



LET'S GET YOU
CONNECTED

HOME CONNECTIONS TRAINING

MAKING
INTERNET,
CABLE, AND
SATELLITE
**CONNECTIONS
EASY**





WHY WE **ARE HERE**

HOW THIS WEEK'S TRAINING WILL SET YOU UP FOR SUCCESS IN YOUR NEW ROLE AS A HOME CONNECTIONS LEAD!

INTRODUCTION

Best Buy is uniquely placed to transform the way people think about and purchase Home Connections, and you're in a position to make this a win/win/win for our customers, our partners and our business.

You will learn:

- Best Buy has a responsibility to play a bigger role in Home Connections
- We will transform the way our customers think of and purchase Home Connections
- Becoming the Connections Expert: Your journey starts now!

PART 1: THE HOME CONNECTIONS **OPPORTUNITY**

WHY WE'RE DOING THIS

WHAT: Best Buy has a responsibility to play a bigger role in Home Connections

WHY: Home Connections are at the center of millions of people's connected lives, but many don't have the right solution to meet their needs

HOW: By implementing a bold new strategy to solve this enormous problem

CONTENTS

- What is Home Connections Today?
- Is There a Customer Need?
- Can Best Buy Play a Role?

PART 2: THE HOME CONNECTIONS **STRATEGY**

HOW WE'RE DOING THIS

WHAT: We will transform the way customers think of and purchase Home Connections

WHY: Only a Best Buy Associate can truly offer choice and an unbiased recommendation that aligns with customer needs

HOW: By leveraging our position as a trusted advisor and partnering with leading service providers to offer a new and unbiased solution

CONTENTS

- The Current State with Single Vendor Sales Labor (SVSL)
- Challenges with the SVSL model
- The Home Connections Opportunity
- The Home Connections Strategy
- Home Connections Expertise
- The Big Picture: Why it Will Work



LET'S CONNECT!

WHY: Because “You Are The Connection” and the success of our strategy depends on you

CONTENTS

- Training Overview, Goals and Objectives
- Thanks to Our Partners
- The Size of the Prize
- A Mutual Commitment



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THE STUFF WE LOVE. **WHEREVER AND WHENEVER**

MASTER THE CONTENT THAT DRIVES CONNECTED ENTERTAINMENT!

INTRODUCTION

This session will provide you with the ability to create the best experience when advising customers about connectivity services and content providers, as well as address any concerns they might have.

You will learn:

- How Telco, Cable, and Satellite companies have driven the evolution of our entertainment choices and experiences
- How to effectively communicate the options and values of various content with customers
- How to connect customers to the right Internet speed suite to them



PART 1: THE TIME **MACHINE**

WHAT: How Telco, Cable, and Satellite companies have driven the evolution of our entertainment choices and experiences

WHY: Because people have a passion for “the experience”

HOW: By using the rapid development of Home Connections as their platform for innovation

CONTENTS

- The Time Machine
- The Golden Era of TV
- The VCR and Pay-For-TV
- The Race for the New Market
- The More Things Stay the Same



PART 2: BE AN EXPERT IN **ENTERTAINMENT CONTENT**

WHAT: Effectively communicate the options and values of various content with customers

WHY: Providers of streaming content have a variety of quality standards

HOW: Understanding how streaming functions and how providers deliver content

CONTENTS

- Entertainment Content
- Purchase and Rental Content Providers
- Streaming Entertainment
- The Case for “Linear” TV

PART 3: OFFER THE BEST

INTERNET SOLUTION

WHAT: Connect customers to the right Internet speed suited for them

WHY: Customers have differing budgets and online needs

HOW: Familiarize Home Connections Leads and customers with the local-market and regional Internet offerings

CONTENTS

- The Need for Speed
- Knowledge is Power
- Making the Connection



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THE DEVICES THAT **MAKE IT HAPPEN**

ON OUR DESKS, IN OUR HANDS, AND ALL AROUND OUR HOMES

INTRODUCTION

For our new roles, it is crucial that we gain a firm understanding of how today's many entertainment devices work together, and where they have come from.

You will learn:

- Why a vast range of entertainment devices exists today
- We are consuming more entertainment content than ever
- How to offer the right connection and networking solutions

PART 1: THE THREE **SCREENS**

WHAT: Why a vast range of entertainment devices exists today

WHY: Customers demand their content where they want, when they want

HOW: Better and faster home connections have sparked a content revolution

CONTENTS

- The Medium Screen
- The Medium Screen Becomes Handheld
- The Big Screen

PART 2: THE IRRESISTIBLE **FORCE**

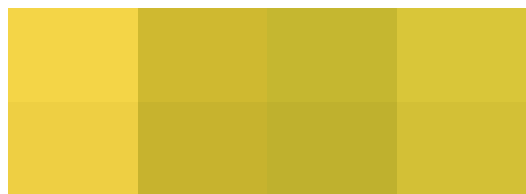
WHAT: We are consuming more entertainment content than ever

WHY: We have an insatiable appetite for entertainment

HOW: Innovation of devices and technology are making it possible

CONTENTS

- Our Insatiable Appetite for Entertainment
- Children and the Future of Home Connections
- Content, Devices, Home Connections ...and You



PART 3: CONNECTED ENTERTAINMENT: **NETWORKING**

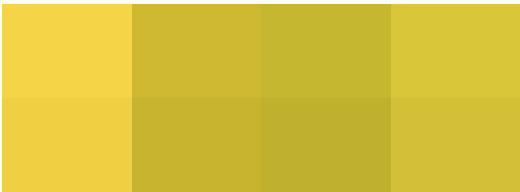
WHAT: How to offer the right networking solutions

WHY: Entertainment devices have a need for speed

HOW: By learning the benefits of different networking options

CONTENTS

- Simplifying the Network
- The Need for Speed: Internet and at Home
- Networking Hardware Options
- Networking for Home Connections



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