

# DIRECTV

## DEMO APP USER GUIDE





## USER GUIDE

# *Table of Contents*

---

**03**    **Welcome**

**04**    **Introduction**

**04**    Where to Get It and How to Use It

**04**    Installing the DIRECTV Demo App

**05**    **How YOU Sell With It**

**05**    Help Me Choose

**06**    Features

**07**    Experience

**08**    Channels

**09**    Packages and Promotions

**09**    Persistent Promo

**10**    Sales Support Center

**11**    **Questions**

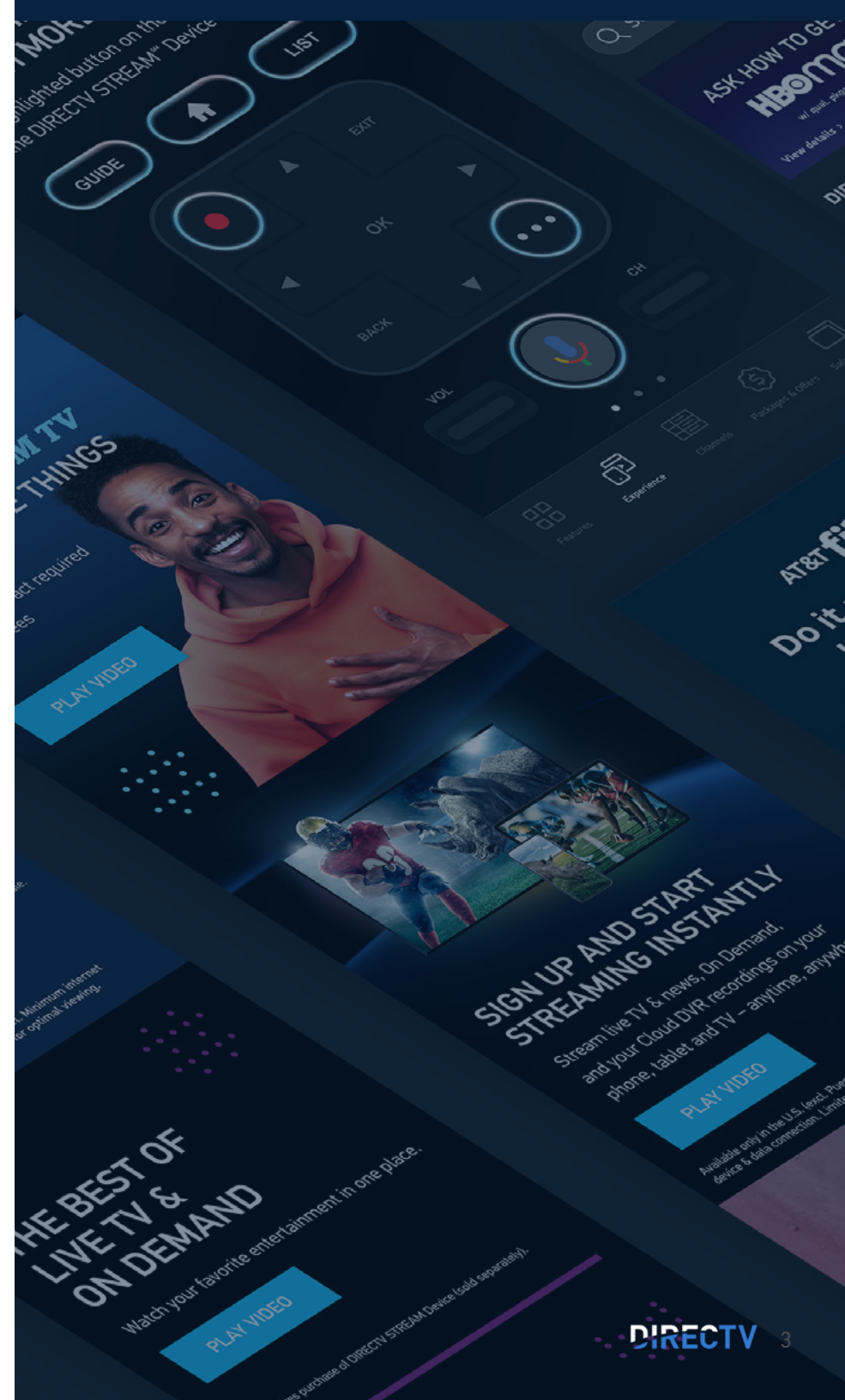
## WELCOME

The DIRECTV Demo App is a custom application built just for YOU to have effective conversations about DIRECTV with your customers.

