 - Offered a fast and free check-up of your internet and TV service.
 - "In my role as a Home Connections Lead, my primary objective is to ensure that our customers have the right Home Connection to meet their needs. If you are like most people, our experience tells us that you might not be aware of all the options available to you. My colleague (Hand-To) mentioned that...

Select:

- | | |
|------------------------|------------------------|
| 1. Just moved | 4. Not happy with |
| 2. Bought a new device | current set up/service |
| 3. Wants to save money | 5. Other |

Can we spend a couple of minutes to identify the best options available to you, based on your needs?"

- Stated "Let's start by checking what services are available for you." After getting the customer's home address, established which providers that service their household..
- Used focused questions to identify what the customer has and wants
- Used Specific questions to determine the experience the customer needs or desires
- Used Checking questions to identify customer priorities
- Compare the Home Connx Customer Experience Worksheet completed by the Lead with the example prepared for the Phase. Identify any incorrect or missing items.

Promise(s) to be kept:

- "I will have the knowledge and resources to be your Home Connections expert".
- "I will share with you how the right Home Connections will give you the best experience".



CUSTOMER

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Jerry is a management and sales consultant and works from his home as well as sharing an office downtown. When he works from home he relies heavily on video conferencing as a way to interact with his customers. Kate works as a marketing executive. Jerry has been noticing his video signal locking-up and has come in to look at PC's that are more powerful.

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He's open to making a change in his plan and provider, but must be connected to the web at all times as his business depends on it. Loss of connection could cost him thousands of dollars in contracts.

Current provider:

Internet \$85/month; Phone
\$60/month



LEAD

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Julia is a Single Female walking in to Best Buy. She has just graduated from college and is starting her first job. Her Job requires her to work both in the office and remotely. She has been issued a laptop for her work running Windows 7 and uses Microsoft Office. Her laptop (her go to through school) is a MacBook Pro. She has an iPhone and loves listening to music. Having just graduated from college within the last 6 months, she has plenty of student loans.

While shopping for an iPhone accessory she saw the sign for Home Connections. Knowing she will have to set up her new apartment to be a connection point for her work, she walks up to the Home Connections counter.

Instructions:

- You have completed your customer consultation and have an accurate Home Connx Customer Experience Worksheet
- As Lead you must progress the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering to the customer a connected experience
- Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- Make an unbiased recommendation that the customer can trust.
- Customize the providers' services and hardware to meet the customer's needs.
- Provide the customer with complete billing transparency, even if they have more than one provider's bill.
- If their bill is going to go up, tell them when and why... before they sign up.



COACH

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Jerry is a management and sales consultant and works from his home as well as sharing an office downtown. When he works from home he relies heavily on video conferencing as a way to interact with his customers. Kate works as a marketing executive. Jerry has been noticing his video signal locking-up and has come in to look at PC's that are more powerful.

To relax, Jerry and Kate will flick on their 60 inch TV and watch movies or programming on Hulu, including HGTV, Bravo and TLC network. They also like using the onscreen browser feature of their smart TV to fact check during programs.

If asked, Jerry will share:

His business is growing and is currently planning in increasing the number of participants he hosts video conference with to an already lagging connection. He and Kate also enjoy watching digital media, but find streaming annoying as it takes too long so they prefer to download their content.

He's open to making a change in his plan and provider, but must be connected to the web at all times as his business depends on it. Loss of connection could cost him thousands of dollars in contracts.

Current provider:

Internet \$85/month; Phone \$60/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly
- Asked the right questions
- Compared costs and benefits of all the options with the customer, considering: what they currently have, what's available at their house, what they need for the experience they desire
- Made appropriate and unbiased recommendations
- Confidently made an unbiased selection
- Made the most appropriate selection (correct selection, based on specific Phase)
- Customized the providers' services and hardware to meet the customer's needs
- Provided the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill was going to go up, told them when and why... before they signed up
- Utilized Selling Skills
- Closed the sale

Promise(s) to be kept:

- "I will offer you an unbiased comparison of your choices: what you have, what's available, what you need".
- "I will tailor your order to your specific needs and give you complete billing transparency".



CUSTOMER

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Jerry is a management and sales consultant and works from his home as well as sharing an office downtown. When he works from home he relies heavily on video conferencing as a way to interact with his customers. Kate works as a marketing executive. Jerry has been noticing his video signal locking-up and has come in to look at PC's that are more powerful.

To relax, Jerry and Kate will flick on their 60 inch TV and watch movies or programming on Hulu, including HGTV, Bravo and TLC network. They also like using the onscreen browser feature of their smart TV to fact check during programs.

If asked, Jerry will share:

His business is growing and is currently planning in increasing the number of participants he hosts video conference with to an already lagging connection. He and Kate also enjoy watching digital media, but find streaming annoying as it takes too long so they prefer to download their content.

He's open to making a change in his plan and provider, but must be connected to the web at all times as his business depends on it. Loss of connection could cost him thousands of dollars in contracts.

Current provider:

Internet \$85/month; Phone
\$60/month



LEAD

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Julia is a Single Female walking in to Best Buy. She has just graduated from college and is starting her first job. Her Job requires her to work both in the office and remotely. She has been issued a laptop for her work running Windows 7 and uses Microsoft Office. Her laptop (her go to through school) is a MacBook Pro. She has an iPhone and loves listening to music. Having just graduated from college within the last 6 months, she has plenty of student loans.

While shopping for an iPhone accessory she saw the sign for Home Connections. Knowing she will have to set up her new apartment to be a connection point for her work, she walks up to the Home Connections counter.

Instructions:

- Congratulations! You have completed the selection of your customer's ideal Home Connection service and your customer has agreed with your selection.
- As Lead you must close the sale through transaction and scheduling:
 1. Uncover Home Connections opportunities for the customer
 2. Begin the process of delivering to the customer a connected experience
- Process the Right Order.
- Coordinate installation schedules to the best of your ability to save the customer time and hassle.



COACH

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Jerry is a management and sales consultant and works from his home as well as sharing an office downtown. When he works from home he relies heavily on video conferencing as a way to interact with his customers. Kate works as a marketing executive. Jerry has been noticing his video signal locking-up and has come in to look at PC's that are more powerful.

To relax, Jerry and Kate will flick on their 60 inch TV and watch movies or programming on Hulu, including HGTV, Bravo and TLC network. They also like using the onscreen browser feature of their smart TV to fact check during programs.

If asked, Jerry will share:

His business is growing and is currently planning in increasing the number of participants he hosts video conference with to an already lagging connection. He and Kate also enjoy watching digital media, but find streaming annoying as it takes too long so they prefer to download their content.

He's open to making a change in his plan and provider, but must be connected to the web at all times as his business depends on it. Loss of connection could cost him thousands of dollars in contracts.

Current provider:

Internet \$85/month; Phone \$60/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly.
- Performed a credit check, and then accepted terms and conditions.
- Processed upfront costs before scheduling a walk-out.
- Coordinated installation schedules to the best of ability to save the customer time and hassle: Home Connections provider(s), Geek Squad installation, product delivery.
- The customer "Walked-Out Scheduled"

Promise(s) to be kept:

- "I will coordinate your sign-up process and installation to be **hassle-free**"





HOME CONNECTIONS TRAINING

ROLE-PLAY EXERCISES

The purpose of these exercises is to help you learn how to sell Home Connections effectively so that customers “Walk-Out Scheduled” and have a great overall experience. There are four phases to each role-play scenario, as follows:

1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To.” After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:

- i. Recognize the need for connections based on what the customer came into the store for
- ii. Carry out their responsibility: start a relevant connections conversation
- iii. Execute the Perfect Hand-To for the Home Connections Lead
 1. Introduce the customer by name (extra credit)
 2. Share what the customer has bought and whether any services have been scheduled (or need to be scheduled)
 3. Share what they know about the customer
 4. Share the relevant Home Connections conversation, including existing hardware
 5. Give the customer/Lead a copy of their completed CEW (extra credit)

2. Role-Play Phase 2: “Connecting with Customers”

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - i. Uncover Home Connections opportunities for the customer
 - ii. Begin the process of delivering a connected experience to the customer

- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. Use the right tools:
 1. Home Connx Customer Experience Worksheet (“CEW”)
 2. Mental Cheat Sheet (use to complete Experience section of CEW)

3. Role-Play Phase 3: “Selecting the Right Connections”

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what’s available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust

4. Role-Play Phase 4: “Walk-Out Scheduled”

- **Transact:** Process the right order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle

Role-Play Instructions: Overview

Three Roles per Scenario

- **Customer:** You are the person shopping in the store. Read your card carefully and respond accordingly
- **Employee:** You are the employee engaging the customer. Read your card carefully and respond accordingly
- **Coach:** Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected

When conducting the role-play it is important for each participant to retain the same role for each of the four phases of the role-play.

