

ONTARIO ACN PRODUCT PORTFOLIO TIP SHEET

March 2011

- This Tip Sheet is here to help you acquire customers - Read all Do's and Don'ts before acquiring a customer
- Expect challenges
- Stay solution oriented
- There are thousands of people who out there dissatisfied with their current providers
- Be prepared for technology to not work perfectly. Prepare your reps and customers that it is technology and things don't always work perfectly.
- Use Feel, Felt, Found – I understand how you must feel, I have found people who have felt the same way and here is what I found.....

Digital Phone Adapter (ATA Box) & Video Phone

- Our Phone Adapter is \$29.99/month, you can add 2 lines (\$29.99 each line), 60 countries unlimited, with same features as the video phone
 - For a limited time, you can get unlimited Canada/US long distance for \$21.99/month.
 - ACN's phone adapter is amazing and helps you retain customers!!
 - Requires high speed internet. Can be bundled with DSL.
 - We pay up to \$100 to break an internet contract
 - Rogers new home phone service is digital. Rogers is \$34.89/month - 2 features, 200 minutes North America
 - You can redirect a Rogers Home Phone to the ACN Phone Adapter
 - Rogers new home phone service is all digital now – can't be ported to Bell
 - Because of the 2003 electricity blackout, some Ontario customers are afraid of digital service and prefer analog service even though it is more expensive and offers less features
 - Ensure your customers sign up for the Customer Bonus'
- DO:
- Bring your video phone to a customer's house and make sure their high speed internet is sufficient to support the phone – confirm their speed first
 - Print out the list of 60 countries that they can call for free
 - Show them how to use the customer portal of their video phone - e.g. username and password – it is under Online Management at www.myacncanada.ca under digital service
 - Demonstrate the video phone first and have customers see the picture quality
 - Have the customer input their order and make sure they input the name exactly as it appears on their credit card
 - Order a videophone/adapter even if ACN Internet is not available in customer's area, they can still use the videophone/adapter if they have the required internet service with their current service provider
 - Existing customers who wish to add World Long Distance Plan feature to their ACN Digital Phone Service plan should call ACN Customer Care at 888-383-8226 (It's Free)
- TIPS:
- Already included in every Digital Phone Service plan: Canada, U.S. and Puerto Rico
 - World Plan Mobile destinations: China, Guam, Hong Kong, India, Singapore,

Thailand, Virgin Islands (U.S.)

· World Plan Landline destinations: Andorra, Argentina, Australia, Austria, Belgium, Brazil, Brunei Darussalam, Bulgaria, Chile, Colombia, Croatia, Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Guadeloupe, Hungary, Iceland, Ireland, Israel, Italy, Japan, Latvia, Luxembourg, Malaysia, Martinique, Mexico, Monaco, Netherlands, New Zealand, Norway, Panama, Peru, Poland, Portugal, Romania, Russia, Slovakia, Slovenia, Spain, Sweden, Switzerland, Taiwan, Turkey, United Kingdom and Venezuela

High Speed Internet

DO:

· Always check on the website to see if they can get high speed or call Customer Service at 1-888-383-8226, open 9 a.m. to 12 a.m.

· Inform your customer to NOT cancel ANY SERVICE AS ACN WILL INFORM THE CUSTOMER AS TO THEIR NEXT STEPS

- Test the speed of the internet and inform the customer that ACN's speed is up to 5 MB
- Redirect all Rogers and Bell customers to the ACN Digital Phone Adapter – remember that the ACN Phone Adapter is digital and operates through the internet – if they need an analog line because they have an analog fax machine or have Home Security – you cannot transfer them at this time
- Know all the facts re the fax line that ACN is adding for \$9.99.
- Know ACN's customer promotions each month so you can earn extra income for yourself

TIPS:

- Rogers new home phone service is digital. Rogers is \$34.89/month - 2 features, 200 long distance North America minutes
- You cannot redirect Rogers Home Phone service directly to Bell now – Rogers new home phone service is all digital now – sign customers up on the ACN Phone Adapter
- When your power goes out your digital phones will not work
- Internet service is still unlimited, until further notice. It did not change March 1.
- DSL – Direct Single Line – goes directly from you to the internet
- Cable is like an octopus – all the homes go to one box then that box connects to the internet –when kids are home at 4 p.m. – that is why the internet is slow at that time
- If your customer is using Rogers, and they have ordered an ATA box or Video Phone, they must do a ping test (pingtest.net) to determine a pure internet connection to support the video phone. Also, if they have a *business* Rogers line, they must call Rogers, to disable the DMZ line which bypasses the router to free the line to support our video phone
- We pay up to \$100 to break an internet contract only from Rogers or Cogeco with proof of payment of termination of services.

