



# MOBILE MULTI-LINE SELLING: BUILD THE ROSTER

This guide gives you quick, practical tips with strong discovery questions, simple talk tracks, and best practices for selling **Mobile Multi-Line**. Multi-Line lets customers put multiple lines on one plan, saving money, simplifying bills, and keeping the whole household connected. These tips make every conversation count and close more Multi-Line sales.

## Discovery

## DEPTH WINS GAMES: TURN INTEREST INTO ACTION

### Interest

- “How many people in your household currently have mobile lines?”
- “Is anyone paying their own mobile bill separately—kids in college, spouse, etc.?”
- “Are you all on unlimited data, or do some lines have different plans?”
- “Have you considered bundling your mobile lines to get better savings?”

### Impact

- “If I could show you a way to combine everyone under one plan and dramatically reduce the total cost, would you want to see that?”
- “Would having consistent coverage across all phones be helpful—especially for kids or family at school?”
- “If you could get premium mobile service at a lower cost just because you’re an Internet customer, would that be valuable to you?”

### Urgency

- “Are any of your lines still financing phones, or are they all paid off?”
- “If we can transfer each number today without interrupting service, would that work for you?”
- “Would it help if I showed you the complete monthly savings if all lines switch today instead of doing them one at a time?”

## Recommendation

## LOAD THE BENCH: MULTI-LINE PLAYS THAT WIN



“With everyone on the same plan, your whole family benefits — better coverage, better data experience, and a more streamlined setup.”



“Imagine not having to track five bills every month — everything’s in one place, easy to manage, easy to control.”



“You won’t have to worry about adding more lines later — this plan is built to grow with your family.”

## READING THE DEFENSE: OBJECTION HANDLING

## Objection



*“I’m worried switching everyone over will be complicated.”*



“We handle the entire process for each line, number transfers, SIM activation, everything. Once it’s done, managing your family plan becomes much easier than juggling multiple carriers.”



*“Our current carriers work fine.”*



“I get it. Bringing your lines together isn’t just about switching — it gives your family better reliability at home and one simple place to manage everything.”