CUSTOMER

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To.” After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Customer Card:**
 - o **Goal:** To make the customer’s life better by equipping them with the Home Connections they need
 - o Do not give away any of your profile information. Wait until asked for information and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

Trevor and Amanda Jones and their three kids are quite the connected family. The kids are all in High School, and they have their own distinct personalities. The oldest, Katie, is 17 and likes her MacBook Pro. She’s creative and is a true Mac fan. She also has an iPhone and likes creating graphics on her MacBook. Craig, the junior in the family, is an Android “app-a-holic” and even likes running Linux on his homemade desktop at home. He loves gaming, and the family has an Xbox 360 with a Kinect. He’s into online gaming with his friends. Finally, freshman Jessie, the youngest, is a Windows fan, and might be the biggest geek in the family. Jessie likes online gaming as well, and the family was in the local Best Buy because they were referred by Trevor’s niece Julia, who was helped out recently by the Home Connections Lead.

If asked, the Joneses will share:

Trevor and the boys enjoy watching sports in HD. Each of the kids also has their own favorite shows from HBO to AMC and Comedy Central. They love having the TV connected to the internet. The kids also like gaming too, but often complain that the experience is much slower when everyone in the house is online. Trevor does occasionally work from home, which adds further congestion to the online traffic.

Current provider:

Cable/Phone/Internet
\$240/month.



CONSULTANT

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Consultant Card:**
 - o **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Trevor and Amanda Jones and their three kids are quite the connected family. The kids are all in high school, and they have their own distinct personalities. The oldest, Katie, is 17 and likes her Mac Book Pro. She's creative and is a true Mac fan. She also has an iPhone and likes creating graphics on her MacBook. Craig, the junior in the family, is an Android "app-a-holic" and even likes running Linux on his homemade desktop at home. He loves gaming, and the family has an Xbox 360 with a Kinect. He's into online gaming with his friends. Finally Jessie, the youngest, is a Windows fan, and might be the biggest geek in the family for a freshman. Jesse likes online gaming as well, and the family was in the local Best Buy because they were referred by Trevor's niece Julia, who was helped out recently by the Home Connections Lead.

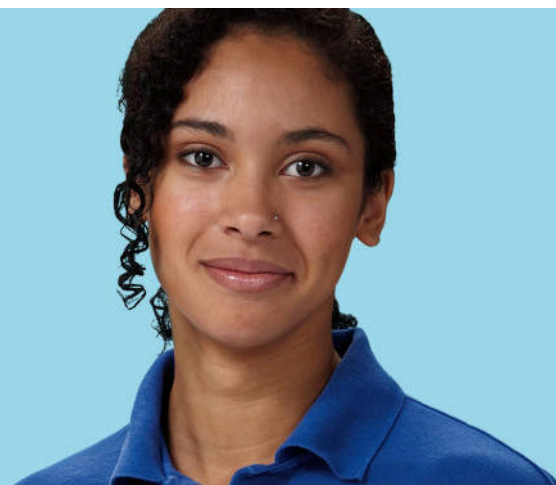
Instructions:

- You have honored what the customer came in for and may have completed your sale
- Your responsibility is to evolve your customer interaction to start a relevant Home Connections conversation
- You should then complete the Perfect Hand-To your Home Connections Lead



COACH/LEAD

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Trevor and Amanda Jones and their three kids are quite the connected family. The kids are all in High School, and they have their own distinct personalities. The oldest, Katie, is 17 and likes her MacBook Pro. She's creative and is a true Mac fan. She also has an iPhone and likes creating graphics on her MacBook. Craig, the junior in the family, is an Android "app-a-holic" and even likes running Linux on his homemade desktop at home. He loves gaming, and the family has an Xbox 360 with a Kinect. He's into online gaming with his friends. Finally, freshman Jessie, the youngest, is a Windows fan, and might be the biggest geek in the family. Jessie likes online gaming as well, and the family was in the local Best Buy because they were referred by Trevor's niece Julia, who was helped out recently by the Home Connections Lead.

If asked, the Joneses will share:

Trevor and the boys enjoy watching sports in HD. Each of the kids also has their own favorite shows from HBO to AMC and Comedy Central. They love having the TV connected to the internet. The kids also like gaming too, but often complain that the experience is much slower when everyone in the house is online. Trevor does occasionally work from home, which adds further congestion to the online traffic.

Current provider:

Cable/Phone/Internet \$240/month.

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Recognized the need for connections based on what the customer came into the store for
- Started a relevant Home Connections conversation
- Developed an appropriate opportunity to offer a fast and free review of the customer's internet and TV service options; and made the offer
- Used the right introduction to the Home Connections Lead: "Let me introduce you to our Home Connections expert, who has been authorized by CenturyLink, Cox and DIRECTV to help customers ensure they have the best connections to meet their needs"
- Completed the Perfect Hand-To (Coach acts as Lead):
 - Introduced the customer by name (not required)
 - Shared what the customer had bought and whether any services had been scheduled (or needed to be scheduled)
 - Shared what they know about the customer
 - Shared the relevant Home Connections conversation, including existing hardware
 - Gave the customer/Lead a copy of their completed CEW (extra credit)

Requirement:

- Honored what the customer came in for

Promise(s) to be kept:

- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

Trevor and Amanda Jones and their three kids are quite the connected family. The kids are all in High School, and they have their own distinct personalities. The oldest, Katie, is 17 and likes her MacBook Pro. She's creative and is a true Mac fan. She also has an iPhone and likes creating graphics on her MacBook. Craig, the junior in the family, is an Android "app-a-holic" and even likes running Linux on his homemade desktop at home. He loves gaming, and the family has an Xbox 360 with a Kinect. He's into online gaming with his friends. Finally, freshman Jessie, the youngest, is a Windows fan, and might be the biggest geek in the family. Jessie likes online gaming as well, and the family was in the local Best Buy because they were referred by Trevor's niece Julia, who was helped out recently by the Home Connections Lead.

If asked, the Joneses will share:

Trevor and the boys enjoy watching sports in HD. Each of the kids also has their own favorite shows from HBO to AMC and Comedy Central. They love having the TV connected to the internet. The kids also like gaming too, but often complain that the experience is much slower when everyone in the house is online. Trevor does occasionally work from home, which adds further congestion to the online traffic.

Current provider:

Cable/Phone/Internet
\$240/month.



LEAD

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Trevor and Amanda Jones and their three kids are quite the connected family. The kids are all in high school, and they have their own distinct personalities. The oldest, Katie, is 17 and likes her Mac Book Pro. She's creative and is a true Mac fan. She also has an iPhone and likes creating graphics on her MacBook. Craig, the junior in the family, is an Android "app-a-holic" and even likes running Linux on his homemade desktop at home. He loves gaming, and the family has an Xbox 360 with a Kinect.

He's into online gaming with his friends. Finally Jessie, the youngest, is a Windows fan, and might be the biggest geek in the family for a freshman. Jesse likes online gaming as well, and the family was in the local Best Buy because they were referred by Trevor's niece Julia, who was helped out recently by the Home Connections Lead.

Instructions:

- You have just received the Perfect Hand-To from a Best Buy Consultant.
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Ask Focused questions to gather information about the what the customer has and wants
- Determine the experience the customer needs or desires with Specific questions
- Identify customer's priorities with Checking questions
- Complete a Home Connx Customer Experience Worksheet for the customer
 - Use your tools:
 - Home Connx Customer Experience Worksheet
 - Your Mental Cheat Sheet (use to complete Experience section of CEW)



COACH

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Trevor and Amanda Jones and their three kids are quite the connected family. The kids are all in High School, and they have their own distinct personalities. The oldest, Katie, is 17 and likes her MacBook Pro. She's creative and is a true Mac fan. She also has an iPhone and likes creating graphics on her MacBook. Craig, the junior in the family, is an Android "app-a-holic" and even likes running Linux on his homemade desktop at home. He loves gaming, and the family has an Xbox 360 with a Kinect. He's into online gaming with his friends. Finally, freshman Jessie, the youngest, is a Windows fan, and might be the biggest geek in the family. Jessie likes online gaming as well, and the family was in the local Best Buy because they were referred by Trevor's niece Julia, who was helped out recently by the Home Connections Lead.