QUESTIONS AND ANSWERS:

1. Can we switch the DSL(internet) from bell or others on a standalone plan?? *No. We cannot provide stand alone DSL at this time. In the future, we may provide the Bell Fibe product (20 MB or higher service).*
2. Are there provisions for ACN to connect landlines in order that we can switch Rogers (cable), Cogeco and/or Videotron? In the past, we asked customers to go to Bell. Bell then connected the lines and then we transferred them to ACN. *We*

can only transfer non-Bell Analog lines to ACN Local/LD. If customers have a digital line, transfer them to the ACN Phone Adapter.

INFORMATION ON WWW.MYACNCANADA.CA UNDER THE INTERNET SECTION: ALWAYS REFER TO WWW.MYACNCANADA.CA FOR THE LATEST AND MOST UP TO DATE INFORMATION

- **Get up to \$200 for switching to ACN Local & Long Distance Service with High Speed Internet**
- ACN will credit you up to \$200 for any Early Termination Fees you incur from your current Internet and local service provider** when you switch to ACN Local & Long Distance with High Speed Internet. All you have to do is provide a copy of your invoices to ACN showing the Early Termination Fees. It's that easy!
- *Ontario Customers: Get up to \$100 back per account*
- *Quebec Customers: Get up to \$200 back per account*
- ***Early Termination Fee Restrictions: Non-Bell customers only who sign up after September 13, 2010. Fax invoices to 1-888-880-6778. Quebec and Ontario customers only**
- *Customer must subscribe to ACN Local & Long Distance with High Speed Internet, must have switched to ACN from a competitive Internet and Local service provider**, and must submit their invoices from the competitor clearly stating the termination (cancellation) fees. The invoices must be faxed to ACN (1-888-880-6778) within 90 days of the installation of their ACN service and be dated after the installation of ACN Local & Long Distance with High Speed Internet*
- *Promotion credits for High Speed Internet and Local service are limited to new ACN customers in Ontario and Quebec who transfer their Internet and Local service from any provider excluding Bell.*

High Speed Internet Support – this is available at: http://www.myacncanada.ca/digital/support_internet.html

General Information

ACN Digital Phone Service Plus High Speed Internet is available in select areas in Ontario, Quebec, Alberta and British Columbia.

High Speed Internet Installation

ACN High Speed Internet

Only available to customers in Ontario, Quebec, Alberta & British Columbia where technology permits. This product is intended for customers who do not have, or do not plan to keep their traditional local phone service. If customer retains local service, additional inside wiring will be required. All customers should evaluate the services they already have in their home that already use the Internet and contact those service providers about their upcoming transfer to ACN Digital Phone Service Plus High Speed Internet to make sure there are no interruptions during the transfer. Please see your representative for details. At the time of order, your credit card will be billed for all applicable charges. ACN High Speed Internet service is only available with ACN Digital Phone Service. Stand-alone High Speed Internet service is not available at this time. Please note that ACN High Speed Internet does not support IPTV (Television).

Frequently Asked Questions

Can I keep all my current emails?

If you are a user of an existing ISP web mail solution and you wish to save your existing emails prior to transferring to ACN High Speed Internet, there several solutions that are available to you to avoid losing your emails. Please note that if you already use an email client such as Outlook or Windows mail, you will not need to do anything.

1. You can transfer/forward all your emails to your new email address
2. You can download all your emails to a mail client such as Outlook or Windows mail and then configure your email client with ACN settings

How do I configure my email client to receive and send emails with my new acn.net email address?

