

## ALLO D2D Partner

# Sales & Product Playbook

Product training, sales positioning, customer conversation guidance, and handoff rules

Prepared for Vendor D2D Leadership | Updated June 24, 2026

## Document Purpose

**Purpose:** Give vendor sales leaders and reps a consistent resource for what ALLO sells, how to position the value, what information to verify, and when to use a handoff.

**Primary audience:** Vendor leadership, trainers, field managers, and D2D sales reps.

**When to use it:** Use during rep training, market huddles, product refreshers, ride-alongs, and coaching conversations.

## 1. ALLO Sales Positioning

- Lead with ALLO's 100% fiber value where available.
- Focus on reliability, symmetrical speeds, local support, no contracts, and a hassle-free customer experience.
- Match the product to the customer's household needs instead of overselling or underselling.
- Use approved market pricing and links instead of quoting from memory.
- Do not promise installation timelines, burial timelines, credits, or services outside approved guidance.

**Rep mindset:** Educate first, sell second. A strong D2D conversation builds trust and clearly explains why ALLO is different.

## 2. Internet

Use the broadband labels page to confirm current package details and market-specific pricing:

[ALLO Broadband Labels](#)

### Customer-Friendly Fiber Explanation

Fiber uses light to move data through thin strands of glass. Compared to older copper or coax-based networks, fiber is faster, more reliable, and better suited for streaming, gaming, video calls, remote work, smart devices, and homes with many connected users.

### Internet Package Positioning

Package / Speed	Best Fit	Rep Coaching Note
500 Mbps	Basic streaming, browsing, email, and smaller households.	Great for everyday use. Confirm number of devices and streaming habits.

Package / Speed	Best Fit	Rep Coaching Note
1 Gig	Families, multi-device homes, work from home, gaming, and streaming.	Strong default for modern households. Ask about usage before recommending.
2 Gig	Power users, creators, gamers, heavy streamers, and larger connected homes.	Position for customers who want the strongest performance and bandwidth headroom.

### 3. DIRECTV

Use approved DIRECTV resources and the SPOC/RFI process when training reps or handing off customers.

DIRECTV Topic	Include in Training	Resource / Link Placeholder
RFI / SPOC link	Where reps send or route DIRECTV interest.	[Insert RFI/SPOC link]
Pricing calculator	How to estimate package pricing and customer cost.	[Insert pricing calculator link]
RSN Fee	Explain Regional Sports Network fee where applicable.	[Insert RSN guidance]
SPOC how-to	Step-by-step process for completing a DIRECTV handoff.	[Insert SPOC how-to]
Gemini Air Experience Video	Show customer experience and equipment overview.	[Insert Gemini Air video link]
DIRECTV Bundle Calculator	Use during coaching and customer price review.	[Insert bundle calculator link]
RFIA Mobile Toolkit	Phone/tablet-friendly resource for field use.	[Insert RFIA Mobile Toolkit link]

**DIRECTV rule:** Reps should use the approved SPOC/handoff process and should not guess on package details, fees, or activation expectations.

### 4. Home Phone

- Reps can input an order with home phone/landline service when included with the internet order.
- If the customer is porting a number, include the account number from the provider the number is being ported from.
- Collect the current provider name, current phone number, and porting details carefully.
- Set the expectation that porting can affect timing and may require additional coordination.
- Do not guess on port eligibility or timing. Escalate questions to Customer Experience or the approved support path.

### 5. ALLO Mobile

- ALLO Mobile should be handed off to a storefront, handled by calling in, or sent to D2DCONTRACTORHELP@ALLOFIBER.COM.
- Reps should collect the customer name, service address, phone number, email, product interest, and best time to contact.
- Reps should not complete mobile sales directly unless specifically approved by ALLO.
- Document the customer interest and handoff path according to vendor leadership direction.

## 6. What Reps Can and Cannot Sell

Product / Service	Rep Action	Notes
ALLO Fiber Internet	Can submit order	Use approved Customer Buyflow and current market pricing.
Home Phone / Landline	Can submit with internet order	Include porting account number and provider details when porting.
DIRECTV	Use SPOC / handoff	Use approved RFI/SPOC resources, pricing calculator, and fee guidance.
ALLO Mobile	Handoff	Route to storefront, call-in, or D2DCONTRACTORHELP@ALLOFIBER.COM.
Questions beyond scope	Escalate or hand off	Do not guess or promise outside approved guidance.

## 7. Customer Discovery Questions

- How many people live in the home?
- How many devices are usually connected?
- Does anyone work from home or take video calls?
- Does anyone game, stream, or upload large files?
- Do you have smart home devices, cameras, or security systems?
- Do you need Wi-Fi outside, such as a patio, pool, backyard, or detached building?
- Who is your current provider?
- What are you paying today?
- Are you under contract or facing a cancellation fee?
- What would you improve about your current internet service?

## 8. Door Conversation Framework

Stage	Goal	Example
Open	Create a respectful, quick introduction.	“Hi, I’m with ALLO. We’re in the area helping neighbors review fiber options available at this address.”
Discover	Understand the household need.	“How many people are usually online at the same time?”
Position	Connect ALLO’s value to their needs.	“The benefit of fiber is fast, reliable service with strong upload and download performance.”
Recommend	Match package to usage.	“Based on how your household uses the internet, I’d recommend reviewing the 1 Gig option.”
Set expectations	Explain next steps accurately.	“We’ll review install options in the order flow and I’ll make sure we capture access details.”
Close or follow up	Respect the customer and document outcome.	“Thanks for your time. I’ll document this correctly so we know the next step.”

## 9. Objection Handling

Customer Objection	Recommended Response	Coaching Note
I'm happy with my provider.	"That makes sense. A lot of customers felt that way until they compared fiber reliability and upload speeds. What do you like most about your current service?"	Ask a question before presenting a solution.
It's too expensive.	"I understand. Let's compare what you're paying today to the options available here and make sure we look at the right speed for your home."	Use approved pricing only.
I need to talk to my spouse.	"Absolutely. What information would be most helpful for that conversation?"	Offer a clear next step or follow-up.
I'm worried about installation.	"That's a good question. We'll review the install type in the order flow and capture access notes like gates, dogs, sprinklers, or special instructions."	Do not promise burial or construction timelines.
I want TV or Mobile.	"We can help with that. I'll collect your information and route it to the right team for follow-up."	Use handoff process.

## 10. Quick FAQs

Question	Approved Answer
Where should reps verify internet pricing?	Use the ALLO Broadband Labels link and approved market-specific pricing guidance.
Can reps submit home phone orders?	Yes, with the internet order. Include porting account number and provider details when a number is being ported.
Can reps sell DIRECTV directly?	Use the approved SPOC/RFI handoff process and DIRECTV resources.
Can reps sell ALLO Mobile directly?	Mobile should be handed off to a storefront, call-in path, or D2DCONTRACTORHELP@ALLOFIBER.COM.
What should reps do if they are unsure?	Escalate or hand off. Do not guess or promise.