If asked, the Joneses will share:

Trevor and the boys enjoy watching sports in HD. Each of the kids also has their own favorite shows from HBO to AMC and Comedy Central. They love having the TV connected to the internet. The kids also like gaming too, but often complain that the experience is much slower when everyone in the house is online. Trevor does occasionally work from home, which adds further congestion to the online traffic.

Current provider:

Cable/Phone/Internet \$240/month.

Validate the interaction and provide real-time feedback. Repeat until perfected

Things to listen for:

- Received the Perfect Hand-To
- Used an appropriate introduction:
 - Let the customer know how the right Home Connections make what they came here to buy a better experience
 - Offered a fast and free check-up of your internet and TV service
 - "In my role as a Home Connections Lead, my primary objective is to ensure that our customers have the right Home Connection to meet their needs. If you are like most people, our experience tells us that you might not be aware of all the options available to you. My colleague (Hand-To) mentioned that..."

Select:

- | | |
|------------------------|--|
| 1. Just moved | 4. Not happy with current set up/service |
| 2. Bought a new device | 5. Other |
| 3. Wants to save money | |

Can we spend a couple of minutes to identify the best options available to you, based on your needs?"

- Stated "Let's start by checking what services are available for you." After getting the customer's home address, established which providers that service their household
- Used focused questions to identify what the customer has and wants
- Used Specific questions to determine the experience the customer needs or desires
- Used Checking questions to identify customer priorities
- Compare the Home Connx Customer Experience Worksheet completed by the Lead with the example prepared for the Phase. Identify any incorrect or missing items

Promise(s) to be kept:

- "I will have the knowledge and resources to be your Home Connections expert"
- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed ***throughout the Role-Play sequence***

Customer Profile

Trevor and Amanda Jones and their three kids are quite the connected family. The kids are all in High School, and they have their own distinct personalities. The oldest, Katie, is 17 and likes her MacBook Pro. She's creative and is a true Mac fan. She also has an iPhone and likes creating graphics on her MacBook. Craig, the junior in the family, is an Android "app-a-holic" and even likes running Linux on his homemade desktop at home. He loves gaming, and the family has an Xbox 360 with a Kinect. He's into online gaming with his friends. Finally, freshman Jessie, the youngest, is a Windows fan, and might be the biggest geek in the family. Jessie likes online gaming as well, and the family was in the local Best Buy because they were referred by Trevor's niece Julia, who was helped out recently by the Home Connections Lead.

If asked, the Joneses will share:

Trevor and the boys enjoy watching sports in HD. Each of the kids also has their own favorite shows from HBO to AMC and Comedy Central. They love having the TV connected to the internet. The kids also like gaming too, but often complain that the experience is much slower when everyone in the house is online. Trevor does occasionally work from home, which adds further congestion to the online traffic.

Current provider:

Cable/Phone/Internet
\$240/month.



LEAD

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Trevor and Amanda Jones and their three kids are quite the connected family. The kids are all in High School, and they have their own distinct personalities. The oldest, Katie, is 17 and likes her MacBook Pro. She's creative and is a true Mac fan. She also has an iPhone and likes creating graphics on her MacBook. Craig, the junior in the family, is an Android "app-a-holic" and even likes running Linux on his homemade desktop at home. He loves gaming, and the family has an Xbox 360 with a Kinect. He's into online gaming with his friends. Finally, freshman Jessie, the youngest, is a Windows fan, and might be the biggest geek in the family. Jessie likes online gaming as well, and the family was in the local Best Buy because they were referred by Trevor's niece Julia, who was helped out recently by the Home Connections Lead.

Instructions:

- You have completed your customer consultation and have an accurate Home Connx Customer Experience Worksheet
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- Make an unbiased recommendation that the customer can trust
- Customize the providers' services and hardware to meet the customer's needs
- Provide the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill is going to go up, tell them when and why... before they sign up



COACH

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Trevor and Amanda Jones and their three kids are quite the connected family. The kids are all in High School, and they have their own distinct personalities. The oldest, Katie, is 17 and likes her MacBook Pro. She's creative and is a true Mac fan. She also has an iPhone and likes creating graphics on her MacBook. Craig, the junior in the family, is an Android "app-a-holic" and even likes running Linux on his homemade desktop at home. He loves gaming, and the family has an Xbox 360 with a Kinect. He's into online gaming with his friends. Finally, freshman Jessie, the youngest, is a Windows fan, and might be the biggest geek in the family. Jessie likes online gaming as well, and the family was in the local Best Buy because they were referred by Trevor's niece Julia, who was helped out recently by the Home Connections Lead.

If asked, the Joneses will share:

Trevor and the boys enjoy watching sports in HD. Each of the kids also has their own favorite shows from HBO to AMC and Comedy Central. They love having the TV connected to the internet. The kids also like gaming too, but often complain that the experience is much slower when everyone in the house is online. Trevor does occasionally work from home, which adds further congestion to the online traffic.

Current provider:

Cable/Phone/Internet \$240/month.

Validate the interaction and provide real-time feedback.

Repeat until perfected

Things to listen for:

- Used the system correctly
- Asked the right questions
- Compared costs and benefits of all the options with the customer, considering: what they currently have, what's available at their house, what they need for the experience they desire
- Made appropriate and unbiased recommendations
- Confidently made an unbiased selection
- Made the most appropriate selection (correct selection, based on specific Phase)
- Customized the providers' services and hardware to meet the customer's needs
- Provided the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill was going to go up, told them when and why... before they signed up
- Utilized Selling Skills
- Closed the sale

Promise(s) to be kept:

- "I will offer you an unbiased comparison of your choices: what you have, what's available, what you need"
- "I will tailor your order to your specific needs and give you complete billing transparency"



CUSTOMER

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Trevor and Amanda Jones and their three kids are quite the connected family. The kids are all in High School, and they have their own distinct personalities. The oldest, Katie, is 17 and likes her MacBook Pro. She's creative and is a true Mac fan. She also has an iPhone and likes creating graphics on her MacBook. Craig, the junior in the family, is an Android "app-a-holic" and even likes running Linux on his homemade desktop at home. He loves gaming, and the family has an Xbox 360 with a Kinect. He's into online gaming with his friends. Finally, freshman Jessie, the youngest, is a Windows fan, and might be the biggest geek in the family. Jessie likes online gaming as well, and the family was in the local Best Buy because they were referred by Trevor's niece Julia, who was helped out recently by the Home Connections Lead.

If asked, the Joneses will share:

Trevor and the boys enjoy watching sports in HD. Each of the kids also has their own favorite shows from HBO to AMC and Comedy Central. They love having the TV connected to the internet. The kids also like gaming too, but often complain that the experience is much slower when everyone in the house is online. Trevor does occasionally work from home, which adds further congestion to the online traffic.

Current provider:

Cable/Phone/Internet
\$240/month.



LEAD

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Trevor and Amanda Jones and their three kids are quite the connected family. The kids are all in High School, and they have their own distinct personalities. The oldest, Katie, is 17 and likes her MacBook Pro. She's creative and is a true Mac fan. She also has an iPhone and likes creating graphics on her MacBook. Craig, the junior in the family, is an Android "app-a-holic" and even likes running Linux on his homemade desktop at home. He loves gaming, and the family has an Xbox 360 with a Kinect. He's into online gaming with his friends. Finally, freshman Jessie, the youngest, is a Windows fan, and might be the biggest geek in the family. Jessie likes online gaming as well, and the family was in the local Best Buy because they were referred by Trevor's niece Julia, who was helped out recently by the Home Connections Lead.

Instructions:

- Congratulations! You have completed the selection of your customer's ideal Home Connection service and your customer has agreed with your selection
- As Lead you must close the sale through transaction and scheduling:
 1. Uncover Home Connections opportunities for the customer
 2. Begin the process of delivering a connected experience to the customer
- Process the Right Order
- Coordinate installation schedules to the best of your ability to save the customer time and hassle



COACH

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Coach Card:**
 - o Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Trevor and Amanda Jones and their three kids are quite the connected family. The kids are all in High School, and they have their own distinct personalities. The oldest, Katie, is 17 and likes her MacBook Pro. She's creative and is a true Mac fan. She also has an iPhone and likes creating graphics on her MacBook. Craig, the junior in the family, is an Android "app-a-holic" and even likes running Linux on his homemade desktop at home. He loves gaming, and the family has an Xbox 360 with a Kinect. He's into online gaming with his friends. Finally, freshman Jessie, the youngest, is a Windows fan, and might be the biggest geek in the family. Jessie likes online gaming as well, and the family was in the local Best Buy because they were referred by Trevor's niece Julia, who was helped out recently by the Home Connections Lead.