1. Download outlooksetup.exe or outlookexpress.exe OR
2. Follow the Manual set-up instructions : You will first need to enable POP service for your account if you are a new customer. If you were with our service before our Google partnership this should already be done for you. Click here for instructions on how to enable POP service.
Check this list below for the client that you use and follow the instructions to reconfigure your email client:
Outlook Express Create New Account Modify Existing Account Download Configuration Tool
Windows Mail (Vista) Create New Account Modify Existing Account Download Configuration Tool
Outlook XP/2003 Create New Account Modify Existing Account Download Configuration Tool
Outlook 2007 Create New Account Modify Existing Account
Mozilla Thunderbird Create New Account Modify Existing Account
Mac Mail 3.1 Create New Account Modify Existing Account

If your client is not listed here you may find some help on the Google Help site.

Effective March 1, 2011, a usage allowance policy will apply to all Ontario and Quebec ACN High Speed Internet customers. Ontario customers have a usage allowance of 25 GB before being charged \$2.00/GB for additional GB. There is a maximum overage usage charge of \$60/month for usage up to 300 GB. An excessive usage charge of \$1.00/GB applies for usage exceeding 300 GB per month. This excessive usage policy will affect less than 1% of customers. Your usage period coincides with your billing cycle.

Hydro / Gas

DO:

- Watch the Webinar on Energy & Water Heaters from your back office
- Print out your badge and business cards before taking the test
- Study the Training Manual before you take the test. If you fail twice you will not be allowed to sell Energy in Ontario
- Wear your badge on your outside jacket or clothing, show it to the customer and give

them a business card before you begin the conversation

- Identify yourself that you are from Planet Energy and not the Ontario Energy Board or the Government of Ontario
- Ensure the customer has a valid email address and signs themselves up – ensure they have seen your badge
- Hydro – make sure you know what the provincial benefit/global adjustment is prior to visiting potential customers
- Educate the customer about all the pricing options and give them the choice to choose the product that fits their needs and expectations, some people are risk takers (market tracker is the variable rate which will go up and down with market fluctuations) and some people are not
- Educate your customers on the advantages and disadvantages of the product they are selecting

DON'T:

- DO NOT GUARANTEE SAVINGS

TIPS:

- Visit www.ieso.com and www.oeb.gov.on.ca
- If the provincial benefit is .0286 or 2.86 cents, for example, on Stability, the price of electricity would be 5.49 plus 2.86 = 8.35 cents
- Customers have some flexibility with their contract - 90 days before their contract anniversary date (1 year later), customers can lock in their contract to a more secure plan if they are on Market Tracker or Sleep Easy. However, you cannot go from Stability to Market Tracker or Sleep Easy, you can only move up to Stability from a variable rate
- Customers can request a lower fixed rate, if the new rate for their plan decreases. Planet energy will offer a blended rate of the new and old rate, thus lowering the amount.
- Anyone on a variable rate can lock in at ANY time, not just their anniversary. The anniversary lock-in is if they want to blend and extend their rate, should the locked-in rate go down.
- Go to www.energysshop.com for competitor energy rates. Retail rates versus our wholesale rates.
- Planet Energy Phone: 1-866-755-9553. Option 2. Planet Energy Fax #: 289-360-3019. Open 9 a.m. to 7:00 p.m. Monday to Friday. Saturday and Sunday, 12 p.m. to 6 p.m.

Mobile Application / Call Back Service

- Available to all customers who have a cell phone in North America

DO:

- Ensure your customers choose the Automatic Recharge of some amount. If their Account falls below \$1.50 and their credit card is not on file to be charged, they will automatically be changed to the Pay As You Go Plan – which means you lose the point!
- Show customers what to reduce on their current plan (e.g. add the callback number to their My Favourite 5 or 10 so the calls are unlimited and they are not charged for long distance, have them reduce the number of minutes they have and take off their long distance plan).
- Use this as a great way to get that one extra point
- Give your customers who use the International plan a list of the countries included which is on the website under Support/General Information.
- Show your customers how to use their online account with the User ID which they receive in an email from ACN so they can see all their calls

