



NO NAKED DATA: EXTRA POINTS ON THE BOARD

This guide gives you practical tips: strong discovery questions, simple talk tracks, and best practices for selling **No Naked Data**. No Naked Data lets customers bundle mobile service with their Optimum Internet, unlocking a seamless experience; one provider and mobile service that performs better where customers use it most.

Discovery

TURNING MOBILE INTEREST INTO A FAST BREAK

Interest

- “Which mobile provider are you and your family currently using?”
- “How many mobile lines do you have in your household right now?”
- “Have you explored bundled options before to lower your monthly bill?”
- “Are you all on one plan together, or are some family members on separate carriers?”

Impact

- “What would saving \$20–\$40 per line each month mean for your family budget?”
- “If your Internet and mobile were on the same account, would managing everything in one place be easier for you?”
- “Does your family use Wi-Fi calling at home? If so, pairing it with Optimum Mobile can boost quality — would that be helpful?”

Urgency

- “Would locking in savings for all lines today help you feel more confident about your budget this month?”
- “If I can show you exactly how much you’d save by adding your lines today, is that something you’d want to take advantage of now?”
- “Would you want to secure your promotional rate while you’re here so it doesn’t change later?”

Recommendation

CLOSING AT THE BUZZER: MOBILE POWER PLAYS



“One account for both Internet and Mobile means you don’t have to juggle multiple providers or apps, it keeps life simple.”



“Since you already have Optimum Internet, adding Optimum Mobile improves call quality at home by using your Wi-Fi and saves you \$__ per month per line.”



“Customers don’t switch just for price, they switch because bundling saves them \$__ every month they can use for their family.”

STAYING IN THE PLAY: OBJECTION HANDLING

Objection



“I don’t want to deal with the hassle of switching.”

“We handle the entire setup; number transfer, activation, everything. After that, you get one provider and way less to manage.”



“I’m happy with my current carrier.”

“That makes sense. The big difference with Optimum is that when you add mobile to your Internet, you’re saving __ a month, and your mobile service works better at home; plus one provider instead of juggling multiple accounts.”