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Current provider:

Cable/Phone/Internet
\$240/month.

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly.
- Performed a credit check, and then accepted terms and conditions.
- Processed upfront costs before scheduling a walk-out.
- Coordinated installation schedules to the best of ability to save the customer time and hassle: Home Connections provider(s), Geek Squad installation, product delivery.
- The customer "Walked-Out Scheduled"

Promise(s) to be kept:

- "I will coordinate your sign-up process and installation to be **hassle-free**"





The purpose of these exercises is to help you learn how to sell Home Connections effectively so that customers “Walk-Out Scheduled” and have a great overall experience. There are four phases to each role-play scenario, as follows:

1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To.” After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
 1. Introduce the customer by name (extra credit)
 2. Share what the customer has bought and whether any services have been scheduled (or need to be scheduled)
 3. Share what they know about the customer
 4. Share the relevant Home Connections conversation, including existing hardware
 5. Give the customer/Lead a copy of their completed CEW (extra credit)

2. Role-Play Phase 2: “Connecting with Customers”

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - i. Uncover Home Connections opportunities for the customer
 - ii. Begin the process of delivering a connected experience to the customer

- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. Use the right tools:
 1. Home Connx Customer Experience Worksheet (“CEW”)
 2. Mental Cheat Sheet (use to complete Experience section of CEW)

3. Role-Play Phase 3: “Selecting the Right Connections”

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what’s available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust

4. Role-Play Phase 4: “Walk-Out Scheduled”

- **Transact:** Process the right order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle

Role-Play Instructions: Overview

Three Roles per Scenario

- **Customer:** You are the person shopping in the store. Read your card carefully and respond accordingly
- **Employee:** You are the employee engaging the customer. Read your card carefully and respond accordingly
- **Coach:** Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected

When conducting the role-play it is important for each participant to retain the same role for each of the four phases of the role-play.

CUSTOMER

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Customer Card:**
 - o **Goal:** To make the customer's life better by equipping them with the Home Connections they need
 - o Do not give away any of your profile information. Wait until asked for information and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Jules travels around the world for business. On long flights he enjoys watching content that he picks up via Netflix or Hulu (mostly movies). He enjoys watching episodes of *The Office*, and is a huge Ricky Gervais fan. He walked into Best Buy and inquired at the Mobile store about a Windows Phone as a possible replacement to his Blackberry. He has heard that he can watch movies and content on his phone and, while he is already doing this with his laptop, if he can do the same with his phone, he would be pretty excited about that.

If asked, Jules will share:

Jules enjoys watching soccer and Jai Alai and is a huge fan of HBO shows. He also loves *Breaking Bad* and *The Office*. Jules works from home and logs into the office network from home (connects via Citrix). While Jules travels a lot and may not need his TV connected to the web, he loves HD content and watches movies during his flights. He's fairly simple when it comes to tech, he has a Windows 7 laptop; Smartphone; Smart TV and uses Skype when home. He fears changing local services because of the hassle he had the first time.

Current provider:

Cable/Internet
\$166/month



CONSULTANT

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - **Customer**
 - **Consultant**
 - **Coach** (Also acts as Lead)
- **Consultant Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Jules travels around the world for business. On long flights he enjoys watching content that he picks up via Netflix or Hulu (mostly movies). He enjoys watching episodes of *The Office*, and is a huge Ricky Gervais fan. He walked into Best Buy and inquired at the Mobile store about a Windows Phone as a possible replacement to his Blackberry. He has heard that he can watch movies and content on his phone and, while he is already doing this with his laptop, if he can do the same with his phone, he would be pretty excited about that.

Instructions:

- You have honored what the customer came in for and may have completed your sale
- Your responsibility is to evolve your customer interaction to start a relevant Home Connections conversation
- You should then complete the Perfect Hand-To your Home Connections Lead



COACH/LEAD

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Jules travels around the world for business. On long flights he enjoys watching content that he picks up via Netflix or Hulu (mostly movies). He enjoys watching episodes of *The Office*, and is a huge Ricky Gervais fan. He walked into Best Buy and inquired at the Mobile store about a Windows Phone as a possible replacement to his Blackberry. He has heard that he can watch movies and content on his phone and, while he is already doing this with his laptop, if he can do the same with his phone, he would be pretty excited about that.

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Current provider:

Cable/Internet \$166/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Recognized the need for connections based on what the customer came into the store for
- Started a relevant Home Connections conversation
- Developed an appropriate opportunity to offer a fast and free review of the customer's internet and TV service options; and made the offer
- Used the right introduction to the Home Connections Lead: "Let me introduce you to our Home Connections expert, who has been authorized by CenturyLink, Cox and DIRECTV to help customers ensure they have the best connections to meet their needs"
- Completed the Perfect Hand-To (Coach acts as Lead):
 - Introduced the customer by name (not required)
 - Shared what the customer had bought and whether any services had been scheduled (or needed to be scheduled)
 - Shared what they know about the customer
 - Shared the relevant Home Connections conversation, including existing hardware
 - Gave the customer/Lead a copy of their completed CEW (extra credit)

Requirement:

- Honored what the customer came in for

Promise(s) to be kept:

- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Jules travels around the world for business. On long flights he enjoys watching content that he picks up via Netflix or Hulu (mostly movies). He enjoys watching episodes of *The Office*, and is a huge Ricky Gervais fan. He walked into Best Buy and inquired at the Mobile store about a Windows Phone as a possible replacement to his Blackberry. He has heard that he can watch movies and content on his phone and, while he is already doing this with his laptop, if he can do the same with his phone, he would be pretty excited about that.

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Current provider:

Cable/Internet \$166/month



LEAD

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Jules travels around the world for business. On long flights he enjoys watching content that he picks up via Netflix or Hulu (mostly movies). He enjoys watching episodes of *The Office*, and is a huge Ricky Gervais fan. He walked into Best Buy and inquired at the Mobile store about a Windows Phone as a possible replacement to his Blackberry. He has

heard that he can watch movies and content on his phone and, while he is already doing this with his laptop, if he can do the same with his phone, he would be pretty excited about that.

Instructions:

- You have just received the Perfect Hand-To from a Best Buy Consultant.
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Ask Focused questions to gather information about the what the customer has and wants
- Determine the experience the customer needs or desires with Specific questions
- Identify customer's priorities with Checking questions
- Complete a Home Connx Customer Experience Worksheet for the customer
 - Use your tools:
 - Home Connx Customer Experience Worksheet
 - Your Mental Cheat Sheet (use to complete Experience section of CEW)



COACH

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

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Current provider:

Cable/Internet \$166/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Received the Perfect Hand-To
- Used an appropriate introduction:
 - Let the customer know how the right Home Connections make what they came here to buy a better experience
 - Offered a fast and free check-up of your internet and TV service
 - "In my role as a Home Connections Lead, my primary objective is to ensure that our customers have the right Home Connection to meet their needs. If you are like most people, our experience tells us that you might not be aware of all the options available to you. My colleague (Hand-To) mentioned that..."

Select:

- | | |
|------------------------|--|
| 1. Just moved | 4. Not happy with current set up/service |
| 2. Bought a new device | 5. Other |
| 3. Wants to save money | |

Can we spend a couple of minutes to identify the best options available to you, based on your needs?"

- Stated "Let's start by checking what services are available for you." After getting the customer's home address, established which providers that service their household
- Used focused questions to identify what the customer has and wants
- Used Specific questions to determine the experience the customer needs or desires
- Used Checking questions to identify customer priorities
- Compare the Home Connx Customer Experience Worksheet completed by the Lead with the example prepared for the Phase. Identify any incorrect or missing items

Promise(s) to be kept:

- "I will have the knowledge and resources to be your Home Connections expert"
- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Jules travels around the world for business. On long flights he enjoys watching content that he picks up via Netflix or Hulu (mostly movies). He enjoys watching episodes of *The Office*, and is a huge Ricky Gervais fan. He walked into Best Buy and inquired at the Mobile store about a Windows Phone as a possible replacement to his Blackberry. He has heard that he can watch movies and content on his phone and, while he is already doing this with his laptop, if he can do the same with his phone, he would be pretty excited about that.