Water Heaters

· Available to all customers in Ontario who can get Planet Energy Hydro & Gas
DO:

- Inform your customers that if they sell their house with a Planet Energy water heater, this must be disclosed in home sale agreement. New home-owner can assume the water heater rental and rep will still receive commission. New home owner needs to call Planet Energy/LivClean to set-up payment.
- When signing up for water heaters in off-beat areas, if the postal code is not recognized, substitute it for a postal code that the system will accept and then update with correct postal code by calling Planet Energy/LivClean

Bell TV

· For non-Bell customers only
DO:

- Sign up customers after they have not been with Bell for 6 months
- **ACN CUSTOMER ACQUISITION/SERVICE KNOWLEDGE REMINDERS**
- Talk to many... you only need a few customers
- Ask for a favour.... Share your "Why"
- Move on if people don't want our services, don't convince people
- Expect challenges
- Stay solution oriented

WIRELESS / CELLULAR

- The TELUS 20 mbps internet sticks are very powerful for:
 - People who live in rural areas with poor high speed coverage/cottagers
 - Business people who want internet on the go and not dependent on a public place having WIFI
 - ACN reps who want to be strong at customer acquisition and who want to grow a powerful business and be able to launch reps
- \$30 month minimum contract provides 500MB of data
- <http://cow.neondragon.net/>
- **500MB corresponds to...**
 - Basic WebPages (mainly text) 5,000
 - Rich WebPages (with multimedia) 1,500
 - Basic e-mails 500,000
 - Rich e-mails (with attachments) 1,000
 - Downloading/streaming music 100 songs
 - Downloading/streaming video 1 hour
- TELUS is our Canadian partner, US partners are: ATT, Nextel, Verizon, T-Mobile and Sprint

Local / Long Distance (transferring customers from Rogers to a Bell analog line)

- Least expensive service \$18.99 + Touch Tone \$2.80 + 911 \$0.20 + Canada Unlimited \$12.99 + NAF \$4.50 (\$39.48 total)
- Ask, "Who do you want to talk to more often?" If they have consistent calling patterns, help them create calling circles... get their family and friends across North America on the same plan and they will be able to call each other free. You will gain many referrals this way and there are others you will have to educate

DO:

- Share your WHY. Have it come from your heart. Tell the truth.

- Keep a land line if you have a fax machine or a Security System
- Understand the Network or System Access Fee (NAF or SAF), Bell \$5.95, Rogers \$6.50, ACN Long Distance (LD) only \$1.95
- Give customers the International Premier Plan OR warn them not to make international calls on their home phone
- Check whether the NAF is hidden, if someone can dial 1 they are paying a NAF
- Check if customer has a Bell grandfathered \$5.00/month LD plan – if so move on to next customer
- Inform customers that they will be paying for more than one month on the first bill so they are not surprised – all phone companies charge one month in advance
- Offer the *Long Distance Only option* to customers who cannot change their local service from their current provider
- Inform your customer that their voicemail will be reset and they will need to make up a new password
- Inform customers that they cannot suspend service for a season and reconnect it
- Inform the customer NOT to cancel their home phone service with their current provider
- Send a thank you card with a \$2.00 lottery ticket in it when someone becomes your customer and regularly call them and thank them!

DON'T:

- Ask more than three times for someone to be your customer – move on **NEXT**

TIPS:

- Rogers is not regulated by the CRTC because they are digital
- Rogers will fight to not remove the Network Access Fee - INSIST
- It takes 10-14 days for ACN to take over the line
- Check that by dialling 1-700-555-4141 – this is a recording will tell you who your long distance provider is
- International Premier Plan – we recommend that you give this to all your customers OR warn them not to make international calls on their home phone
- For *long distance only*-If the customer is keeping their Internet with their current provider and not switching yet, make reference to that in the comment section of the application
- *Stand-alone Long Distance* can be added to Local phone service for any provider
- When the power goes out your digital phones will not work
- An analog phone will work during power outages

Miscellaneous Tips:

- Customer rewards program does NOT include the \$21.99 ATA. It only applies to the unlimited world plan (\$29.99)

END