YOU are the best way for your customer to learn about everything DIRECTV can do for them.

In this document, we'll guide you through everything you need to know about the app. Whether you're a new employee or just looking to refresh your skills, this quick training will help you provide the best possible experience for your customers.

When it comes to learning about DIRECTV, the most impactful way is for YOUR voice, YOUR expertise, and YOUR understanding of your customer's needs to drive that conversation and find the best DIRECTV product for them.





## Where to get it and how to use it

The DIRECTV Demo App is available for your iPad, Android Tablet, Android Smartphone, and iPhone. There's also a browser-based version for laptop or desktop computers. Ask your supervisor which version is best for you.

You might receive the app on your work device, install it from your company's app store, or access it from a website provided to you by DIRECTV. Your training manager or supervisor will give you directions on how to get the app onto your device.

You'll be out and about with your DIRECTV Demo App, and we want you to know that it and its content will always be at your fingertips no matter where you go – so the app will work offline for up to four days. If you're offline for more than four days, you'll get a notice on day five that you need to connect in order to view the latest content and promotions.

Just connect to Wi-Fi at home or at a public hotspot, or turn on the hotspot on your mobile phone, and open the DIRECTV Demo App. It will automatically update and tell you when it's done. If you don't want to worry about having to do that every five days, just open the app every so often when your device is connected, and it'll handle updates for you in the background.

## Installing the DIRECTV Demo App

The content in the app is specific to your sales channel and geographic area. We need to know who you are and where you are to make sure the app presents the right offers for your customers. So the first time you use the app, it'll start with the Settings screen.

In the User ID section, enter either your DIRECTV UID or your work e-mail. If you don't have either, just enter your work phone number. For ZIP Code, enter any ZIP code that's central to the territory where you work. We know you're mobile, so it doesn't have to be the exact ZIP code you're standing in at that moment; it just needs to represent your area.

**If you sell in National Distribution, choose the retailer you work for to make sure you get the right content.**

Once you're done with those first steps, hit Submit. There will be a one-time extended download to get all the DIRECTV content for your sales situation. So be patient during this first download – depending on your Wi-Fi speed, it might take a while, but updates will be much shorter in the future.

Now that we know who you are and where you are, you're ready to go!

***There are five customer-facing sections of the app, and one additional backstage section just for you. Let's go through these now.***



# The DIRECTV Demo App and How YOU Sell with It

## ***HELP ME CHOOSE***

The first thing that needs to be evaluated is whether your customer will access DIRECTV via Satellite or via their existing Internet service. As soon as you get started, tap the Let Us Help You Choose button to launch a brief survey. This process is a really great way to build trust with your customer, and the app will ensure that you land on the right product. Once you've answered the questions, the app will tell you which product fits your customer best, so you can jump straight into the sales process.

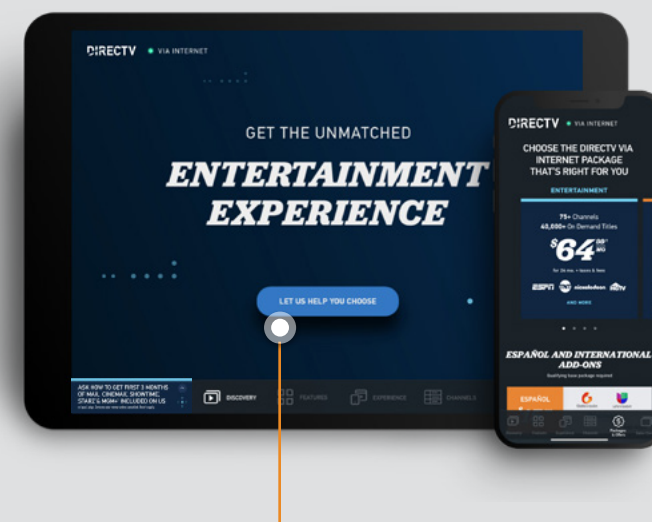
As you proceed, in the upper left corner of your screen, you and your customer will always be able to see if you're moving forward

with the DIRECTV via Internet product or the DIRECTV via Satellite product.

At any point in the sales process, if you have a feeling the other product (Satellite or Internet) is a better fit instead, tap that upper left corner to go back to the Let Us Help You Choose survey. You can choose just to jump straight to the other product, but don't forget that this controls the entire experience of the app, and all your content will change.