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Current provider:

Cable/Internet
\$166/month



LEAD

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Jules travels around the world for business. On long flights he enjoys watching content that he picks up via Netflix or Hulu (mostly movies). He enjoys watching episodes of *The Office*, and is a huge Ricky Gervais fan. He walked into Best Buy and inquired at the Mobile store about a Windows Phone as a possible replacement to his Blackberry. He has heard that he can watch movies and content on his phone and, while he is already doing this with his laptop, if he can do the same with his phone, he would be pretty excited about that.

Instructions:

- You have completed your customer consultation and have an accurate Home Connx Customer Experience Worksheet
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- Make an unbiased recommendation that the customer can trust
- Customize the providers' services and hardware to meet the customer's needs
- Provide the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill is going to go up, tell them when and why... before they sign up



COACH

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
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- **Coach Card:**
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Current provider:

Cable/Internet \$166/month

Validate the interaction and provide real-time feedback.
Repeat until perfected

Things to listen for:

- Used the system correctly
- Asked the right questions
- Compared costs and benefits of all the options with the customer, considering: what they currently have, what's available at their house, what they need for the experience they desire
- Made appropriate and unbiased recommendations
- Confidently made an unbiased selection
- Made the most appropriate selection (correct selection, based on specific Phase)
- Customized the providers' services and hardware to meet the customer's needs
- Provided the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill was going to go up, told them when and why... before they signed up
- Utilized Selling Skills
- Closed the sale

Promise(s) to be kept:

- "I will offer you an unbiased comparison of your choices: what you have, what's available, what you need"
- "I will tailor your order to your specific needs and give you complete billing transparency"



CUSTOMER

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Jules travels around the world for business. On long flights he enjoys watching content that he picks up via Netflix or Hulu (mostly movies). He enjoys watching episodes of *The Office*, and is a huge Ricky Gervais fan. He walked into Best Buy and inquired at the Mobile store about a Windows Phone as a possible replacement to his Blackberry. He has heard that he can watch movies and content on his phone and, while he is already doing this with his laptop, if he can do the same with his phone, he would be pretty excited about that.

If asked, Jules will share:

Jules enjoys watching soccer and Jai Alai and is a huge fan of HBO shows. He also loves *Breaking Bad* and *The Office*. Jules works from home and logs into the office network from home (connects via Citrix). While Jules travels a lot and may not need his TV connected to the web, he loves HD content and watches movies during his flights. He's fairly simple when it comes to tech, he has a Windows 7 laptop; Smartphone; Smart TV and uses Skype when home. He fears changing local services because of the hassle he had the first time.

Current provider:

Cable/Internet
\$166/month



LEAD

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Jules travels around the world for business. On long flights he enjoys watching content that he picks up via Netflix or Hulu (mostly movies). He enjoys watching episodes of *The Office*, and is a huge Ricky Gervais fan. He walked into Best Buy and inquired at the Mobile store about a Windows Phone as a possible replacement to his Blackberry. He has heard that he can watch movies and content on his phone and, while he is already doing this with his laptop, if he can do the same with his phone, he would be pretty excited about that.

Instructions:

- Congratulations! You have completed the selection of your customer's ideal Home Connection service and your customer has agreed with your selection
- As Lead you must close the sale through transaction and scheduling:
 1. Uncover Home Connections opportunities for the customer
 2. Begin the process of delivering a connected experience to the customer
- Process the Right Order
- Coordinate installation schedules to the best of your ability to save the customer time and hassle



COACH

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Jules travels around the world for business. On long flights he enjoys watching content that he picks up via Netflix or Hulu (mostly movies). He enjoys watching episodes of *The Office*, and is a huge Ricky Gervais fan. He walked into Best Buy and inquired at the Mobile store about a Windows Phone as a possible replacement to his Blackberry. He has heard that he can watch movies and content on his phone and, while he is already doing this with his laptop, if he can do the same with his phone, he would be pretty excited about that.

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Current provider:

Cable/Internet \$166/month

Validate the interaction and provide real-time feedback.
Repeat until perfected

Things to listen for:

- Used the system correctly.
- Performed a credit check, and then accepted terms and conditions.
- Processed upfront costs before scheduling a walk-out.
- Coordinated installation schedules to the best of ability to save the customer time and hassle: Home Connections provider(s), Geek Squad installation, product delivery.
- The customer "Walked-Out Scheduled"

Promise(s) to be kept:

- "I will coordinate your sign-up process and installation to be **hassle-free**"





The purpose of these exercises is to help you learn how to sell Home Connections effectively so that customers “Walk-Out Scheduled” and have a great overall experience. There are four phases to each role-play scenario, as follows:

1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To.” After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
 1. Introduce the customer by name (extra credit)
 2. Share what the customer has bought and whether any services have been scheduled (or need to be scheduled)
 3. Share what they know about the customer
 4. Share the relevant Home Connections conversation, including existing hardware
 5. Give the customer/Lead a copy of their completed CEW (extra credit)

2. Role-Play Phase 2: “Connecting with Customers”

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - i. Uncover Home Connections opportunities for the customer
 - ii. Begin the process of delivering a connected experience to the customer

- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. Use the right tools:
 1. Home Connx Customer Experience Worksheet (“CEW”)
 2. Mental Cheat Sheet (use to complete Experience section of CEW)

3. Role-Play Phase 3: “Selecting the Right Connections”

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what’s available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust

4. Role-Play Phase 4: “Walk-Out Scheduled”

- **Transact:** Process the right order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle

Role-Play Instructions: Overview

Three Roles per Scenario

- **Customer:** You are the person shopping in the store. Read your card carefully and respond accordingly
- **Employee:** You are the employee engaging the customer. Read your card carefully and respond accordingly
- **Coach:** Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected

When conducting the role-play it is important for each participant to retain the same role for each of the four phases of the role-play.

CUSTOMER

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To.” After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Customer Card:**
 - o **Goal:** To make the customer’s life better by equipping them with the Home Connections they need
 - o Do not give away any of your profile information. Wait until asked for information and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

Julia is a single female walking in to Best Buy. She has just graduated from college and is starting her first job. Her job requires her to work both in the office and remotely. She has been issued a laptop for her work running Windows 7 and uses Microsoft Office. Her laptop, a MacBook Pro, got her through school. She has an iPhone and loves listening to music. Having just graduated from college within the last six months, she has plenty of student loans.

While shopping for an iPhone accessory she saw the sign for Home Connections. Knowing she will have to set up her new apartment to be a connection point for her work, she walked up to the Home Connections counter.

If asked, Julia will share:

Julia is just starting out professionally and is about to move in to a new place. She will be looking to save money if she can and has already decided that she will have to sacrifice some of the TV shows she watches. She is very price-conscious but won't reveal it right away.

Julia has a small TV and would also like to see about an upgrade to a better one. Depending on the skill level of the Consultant, this may or may not be revealed.

Current provider:

N/A budget \$80/month



CONSULTANT

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - **Customer**
 - **Consultant**
 - **Coach** (Also acts as Lead)
- **Consultant Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Julia is a single female walking in to Best Buy. She has just graduated from college and is starting her first job. Her job requires her to work both in the office and remotely. She has been issued a laptop for her work running Windows 7 and uses Microsoft Office. Her laptop, a MacBook Pro, got her through school. She has an iPhone and loves listening to music. Having just graduated from college within the last six months, she has plenty of student loans.

While shopping for an iPhone accessory she saw the sign for Home Connections. Knowing she will have to set up her new apartment to be a connection point for her work, she walked up to the Home Connections counter.

Instructions:

- You have honored what the customer came in for and may have completed your sale
- Your responsibility is to evolve your customer interaction to start a relevant Home Connections conversation
- You should then complete the Perfect Hand-To your Home Connections Lead



COACH/LEAD

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

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Julia has a small TV and would also like to see about an upgrade to a better one. Depending on the skill level of the Consultant, this may or may not be revealed.

Current provider:

N/A budget \$80/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Recognized the need for connections based on what the customer came into the store for
- Started a relevant Home Connections conversation
- Developed an appropriate opportunity to offer a fast and free review of the customer's internet and TV service options; and made the offer
- Used the right introduction to the Home Connections Lead: "Let me introduce you to our Home Connections expert, who has been authorized by CenturyLink, Cox and DIRECTV to help customers ensure they have the best connections to meet their needs"
- Completed the Perfect Hand-To (Coach acts as Lead):
 - Introduced the customer by name (not required)
 - Shared what the customer had bought and whether any services had been scheduled (or needed to be scheduled)
 - Shared what they know about the customer
 - Shared the relevant Home Connections conversation, including existing hardware
 - Gave the customer/Lead a copy of their completed CEW (extra credit)

Requirement:

- Honored what the customer came in for

Promise(s) to be kept:

- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Julia is a single female walking in to Best Buy. She has just graduated from college and is starting her first job. Her job requires her to work both in the office and remotely. She has been issued a laptop for her work running Windows 7 and uses Microsoft Office. Her laptop, a MacBook Pro, got her through school. She has an iPhone and loves listening to music. Having just graduated from college within the last six months, she has plenty of student loans.

