



Coach
Preparation
Checklist

- Begin with the desired result by:**
Identify the goals and possible performance gap
- Watch the video prior to your huddle:**
Know the length of the video, estimate time needed to watch video and for practice and interaction.
Pause the huddle in important areas to emphasize important steps of the huddle.
Help representatives/agents apply the skills needed to close the gap.
- Ensure the coaching station is going to be available and schedule close key time.**
- Be sure to notify the representatives/agents who will be attending in advance:**
Training time, Location, Reason for the meeting, Materials to bring, Prep your team leaders for additional support during the huddle
- What materials do you need?**
Easel, Printed handouts

Opening &
expectations

“Welcome, in today’s huddle, we learn all about what it takes to provide a successful transition to the AT&T customer. There are some key words and phrases that will be important to understand when providing the transition. After we watch this video, we will have a chance to practice what we have learned, so pay close attention. Let’s get started.”

Show Video

Play Video

Pause at 1:32: Engage the Agents by asking a few questions –

- 1) **Why does tone and inflection play such a key role in a successful transition?**
(Possible answers):
 - a) It conveys a willingness to assist the AT&T customer.
 - b) The AT&T customer is more likely to engage in a quality conversation
 - c) The AT&T customer will feel more at ease with you handling their situation
- 2) **Let’s discuss the key words that were mentioned. Why do you think it is important to understand what the customer values?** (answer): Personalized benefits can be shared when a solution/recommendation is given.
- 3) **Explain why we are asking you to include the word options in your transition statement?** (answer)
Consumers like to be in control and have options to what they spend their money on, so explaining to the customer that AT&T has many options, it puts them at ease knowing they will have a solution that has customized options.

Practice

Practice instruction: Pair up the agents and have them role-play back and forth the VOQ transition statement. Examples of transition statements using Value, Options and Questions in different orders.

Example 1:

“Mr/Mrs. Customer, it is really important for me to understand what you and your family VALUE before we go over all of your OPTIONS, so, I am going to ask you a few QUESTIONS.”

Example 2:

“Mr/Mrs. Customer, we have a lot of OPTIONS, but before we go over them, I need to understand what you and your family VALUE, so, I am going to ask you a few QUESTIONS.”

Example 3:

“Mr/Mrs. Customer, I am going to ask you a few QUESTIONS, so I can understand what you and your family VALUE. that way we can go over all of your OPTIONS.”