

MCI Promotion

Script One

"_____, how are you? _____, I am calling to ask you a favor. I market MCI long distance telephone services and, as you know, MCI will save you money compared to AT&T and Sprint. _____, would you do me a favor and try MCI for a month?"

Answer to objections:

"_____, it will not cost you anything to switch to MCI, and if for any reason you do not like MCI, we will pay to switch you back."

Script Two

You: "_____, do you use AT&T for your long distance telephone calls, or do you use a discount long distance service?"

Prospect: "I use AT&T (or Sprint, etc.)."

You: "Would you be interested in saving up to 35% on your long distance bill?"

Prospect: "Yes."

You: "Great!"

You take out the application form and proceed to fill it out.
You call Amway/MCI to enroll your prospect and then mail the application in.

Answer to objections:

"_____, it will not cost you anything to switch to MCI, and if for any reason you do not like MCI, we will pay to switch you back."

LONG-DISTANCE CARRIERS



For the past two years MCI has beat out all other phone companies in *Data Communications* magazine's customer service survey. Says

editor-in-chief Joe Brauc: "Customer service has become very important in the long-distance business because, technologically, it's become pretty much a level

playing field."

A study this year by Consumer Action, an independent research outfit in San Francisco, found that MCI is still less expensive than AT&T and Sprint.

MCI rate cut may rattle phone giants

By Steve Rosenbush
USA TODAY

MCI has quietly slashed the flat rate it charges its best long-distance customers by 20%, raising the possibility of a future price war.

People who signed up for the MCI One calling plan since Jan. 1 are being charged 12 cents a minute for long-distance calls as long as they spend at least \$25 a month with MCI. Those who spend less get the old 15-cent-minute rate.

In response, AT&T says it won't drop its flat-rate price of 15 cents a minute. Sprint says it will stick to its flat rates of 16 cents during the evening and 25 cents during the day.

But MCI's move comes amid unprecedented competition in the \$75 billion long-distance market. MCI is the No. 2 long-distance carrier with about a 19% share. The phone arena is vulnerable to a shock.

MCI "could be doing this just to hedge its bets so it will be able to pull the rabbit out of the hat whenever it needs it," says Jeff Kagan, an independent telecommunications analyst in Atlanta.

"If MCI does advertise it... that will trigger a price war because the 20% price difference is too great to go unchallenged."

The reduction was announced to some customers, but not in TV ads.

Customers who signed up for MCI One last year can ask the company to lower their rate.

Other benefits are available as well. MCI One customers are now billed in six second increments. The company dropped a common practice of rounding the final minute of a call to the next highest minute. It also dropped the calling plan's \$4.95 monthly charge.

"The more you buy in bulk, the less it costs us to provide it to you and we are passing that along with lower rates," says John Donoghue, senior vice president for consumer marketing.

MCI says it hasn't advertised because it's more interested in promoting the integration of its services, such as the single bill that MCI One customers receive for various products.

Donoghue says MCI also is working on more complex examples of integration such as a toll-free number that could be