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If asked, Julia will share:

Julia is just starting out professionally and is about to move in to a new place. She will be looking to save money if she can and has already decided that she will have to sacrifice some of the TV shows she watches. She is very price-conscious but won't reveal it right away.

Julia has a small TV and would also like to see about an upgrade to a better one. Depending on the skill level of the Consultant, this may or may not be revealed.

Current provider:

N/A budget \$80/month



LEAD

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Julia is a Single Female walking in to Best Buy. She has just graduated from college and is starting her first job. Her job requires her to work both in the office and remotely. She has been issued a laptop for her work running Windows 7 and uses Microsoft Office. Her laptop, a MacBook Pro, got her through school. She has an iPhone and loves listening to music. Having just graduated from college within the last six months, she has plenty of student loans.

While shopping for an iPhone accessory she saw the sign for Home Connections. Knowing she will have to set up her new apartment to be a connection point for her work, she walked up to the Home Connections counter.

Instructions:

- You have just received the Perfect Hand-To from a Best Buy Consultant.
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Ask Focused questions to gather information about the what the customer has and wants
- Determine the experience the customer needs or desires with Specific questions
- Identify customer's priorities with Checking questions
- Complete a Home Connx Customer Experience Worksheet for the customer
 - Use your tools:
 - Home Connx Customer Experience Worksheet
 - Your Mental Cheat Sheet (use to complete Experience section of CEW)



COACH

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - o Uncover Home Connections opportunities for the customer
 - o Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Coach Card:**
 - o Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Julia is a Single Female walking in to Best Buy. She has just graduated from college and is starting her first job. Her job requires her to work both in the office and remotely. She has been issued a laptop for her work running Windows 7 and uses Microsoft Office. Her laptop, a MacBook Pro, got her through school. She has an iPhone and loves listening to music. Having just graduated from college within the last six months, she has plenty of student loans.

While shopping for an iPhone accessory she saw the sign for Home Connections. Knowing she will have to set up her new apartment to be a connection point for her work, she walked up to the Home Connections counter.

If asked, Julia will share:

Julia is just starting out professionally and is about to move in to a new place. She will be looking to save money if she can and has already decided that she will have to sacrifice some of the TV shows she watches. She is very price conscious but won't reveal it right away.

Julia has a small TV and would also like to see about an upgrade to it. Depending on the skill level of the Consultant, this may or may not be revealed.

Current provider:

N/A budget \$80/month

Validate the interaction and provide real-time feedback. Repeat until perfected

Things to listen for:

- Received the Perfect Hand-To
- Used an appropriate introduction:
 - Let the customer know how the right Home Connections make what they came here to buy a better experience
 - Offered a fast and free check-up of your internet and TV service
 - "In my role as a Home Connections Lead, my primary objective is to ensure that our customers have the right Home Connection to meet their needs. If you are like most people, our experience tells us that you might not be aware of all the options available to you. My colleague (Hand-To) mentioned that..."

Select:

- | | |
|------------------------|------------------------|
| 1. Just moved | 4. Not happy with |
| 2. Bought a new device | current set up/service |
| 3. Wants to save money | 5. Other |

Can we spend a couple of minutes to identify the best options available to you, based on your needs?"

- Stated "Let's start by checking what services are available for you." After getting the customer's home address, established which providers that service their household
- Used focused questions to identify what the customer has and wants
- Used Specific questions to determine the experience the customer needs or desires
- Used Checking questions to identify customer priorities
- Compare the Home Connx Customer Experience Worksheet completed by the Lead with the example prepared for the Phase. Identify any incorrect or missing items

Promise(s) to be kept:

- "I will have the knowledge and resources to be your Home Connections expert"
- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Julia is a Single Female walking in to Best Buy. She has just graduated from college and is starting her first job. Her job requires her to work both in the office and remotely. She has been issued a laptop for her work running Windows 7 and uses Microsoft Office. Her laptop, a MacBook Pro, got her through school. She has an iPhone and loves listening to music. Having just graduated from college within the last six months, she has plenty of student loans.

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Julia has a small TV and would also like to see about an upgrade to it. Depending on the skill level of the Consultant, this may or may not be revealed.

Current provider:

N/A budget \$80/month



LEAD

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Julia is a Single Female walking in to Best Buy. She has just graduated from college and is starting her first job. Her job requires her to work both in the office and remotely. She has been issued a laptop for her work running Windows 7 and uses Microsoft Office. Her laptop, a MacBook Pro, got her through school. She has an iPhone and loves listening to music. Having just graduated from college within the last six months, she has plenty of student loans.

While shopping for an iPhone accessory she saw the sign for Home Connections. Knowing she will have to set up her new apartment to be a connection point for her work, she walked up to the Home Connections counter.

Instructions:

- You have completed your customer consultation and have an accurate Home Connx Customer Experience Worksheet
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- Make an unbiased recommendation that the customer can trust
- Customize the providers' services and hardware to meet the customer's needs
- Provide the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill is going to go up, tell them when and why... before they sign up



COACH

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
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Julia has a small TV and would also like to see about an upgrade to it. Depending on the skill level of the Consultant, this may or may not be revealed.

Current provider:

N/A budget \$80/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly
- Asked the right questions
- Compared costs and benefits of all the options with the customer, considering: what they currently have, what's available at their house, what they need for the experience they desire
- Made appropriate and unbiased recommendations
- Confidently made an unbiased selection
- Made the most appropriate selection (correct selection, based on specific Phase)
- Customized the providers' services and hardware to meet the customer's needs
- Provided the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill was going to go up, told them when and why... before they signed up
- Utilized Selling Skills
- Closed the sale

Promise(s) to be kept:

- "I will offer you an unbiased comparison of your choices: what you have, what's available, what you need"
- "I will tailor your order to your specific needs and give you complete billing transparency"



CUSTOMER

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

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LEAD

ROLE-PLAY PHASE 4



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While shopping for an iPhone accessory she saw the sign for Home Connections. Knowing she will have to set up her new apartment to be a connection point for her work, she walked up to the Home Connections counter.

Instructions:

- Congratulations! You have completed the selection of your customer's ideal Home Connection service and your customer has agreed with your selection
- As Lead you must close the sale through transaction and scheduling:
 1. Uncover Home Connections opportunities for the customer
 2. Begin the process of delivering a connected experience to the customer
- Process the Right Order
- Coordinate installation schedules to the best of your ability to save the customer time and hassle



COACH

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Coach Card:**
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Julia has a small TV and would also like to see about an upgrade to it. Depending on the skill level of the Consultant, this may or may not be revealed.

Current provider:

N/A budget \$80/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly.
- Performed a credit check, and then accepted terms and conditions.
- Processed upfront costs before scheduling a walk-out.
- Coordinated installation schedules to the best of ability to save the customer time and hassle: Home Connections provider(s), Geek Squad installation, product delivery.
- The customer "Walked-Out Scheduled"

Promise(s) to be kept:

- "I will coordinate your sign-up process and installation to be **hassle-free**"





The purpose of these exercises is to help you learn how to sell Home Connections effectively so that customers “Walk-Out Scheduled” and have a great overall experience. There are four phases to each role-play scenario, as follows:

1. Role-Play Phase 1: “The Perfect Hand-To”

- **Prepare:** Train Consultants to execute “The Perfect Hand-To.” After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
 1. Introduce the customer by name (extra credit)
 2. Share what the customer has bought and whether any services have been scheduled (or need to be scheduled)
 3. Share what they know about the customer
 4. Share the relevant Home Connections conversation, including existing hardware
 5. Give the customer/Lead a copy of their completed CEW (extra credit)

2. Role-Play Phase 2: “Connecting with Customers”

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - i. Uncover Home Connections opportunities for the customer
 - ii. Begin the process of delivering a connected experience to the customer

- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. Use the right tools:
 1. Home Connx Customer Experience Worksheet (“CEW”)
 2. Mental Cheat Sheet (use to complete Experience section of CEW)

3. Role-Play Phase 3: “Selecting the Right Connections”

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what’s available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust

4. Role-Play Phase 4: “Walk-Out Scheduled”

- **Transact:** Process the right order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle

Role-Play Instructions: Overview

Three Roles per Scenario

- **Customer:** You are the person shopping in the store. Read your card carefully and respond accordingly
- **Employee:** You are the employee engaging the customer. Read your card carefully and respond accordingly
- **Coach:** Your job is to coach the employee throughout the interaction. If something is missed, stop the interaction, call out what was missed, and start the interaction over again. Repeat until perfected

When conducting the role-play it is important for each participant to retain the same role for each of the four phases of the role-play.