After you've completed the Help Me Choose process and it's told you which product is best for your customer, tap the button and you'll be ready to go into the Features section of the app.

## DISCOVERY



Take the survey to select the right product for your customer.

# FEATURES

You can always tell which section you're in because the name is highlighted in the bar at the bottom of your screen. You can jump from section to section at any point in the sales process just by tapping the icon on this bar.

The Features section includes several videos where YOUR voice helps your customer understand why DIRECTV is the best choice for them. It's important to have a clear understanding of which videos are available, as they're updated regularly to support DIRECTV's marketing messages and represent the most powerful reasons-to-believe.

These videos will help you tell a great story about our product attributes and showcase the benefits of choosing DIRECTV.



Choose from product videos to highlight the most important differentiators of DIRECTV.

One of the key benefits of the DIRECTV demo app is that it puts you, the salesperson, in control of the conversation with your customers. The app is easy to use and allows you to navigate quickly through different features and programming options, providing a seamless and interactive experience. And because you're in control of the conversation, you can easily address any questions or concerns your customers may have, making them feel more confident in their decision to choose DIRECTV.

What's more, you don't have to memorize anything. The app amplifies what you say and makes it easier to demonstrate the features and benefits of our service. It puts you in control of the conversation at all times, and helps you showcase important elements of DIRECTV.

This image shows the Streaming video in the app. When you're working with a customer, just bring up the Streaming video whenever they ask you about it, or whenever you feel like Streaming is a great feature to discuss. As you watch the video with your customer, you'll narrate it as key features come up in the video: having all apps in one place, launching with the remote or with Google Assistant, eliminating any need to change inputs on your TV, and enabling search across apps and DIRECTV.

It's YOUR expertise and YOUR voice that help the customer fall in love with DIRECTV. You don't need to memorize anything. Just have a natural conversation with your customer and use the video to reinforce what you're saying.

Make sure you have a full understanding of which videos are here. They change when needed to support DIRECTV's marketing message, and they represent the most powerful ways to tell a great story about our product attributes.

# EXPERIENCE

The real heart of the app is the Experience section. To get there, just tap Experience in the grey bar at the bottom of the screen.

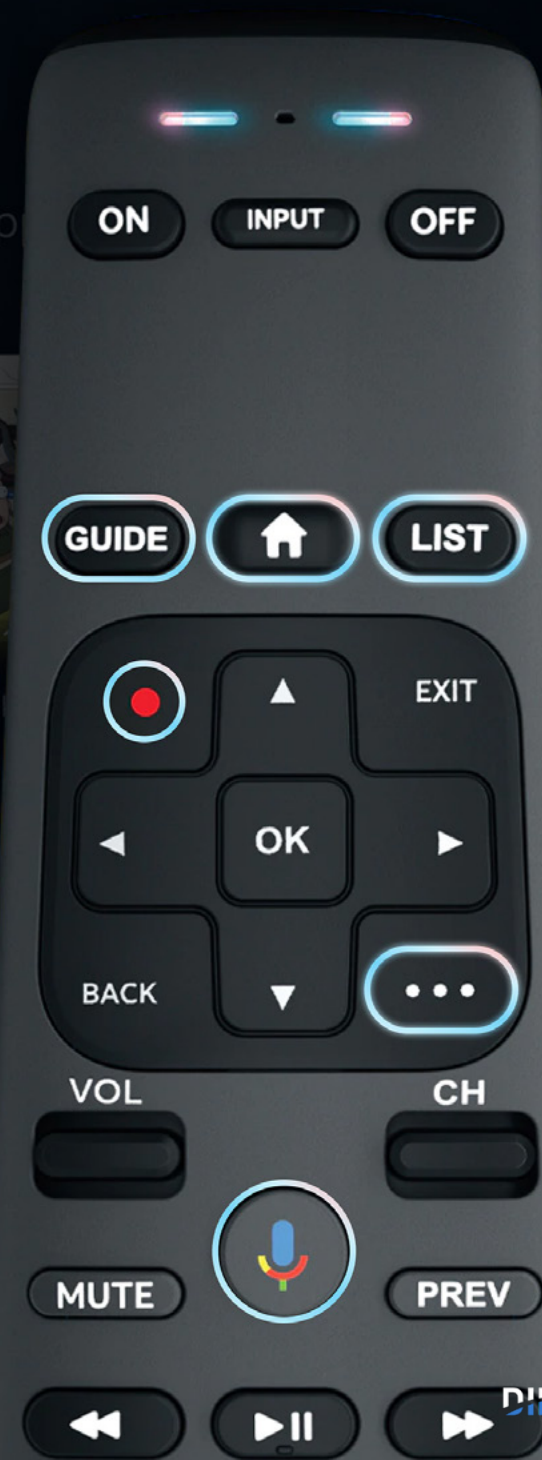
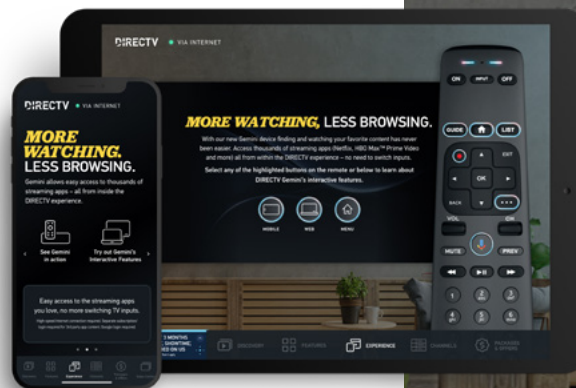
This section transports your customer into their living room, helping them discover DIRECTV in a way that's even better than if we had live product.

