



UNLIMITED/UNLIMITED MAX: RUN THE FLOOR

This guide equips you with sharp discovery questions, straightforward talk tracks, and winning habits for selling **Unlimited and Unlimited Max**. You'll learn how to position mobile as a seamless extension of the Optimum experience: one provider, one bill, and powerful savings when customers bundle with home Internet. By showing customers how mobile completes their Optimum experience with simplicity, savings, and seamless connectivity, you'll polish your playmaking and run up the score.

Unlimited.

- \$45 month per line
- Nationwide coverage on America's largest 5G network
- Unlimited data, talk & text with premium high-speed data for daily use
- 5 GB mobile hotspot
- Video Streaming: SD Quality
- Save over \$930/year vs Verizon & AT&T

Get the 3rd line FREE!

Unlimited Max.

- \$55 month per line
- Nationwide coverage on America's largest 5G network
- Unlimited data, talk & text with extra premium high-speed data for more of what you love
- 15 GB mobile hotspot
- Video Streaming: HD Quality
- Save over \$930/year vs Verizon & AT&T

Get the 3rd line FREE!



Discovery

FROM INTEREST TO THE OPEN LANE

Interest

- “Who do you currently use for mobile, and do you feel your plan gives you enough high-speed data for how you actually use your phone?”
- “Have you ever experienced slowdowns or extra charges because of data usage?”
- “How many mobile lines are in your household, and who would benefit most from unlimited data?”

Impact

- “What usually happens when your data slows down, does it affect work, streaming, or staying connected?”
- “How much easier would it be if everyone had unlimited data without worrying about usage?”
- “If you could eliminate overages completely, how valuable would that be?”
- “How important is reliable high-speed data when you’re away from WiFi?”

Urgency

- “Since you use a lot of data, would it make sense to start on the plan that already fits your usage instead of upgrading later?”
- “Would you rather choose the right unlimited plan now, or risk hitting limits and switching again?”
- “Would you rather take care of this now or risk another month of the same issues?”

Recommendation

CLUTCH TIME BUCKETS: UNLIMITED POWER PLAYS



“Based on how much you stream, use hotspot, and rely on your phone outside of WiFi, I’d recommend Unlimited Max so you don’t have to worry about slowdowns or upgrading later.”



“Since you’re managing multiple lines, I’d recommend putting everyone on Unlimited so you have one predictable bill and no overage surprises.”



“Given how often data limits and slowdowns come up for you, I’d recommend Unlimited Max so your data stays fast when you need it most — especially during busy times.”

FIGHT FOR THE BALL: UNLIMITED PUSHBACK

Objection



“I don’t want to pay more than I am now.”

“What most customers like is that with Unlimited or Unlimited Max, your bill is predictable — no overages or surprise charges. When we look at what you’re paying now plus extras, this usually ends up saving money or at least removing the guesswork.”



“I don’t think I need Unlimited Max. Unlimited should be fine.”

“Most people feel that way at first. Based on how much you stream and use hotspot, Unlimited Max just gives you a cushion so your data stays fast even during busy times. It’s really about not having to think about usage or upgrading later.”