CUSTOMER

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Customer Card:**
 - o **Goal:** To make the customer's life better by equipping them with the Home Connections they need
 - o Do not give away any of your profile information. Wait until asked for information and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

Karl is a single male, age 27 and works as a Futures Trader. He walked into the Best Buy's Home Theater Department and wants to upgrade his current home theater setup (wants to purchase a 60-inch HDTV). He enjoys getting together with his buddies from college and high school and is really into sports. He watches both professional and collegiate football, baseball and basketball.

If asked, Karl will share:

He is getting ready for the upcoming Football draft and wants to watch the draft on his big screen TV. Karl has an iPhone and an iPad and is pretty tech savvy.

After asking the first question on the Home Theater CEW, "Have you seen or researched anything that interests you?", the Consultant followed up "You and your friends are going to love watching sports on this TV", Karl replies, "Yeah, I want to have my league's fantasy football draft at my house, they're going to love it."

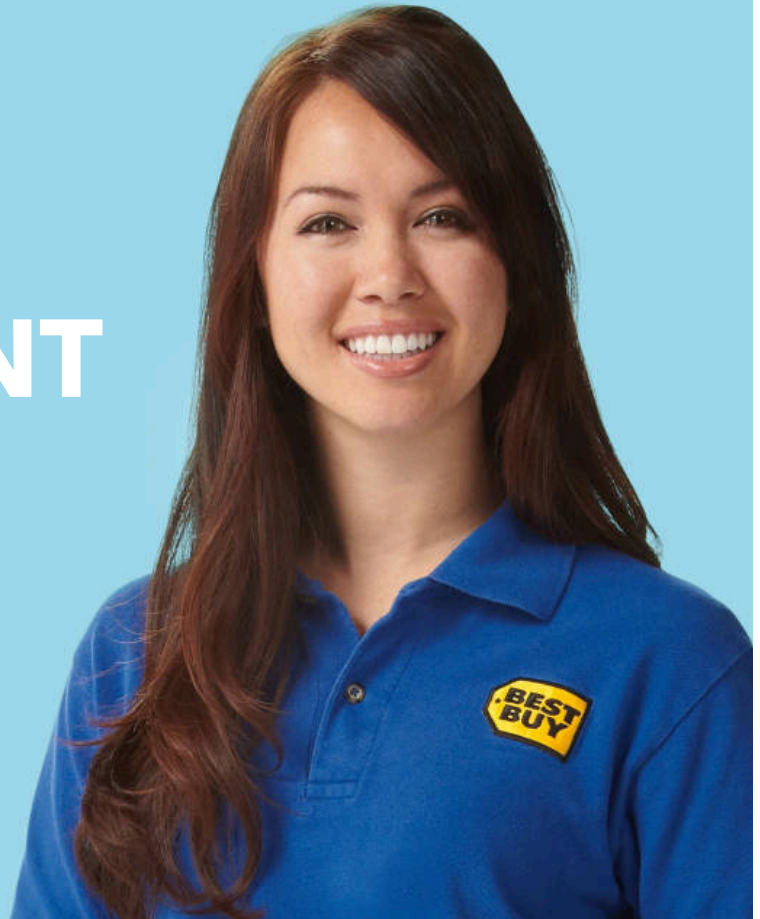
Current provider:

Internet \$80/month plus Cable TV/Phone \$120/month



CONSULTANT

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Roles:**
 - o **Customer**
 - o **Consultant**
 - o **Coach** (Also acts as Lead)
- **Consultant Card:**
 - o **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Karl is a single male, age 27 and works as a Futures Trader. He walked into the Best Buy's Home Theater Department and wants to upgrade his current home theater setup (wants to purchase a 60-inch HDTV). He enjoys getting together with his buddies from college and high school and is really into sports. He watches both professional and collegiate football, baseball and basketball.

Instructions:

- You have honored what the customer came in for and may have completed your sale
- Your responsibility is to evolve your customer interaction to start a relevant Home Connections conversation
- You should then complete the Perfect Hand-To your Home Connections Lead



COACH/LEAD

ROLE-PLAY PHASE 1



1. Role-Play Phase 1: "The Perfect Hand-To"

- **Prepare:** Train Consultants to execute "The Perfect Hand-To." After honoring what the customer came in for, Best Buy Consultants must seek opportunities to start relevant Home Connections conversations with customers:
 - i. Recognize the need for connections based on what the customer came into the store for
 - ii. Carry out their responsibility: start a relevant connections conversation
 - iii. Execute the Perfect Hand-To for the Home Connections Lead
- **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Karl is a single male, age 27 and works as a Futures Trader. He walked into the Best Buy's Home Theater Department and wants to upgrade his current home theater setup (wants to purchase a 60-inch HDTV). He enjoys getting together with his buddies from college and high school and is really into sports. He watches both professional and collegiate football, baseball and basketball.

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Current provider:

Internet \$80/month plus Cable TV/Phone \$120/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Recognized the need for connections based on what the customer came into the store for
- Started a relevant Home Connections conversation
- Developed an appropriate opportunity to offer a fast and free review of the customer's internet and TV service options; and made the offer
- Used the right introduction to the Home Connections Lead: "Let me introduce you to our Home Connections expert, who has been authorized by CenturyLink, Cox and DIRECTV to help customers ensure they have the best connections to meet their needs"
- Completed the Perfect Hand-To (Coach acts as Lead):
 - Introduced the customer by name (not required)
 - Shared what the customer had bought and whether any services had been scheduled (or needed to be scheduled)
 - Shared what they know about the customer
 - Shared the relevant Home Connections conversation, including existing hardware
 - Gave the customer/Lead a copy of their completed CEW (extra credit)

Requirement:

- Honored what the customer came in for

Promise(s) to be kept:

- "I will share with you how the right Home Connections will give you the best experience"



CUSTOMER

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed *throughout the Role-Play sequence*

Customer Profile

Karl is a single male, age 27 and works as a Futures Trader. He walked into the Best Buy's Home Theater Department and wants to upgrade his current home theater setup (wants to purchase a 60-inch HDTV). He enjoys getting together with his buddies from college and high school and is really into sports. He watches both professional and collegiate football, baseball and basketball.

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Current provider:

Internet \$80/month plus Cable TV/Phone \$120/month



LEAD

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Transition from Consultant)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Instructions:

- You have just received the Perfect Hand-To from a Best Buy Consultant.
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Ask Focused questions to gather information about the what the customer has and wants
- Determine the experience the customer needs or desires with Specific questions
- Identify customer's priorities with Checking questions
- Complete a Home Connx Customer Experience Worksheet for the customer
 - Use your tools:
 - Home Connx Customer Experience Worksheet
 - Your Mental Cheat Sheet (use to complete Experience section of CEW)

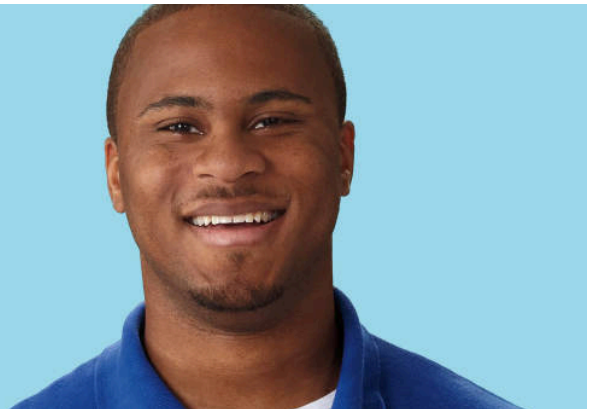
Limited Customer Profile

Karl is a single male, age 27 and works as a Futures Trader. He walked into the Best Buy's Home Theater Department and wants to upgrade his current home theater setup (wants to purchase a 60-inch HDTV). He enjoys getting together with his buddies from college and high school and is really into sports. He watches both professional and collegiate football, baseball and basketball.



