All About First Responders

FIRSTNET
Built with AT&T

What it is!

Lift the level of knowledge & confidence around all things FirstNet and let's get our SWAG on!

How We Win!

- Confidently position First Responder offers and grow your business!

Know Your Stuff!

- **What is FirstNet?** Dedicated Network for Police, Fire and EMS.
- "A Network FOR First Responders, built BY First Responders
- Remember "QPP"
  - Quality of the Network
  - Priority & Pre-Emption – YOU takeover the network! AND….Verizon can't offer this!

- **What is the Appreciation Offer?**
- Offer for first responder's families.
- 25% off Unlimited &More plans.
- $15 credit on TV
- $15 on broadband.

What a great way to leverage our Integrated Offers!

- **What is SPA (Subscriber Paid Accelerator) Offer?**
- First responder can activate service in store instantly.
- Completes eligibility verification process at www.firstnet.com
- Verifies within 30 days of activation.
- Receives $200 switcher bill credit when switching to FirstNet (New or ToBR *ToBR credit ends 10.5.18)
- $39.99 Unlimited, talk, text and data (No throttling)

SUPER easy to take care of these VIPs!

Know The Layers Of The Pitch

- Are you or anyone you know a first responder?
- AT&T introduced FirstNet which, is a network dedicated to first responders by first responders. This allows you to provide a solution during any network congested area and have priority and preemption over anybody else.
- We will also, take 25% off your family's mobility services and another $30 off of TV and internet bill.
- Check Out This FirstNet Pitch Video: https://goo.gl/v7HD8Z

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Knowledge Check

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1. Can FirstNet Subscriber Paid accounts be activated in store on the first visit? **(Y/N)**
2. Starting 10/6/2018 **-** if a customer does a ToBR for a line from their existing consumer plan to a FirstNet Subscriber Paid account, do they receive the $200 Activation Credit? **(Y/N)**
3. How long does it take for the $200 Activation Credit to be applied to the account? **A) Immediately B) Within 30 Days C) Within 60 Days D)Within 90 Days**
4. What will happen if the customer fails to verify their FirstNet Subscriber Paid account with the "Trust and Verify" process? **A) Account will be canceled B) Account will be suspended after 30 days C) Account will be transferred to consumer plans after 30 days.**
5. You have identified a Volunteer Firefighter – Nice Work! They currently have Verizon with 4 lines of service. You have positioned 1 FN Sub. Paid, and 3 lines on a separate account under the First Responder Appreciation Offer. How many BOGO's can you offer them? **A) 0 B) 1 C) 2 D) 4**
6. FirstNet – Subscriber Paid – How much is Unlimited Talk , Text & Web? (no tethering) **A) $65 B) $39.99 C) $44.99 D) Not available at this time**
7. FirstNet – Subscriber Paid – How much is Unlimited Talk , Text & Web? (including tethering) **A) $65 B) $39.99 C) $44.99 D) Not available at this time**
8. What offers are stackable between Subscriber Paid FN GA's & the First Responder Appreciation Offer? **A) $200 Port-in Credit B) BOGO C) $30 Video/IPBB Service Credit D) All of the Above**
9. Are there data roaming charges in Canada or Mexico for FirstNet Mobile Unlimited Plans? **(Y/N)**
10. When do subscriber paid users get data prioritization? **A) Only during emergencies B) Only when uplifted C) All of the time**

ANSWER KEY:

1) YES 2) NO 3) D 4) B 5) 2 6) B 7) C 8) D 9) NO 10) C

RSM's please administer the FirstNet Knowledge Check to your team by Sunday 9/30/2018.