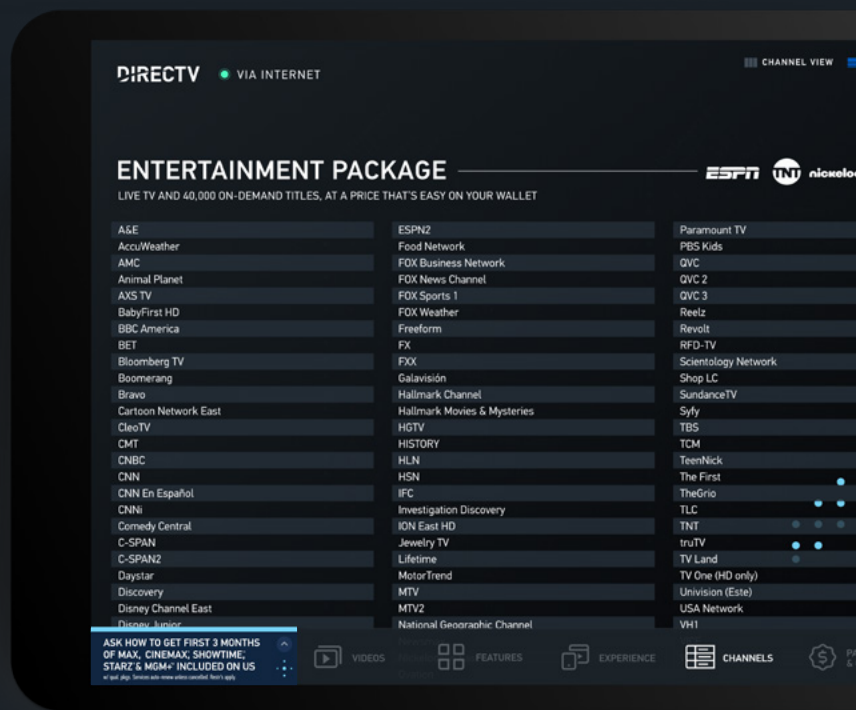
DIRECTV has created the best remote control on the market. Let's show the customer how.

You'll see different buttons on the remote highlighted in sequence, such as HOME, GUIDE, and MORE. The highlighting just reminds you which buttons are activated – you can tap any button at any time.

Just like in the Features section, tapping a button will bring up a video of the actual DIRECTV product for you to show off what you love about DIRECTV, and for your customer to see how great the user experience will be when they get home. Make sure you familiarize yourself with the videos in this section.

A special element of Experience is Voice Remote with Google. When they get home, your customer will use their voice to talk to the remote and do anything Google can do – but you can't use Voice Remote in the DIRECTV Demo App, because you're talking to your customers. So when you press the Google button, the app will offer you three sample Google commands. Just explain to your customer that at home, all they have to do is say those words. Then together, you'll watch DIRECTV, and Google will respond your request in the app.







# PACKAGES AND PROMOTIONS

When you're ready to close the sale, tap the button all the way to the right at the bottom of your screen. This will support you as you discuss pricing with your customer and highlight the promotions they'll get by closing the sale with you today.

This section will always have up-to-the-minute pricing right at the top. The best promotions for your sales channel will show up at the bottom of this page, always up to date. So make sure you're familiar with them, and bring them to your customer's attention when you get here.