COACH

ROLE-PLAY PHASE 2



Role-Play Phase 2: "Connecting with Customers"

- **Engage:** Once a Best Buy Consultant has performed a customer Hand-To, the Lead must propel the conversation through educated inquiry and action to:
 - o Uncover Home Connections opportunities for the customer
 - o Begin the process of delivering a connected experience to the customer
- **Consult:** Determine the experience the customer needs or desires, using Specific & Checking Questions
 - i. **Use the right tools:**
 1. Home Connx Customer Experience Worksheet
 2. Mental Cheat Sheet (use to complete Experience section of CEW)
- **Coach Card:**
 - o Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Karl is a single male, age 27 and works as a Futures Trader. He walked into the Best Buy's Home Theater Department and wants to upgrade his current home theater setup (wants to purchase a 60-inch HDTV). He enjoys getting together with his buddies from college and high school and is really into sports. He watches both professional and collegiate football, baseball and basketball.

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Current provider:

Internet \$80/month plus Cable TV/Phone \$120/month

Validate the interaction and provide real-time feedback. Repeat until perfected

Things to listen for:

- Received the Perfect Hand-To
- Used an appropriate introduction:
 - Let the customer know how the right Home Connections make what they came here to buy a better experience
 - Offered a fast and free check-up of your internet and TV service
 - "In my role as a Home Connections Lead, my primary objective is to ensure that our customers have the right Home Connection to meet their needs. If you are like most people, our experience tells us that you might not be aware of all the options available to you. My colleague (Hand-To) mentioned that..."

Select:

- | | |
|------------------------|------------------------|
| 1. Just moved | 4. Not happy with |
| 2. Bought a new device | current set up/service |
| 3. Wants to save money | 5. Other |

Can we spend a couple of minutes to identify the best options available to you, based on your needs?"

- Stated "Let's start by checking what services are available for you." After getting the customer's home address, established which providers that service their household
- Used focused questions to identify what the customer has and wants
- Used Specific questions to determine the experience the customer needs or desires
- Used Checking questions to identify customer priorities
- Compare the Home Connx Customer Experience Worksheet completed by the Lead with the example prepared for the Phase. Identify any incorrect or missing items

Promise(s) to be kept:

- "I will have the knowledge and resources to be your Home Connections expert"
- "I will share with you how the right Home Connections will give you the best experience"

CUSTOMER

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire.
- **Select:** Make an unbiased recommendation that the customer can trust.
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Karl is a single male, age 27 and works as a Futures Trader. He walked into the Best Buy's Home Theater Department and wants to upgrade his current home theater setup (wants to purchase a 60-inch HDTV). He enjoys getting together with his buddies from college and high school and is really into sports. He watches both professional and collegiate football, baseball and basketball.

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Current provider:

Internet \$80/month plus Cable TV/Phone \$120/month



LEAD

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - **Goal:** To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Karl is a single male, age 27 and works as a Futures Trader. He walked into the Best Buy's Home Theater Department and wants to upgrade his current home theater setup (wants to purchase a 60-inch HDTV). He enjoys getting together with his buddies from college and high school and is really into sports. He watches both professional and collegiate football, baseball and basketball.

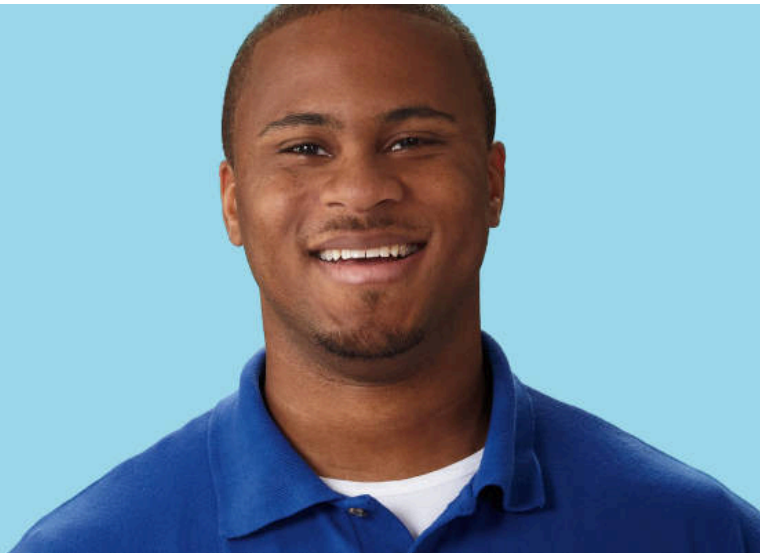
Instructions:

- You have completed your customer consultation and have an accurate Home Connx Customer Experience Worksheet
- As Lead you must propel the conversation to consultation through educated inquiry and action to:
 - Uncover Home Connections opportunities for the customer
 - Begin the process of delivering a connected experience to the customer
- Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- Make an unbiased recommendation that the customer can trust
- Customize the providers' services and hardware to meet the customer's needs
- Provide the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill is going to go up, tell them when and why... before they sign up



COACH

ROLE-PLAY PHASE 3



Role-Play Phase 3: "Selecting the Right Connections"

- **Compare:** Compare costs and benefits of all the options TOGETHER: what they currently have, what's available at their house, what they need for the experience they desire
- **Select:** Make an unbiased recommendation that the customer can trust
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Coach Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

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Current provider:

Internet \$80/month plus Cable TV/Phone \$120/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly
- Asked the right questions
- Compared costs and benefits of all the options with the customer, considering: what they currently have, what's available at their house, what they need for the experience they desire
- Made appropriate and unbiased recommendations
- Confidently made an unbiased selection
- Made the most appropriate selection (correct selection, based on specific Phase)
- Customized the providers' services and hardware to meet the customer's needs
- Provided the customer with complete billing transparency, even if they have more than one provider's bill
- If their bill was going to go up, told them when and why... before they signed up
- Utilized Selling Skills
- Closed the sale

Promise(s) to be kept:

- "I will offer you an unbiased comparison of your choices: what you have, what's available, what you need"
- "I will tailor your order to your specific needs and give you complete billing transparency"



CUSTOMER

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Customer Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need
 - Do not give away any of your profile information. Wait until asked for them and mark each fact not revealed **throughout the Role-Play sequence**

Customer Profile

Karl is a single male, age 27 and works as a Futures Trader. He walked into the Best Buy's Home Theater Department and wants to upgrade his current home theater setup (wants to purchase a 60-inch HDTV). He enjoys getting together with his buddies from college and high school and is really into sports. He watches both professional and collegiate football, baseball and basketball.

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Current provider:

Internet \$80/month plus Cable TV/Phone \$120/month



LEAD

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Roles:**
 - **Customer (Continue in role)**
 - **Lead (Continue in role)**
 - **Coach (Continue in role)**
- **Lead Card:**
 - Goal: To make the customer's life better by equipping them with the Home Connections they need

Limited Customer Profile

Karl is a single male, age 27 and works as a Futures Trader. He walked into the Best Buy's Home Theater Department and wants to upgrade his current home theater setup (wants to purchase a 60-inch HDTV). He enjoys getting together with his buddies from college and high school and is really into sports. He watches both professional and collegiate football, baseball and basketball.

Instructions:

- Congratulations! You have completed the selection of your customer's ideal Home Connection service and your customer has agreed with your selection
- As Lead you must close the sale through transaction and scheduling:
 1. Uncover Home Connections opportunities for the customer
 2. Begin the process of delivering a connected experience to the customer
- Process the Right Order
- Coordinate installation schedules to the best of your ability to save the customer time and hassle



COACH

ROLE-PLAY PHASE 4



Role-Play Phase 4: "Walk-Out Scheduled"

- **Transact:** Process the Right Order
- **Schedule:** Coordinate installation schedules to the best of your ability to save the customer time and hassle
- **Coach Card:**
 - o Goal: To make the customer's life better by equipping them with the Home Connections they need

Customer Profile

Karl is a single male, age 27 and works as a Futures Trader. He walked into the Best Buy's Home Theater Department and wants to upgrade his current home theater setup (wants to purchase a 60-inch HDTV). He enjoys getting together with his buddies from college and high school and is really into sports. He watches both professional and collegiate football, baseball and basketball.

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Current provider:

Internet \$80/month plus Cable TV/Phone \$120/month

**Validate the interaction and provide real-time feedback.
Repeat until perfected**

Things to listen for:

- Used the system correctly
- Performed a credit check, and then accepted terms and conditions
- Processed upfront costs before scheduling a walk-out
- Coordinated installation schedules to the best of ability to save the customer time and hassle: Home Connections provider(s), Geek Squad installation, product delivery
- The customer "Walked-Out Scheduled"

Promise(s) to be kept:

- "I will coordinate your sign-up process and installation to be **hassle-free**"

