## MCI Promotion

### Script One

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.

MCI for a month?"

Answer to objections:

MCI, and if for any reason you do not like MCI, we will pay to

#### Script\_Two

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

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

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

Prospect: "Yes."

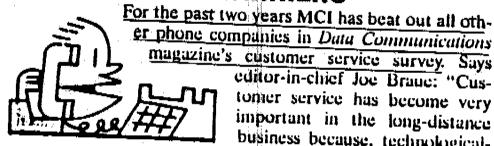
You: "Great!"

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

Answer to objections:

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#### LONG-DISTANCE CARRIERS



magazine's customer service survey. Says editor-in-chief Joe Braue: "Customer service has become very important in the long-distance business because, technologically, it's become pretty much a lev-

el 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 cui may rattle hone giants

By Steve Rosenbush USA TODAY

MCI has quietly stashed the fat rate it charges its best long-distance customers by 20%, raising the possibility of a fu-

raising the possibility of a nature price war.

People who signed up for the MCI One calling then since Jan.

I are being charged 12 cents a minute for long distance calls as long as they spend at least 125 a month with MCI. Those who spend less get the old 15-cent-plante rate. 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 ful rates of 10 cents during the evening and 25 cents during the day

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

MC1 "could be doing this just to hedge its bets so it will 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 be-cause the 20% price difference is too great to go unchal-lenged."

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 in-crements. The company dronped a common practice of counding 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 mar-

keting. MCI says it hasn't advertised in 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 foll-free number that could be