

# The Competitive Toolkit

The Competitive Toolkit is a critical sales tool that prepares your employees to compete in the competitive digital video arena. Before the class, we prepare a customized comparison of your



company's video packages, service bundles, channel line-up, premium packages, pricing, and customer service policies to one cable and two satellite competitors. During the Customized IPTV training, students will receive a summary of these competitive packages, bundles and pricing in a concise easy to understand Toolkit booklet. Worksheets, role plays and hand-on exercises help the employee discover the benefits of your services over the competitors as well as any

shortcomings. The CSRs and installers can easily access this valuable competitive information in their Toolkit at their desk or in the field.

Premium Content Comparison			
SCTC Includes	Adelphia	Dish Network	DirectTV
HBO	HBO	HBO	HBO
HBO (East)	HBO (East)	HBO (East)	HBO (East)
HBO (West)	HBO (West)	HBO (West)	HBO (West)
HBO Signature (East)	HBO Signature (East)	HBO Signature (East)	HBO Signature (East)
HBO Signature (West)	HBO Signature (West)	HBO Signature (West)	HBO Signature (West)
HBO 2 (East)	HBO 2 (East)	HBO 2 (East)	HBO 2 (East)
HBO 2 (West)	HBO 2 (West)	HBO 2 (West)	HBO 2 (West)
HBO Zone	HBO Zone	HBO Zone	HBO Zone
HBO Comedy	HBO Comedy	HBO Comedy	HBO Comedy
HBO Family (East)	HBO Family (East)	HBO Family (East)	HBO Family (East)
HBO Family (West)	HBO Family (West)	HBO Family (West)	HBO Family (West)
HBO Latino (East)	HBO Latino (East)	HBO Latino (East)	HBO Latino (East)

DIRECTV		Price Comparison		SCTC digital entertainment	
<b>TotalChoice Premier</b>	<b>93.99</b>	<b>Supreme</b>	<b>133.90</b>		
155 channels		159 channels			
119 video + 36 music		114 video + 45 music			
56 premium & sports channels		50 premium channels			
PPV access		PPV access			
No VoD access		VoD access			
PVR service	4.99	PVR service			
Support 3 TVs	14.97	Support 3 TVs			
Local phone*	13.50	Local phone			
Calling features*	16.00	Calling features			
High-speed Internet*	39.95	High-speed Internet			
DirectTV Total	113.95	Total	133.90		
<b>Service Total*</b>	<b>183.40</b>				

\*Pricing of service purchased from SCTC to show apples-to-apples comparison