## PERSISTENT PROMO

Finally, take a look at the lower left corner of the screen, which is what we call the Persistent Promo.

This promotional area is specific to your sales channel, and will show the absolute best offer you can make to your customer. Just tap it to get more information.

And if you tap for details at the bottom, it will take you directly to Packages and Offers so you can drive that special offer home immediately. The Persistent Promo shows up on every screen of the app, so your best offer is at your fingertips whenever you need it.



# SALES SUPPORT CENTER

Just as you have a direct line with your customer, the Sales Support Center is DIRECTV's direct line to you. Excellent product, price, sales, and promotion content comes to life just for you in the Sales Support Center. Here you'll find announcements and tons of information that'll bolster your expertise with DIRECTV's products and services. Make sure you look through all the great content here regularly, since it's updated a lot.

Getting to the Sales Support Center is easy. Just navigate to the Discovery section of the app and tap three times on the logo in the upper left corner. You're going to love what you find there.

At the top of the Sales Support Center, just under the header, is a listing of the sections that are below. These are buttons and you can tap on each of them to jump down in Sales Support Center without having to scroll.

If you find a posting or video that you use a lot, you can make it a Favorite by tapping on the heart. Then, when you want to view just your Favorites, tap on the heart in the upper right corner of the screen.

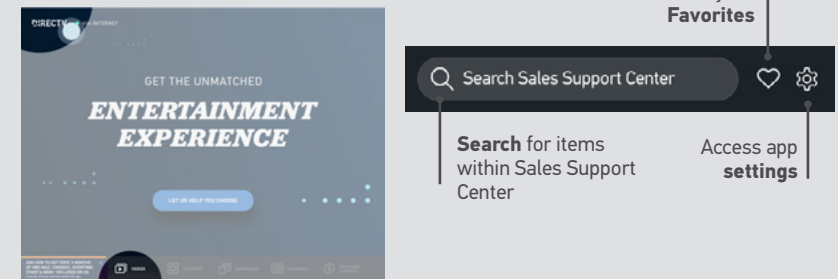
If you're in a hurry and want to filter the content, Sales Support Center has a really intuitive search feature. Go ahead and try it.

And – to get back to settings (for example if you received someone else's device or need to change the ZIP code or store here you work) just tap on the gear in the upper right corner and put in your new settings.

When you're ready to exit Sales Support Center and get back to the customer section of the app, tap the DIRECTV logo in the upper left corner.

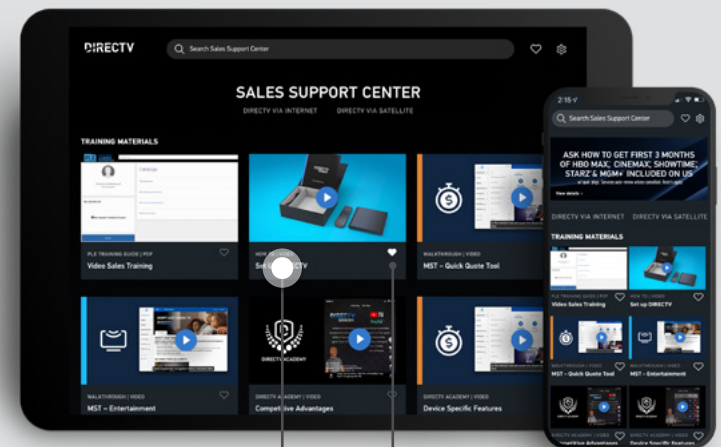
Quickly access deeper content like the latest flyers, sales guides, and communications.

\*Not all content featured available everywhere



## ACCESS SALES SUPPORT CENTER

From the Landing screen, **triple tap** the DIRECTV icon to launch Sales Support Center.



Tap a thumbnail  
to view its contents

Tap the heart  
to mark an item as a favorite



## ***QUESTIONS***

Your supervisor and your DIRECTV contact have a direct line back to the DIRECTV Demo App team. Make sure you ask them any questions you have about the app or how it could support you better.

The DIRECTV Demo App was made just for you, providing a unique and seamless experience that will leave a lasting impression on your customers. With this powerful tool in your hands, you'll be able to demonstrate DIRECTV's exceptional features and benefits like never before.

Your customers will love the personalized experience you provide with the DIRECTV Demo App, and you'll love how it makes your job easier and more rewarding.

So go out there and break a leg! With the DIRECTV Demo App on your side, you're sure to make every sale a success and help even more customers discover the joys of DIRECTV.