

# 10

THINGS TO  
KNOW

ABOUT SELLING  
BROADBAND

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# WHO IS CARISSA SWENSON?



Kaycee, WY  
249  
Halliday, ND  
188



1

ARE YOUR  
CUSTOMERS  
MAKING  
**ASSUMPTIONS**

ABOUT THE  
SERVICE YOU  
PROVIDE?

2

ARE YOUR  
EMPLOYEES  
MAKING

**ASSUMPTIONS**

ABOUT YOUR  
CUSTOMERS?



3

ARE YOUR  
CUSTOMERS  
**CONFUSED**  
SELF-CONSCIOUS,  
OR AFRAID OF USING  
TECHNOLOGY?



4

DO YOUR  
CUSTOMERS  
UNDERSTAND  
HOW THEY ARE  
USING THE  
NETWORK?



5

DO YOUR  
CUSTOMERS  
UNDERSTAND  
THEIR  
BROADBAND  
SPEED OPTIONS?



6

DO YOUR  
CUSTOMERS HAVE  
THE RIGHT  
EQUIPMENT  
TO HANDLE THE  
JOB?





7

ARE YOUR  
CUSTOMERS  
CONFUSED

WHEN SHOPPING  
FOR YOUR  
SERVICES?



8

DO YOUR  
EMPLOYEES

REALLY

UNDERSTAND  
YOUR BUSINESS  
MODEL?



9

ARE YOUR  
CUSTOMERS IN  
NEED OF  
SPECIALIZED HELP  
OR MANAGED  
SERVICES?

10

DO YOUR  
CUSTOMERS  
KNOW ABOUT THE  
MANY ONLINE  
RESOURCES  
AVAILABLE TO  
THEM?



# We Can Help!

Customer Service Training  
New Employee Training  
CPNI Training Video

## Questions? Contact Me!

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