EZ TECH SUPPORT
Services Presentation V13

Stage 1: Intro

Good morning/afternoon, tech support, my name is _________! How can I help you?
(Let the customer speak and explain the problems that they are having. This is all ammo that you can use later in the sale to close them. They are supplying you with all the tools you need to understand and respond appropriately to their issue.)

Great! I’d be happy to help you with that. Who am I speaking with? (Write down first name and last name in Five9)

If we get disconnected, what is the best number for me to reach you back on?

I’m going to get logged on to your computer, run a quick diagnostic to figure out the root of the issue. From there, we should be able to find some kind of solution for you.

IF CUSTOMER ASKS “HOW DID THIS GET ON MY COMPUTER?” READ THIS:
Great question! These notifications are a valuable tool on your computer and it could be an indication of a risk on the machine and that is why you were directed to us in order to assess the risk and provide you with a diagnostic to ensure you’re safe and secure.

IF CUSTOMER ASKS “WHO ARE YOU?” READ THIS:
We are a US based tech support company that specializes in diagnostics and risk assessment and we work exclusively with Microsoft certified technicians.

IF THE CUSTOMER IS STILL STANDOFFISH READ THIS:
What were you doing on your computer when you received the pop up?
(They generally were doing something they shouldn’t have that caused this pop up and this will typically lower their guard when they recognize THEY are the cause of this, NOT YOU.)

Stage 2:
Get Logged On to Your Customer’s Computer

Now, are you in front of your computer?

OK, great! I am going to give you some simple instructions so we can get logged on and figure out what’s going on. First, I need you to locate the space bar on your keyboard. Do you see it?

OK, now I want you to look 2 buttons to the left of the space bar and you should see a button that looks like a Windows flag or 4 little squares. Do you see that?

Wonderful, now I want you to hold down that button, and while you are holding that down, hit the letter R and tell me what comes up.
(If they state that a box came up saying, “Run” and it’s asking them to ‘type the name of a program, document, or file…’ then you know they did it correctly. If not, ask them to repeat the steps.)

Great job!! Now I’m going to give you something to type in that box. Let me know when you are ready. Go ahead and type in www.fix11.com

(PATIENCE! PATIENCE! PATIENCE! You MUST make sure you take your time with this. If need be tell them the letters phonetically. F like Frank, I like India, X like X-ray then the number 1, and the number 1 again and add .com at the end)

Can you please read that back to me? Good, now go ahead and hit OK.
(If they repeat it correctly, ask them to hit “OK”. If not, start over again until they get it right.)

Now tell me what comes up on the screen once we have clicked OK.
(If they tell you “Support Connection” and it’s asking for a 6 digit code, then they are in the right place.)

OK, good job. Now I’m going to give you a 6-digit code to put in there. Let me know when you’re ready.
(Provide 6-digit code to them and ask them to hit “Start Download”)

Did anything happen on your screen when you hit Start Download?
(Make sure they follow the right steps for the browser they are using to get logged on. See below.)

- **Internet Explorer** will ask customer to “Run”
- **Google Chrome** will make customer click on a box located on the bottom left tool bar labeled “Support.LogMeInRescue.exe” and then prompt them to Run it
- **Firefox** will ask customer to save file and then they need to look at their “Downloads” box and double click on the most recent file named support.logmeinrescue.exe. Then it will prompt them to run it. If their downloads box does not pop up, tell them to hit CTRL+J to bring up their downloads box

(Once logged on, move the mouse around and ask them if they see it moving to confirm that they see you on their system.)

Can you see the mouse moving on your screen?

**Stage 3:**
**Fact Finding & Knowing your customer**
***QUALIFY – QUALIFY - QUALIFY***

Congratulations! You can keep your hands off the mouse and keyboard and hop in the passenger’s seat; I’ll do the driving. Let me ask you a few questions about your computer.

(This next section is about building rapport and getting an idea who you are speaking to – qualifying your customer!)
Did you ever have someone log in to your computer like this before? Isn’t it great what we can do with technology nowadays!? 

By the way where are you calling from? Great! We’re in Portland, OR. It’s really wonderful here! Have you ever been?

What do you do in _____? Awesome! *(Talk a little bit about their job or where they are from, you want to make sure you are talking to someone who can afford our services)*

Do you use this computer for business or personal use? Ok, Great!

What do you use it for mostly? *(Web browsing, emails, social networking, games, business,)*

Now, what kind of issues have you been experiencing? *(Write those down, those will help you pick the relevant service for them)*

What else? Slow down, pop ups, error messages, freezing? *(Let the customer go through ALL the issues)*

*IF THEY ARE EXPERIENCING SEVERAL ISSUES*: It sounds like you are experiencing a maintenance issue! *How long have you had this computer? (Pause and wait for an answer) and when was the last time you had a tune up? (Most likely the answer will be never, most consumers do not know tune-ups are necessary part of computer maintenance)*

*IF THEY ARE ONLY EXPERIENCING ONE/TWO ISSUES*: It sounds like an isolated issue that could be linked to a lapse in security or lack of maintenance! *How long have you had this computer? (Pause and wait for an answer) and when was the last time you had a tune up? (Most likely the answer will be never, most consumers do not know tune-ups are necessary part of computer maintenance)*

Ok, I believe I know where your issues are coming from! A computer is like a car in a sense. Every time you use it, you generate wear and tear. *Does that make sense?* Well, over time that wear and tear accumulates and can start to cause issues. It is recommended to get 1 - 3 tune ups per year depending on usage, which is the equivalent of an oil change. Those tune-ups will keep your machine running optimally. If you haven’t had that done, most likely that is where you issues are coming from.

I’m going to run a diagnostic, figure out what’s going on and let you know what you need to do to get it taken care of. *Sound good?*

**Stage 4:**
**Running the Diagnostic**

**STEP 1: Protection Software:**
Now the first thing I always check when I do a diagnostic is what type of protection software you are running. Do you know by any chance? Let me double check (Check protection. Ask the customer or check in the task bar, in the bottom right corner, you should see the icon for their protection software)

**IF THEY HAVE FULL SPECTRUM PROTECTION READ THIS:** (Only a few pieces of software are full-Spectrum and protect against both viruses and malware. Most consumers are not protected the right way – refer to protection software cheat sheet)  
OK, you’re running (protection software) which is good! It is considered Real-Time Full-Spectrum Protection and will protect you against both viruses AND Malware, which is crucial in this day and age.

**IF THEY HAVE INSUFFICIENT PROTECTION READ THIS:** (refer to protection software cheat sheet)  
OK, you’re running (protection software) which is not a bad protection. It’s much better than not having anything at all, but in this day and age you need to have Real-Time Full-Spectrum Protection and make sure you are protected against both viruses AND Malware. *(If they ask what you recommend, mention Defender Pro very briefly and move on to the diagnostic.)*

**IF NO PROTECTION READ THIS:**  
OK, so you’re not running any type of protection here. In this day in age, running real-time full-Spectrum protection is a must to keep your computer healthy. With all of the malicious software floating around out there, a strong malware blocker and virus protection is your first line of defense. Not having protection is like leaving all your doors wide open when you leave the house. It’s asking for trouble. Does that make sense? *(If they ask what you recommend, mention Defender Pro very briefly and move on to the diagnostic.)*

**STEP 2: System Analyzer**

Ok, now we’re going to be checking the overall health and performance of your computer. I’m going to bring in a diagnostic tool to help me check the 3 main areas of your computer.

*(Paste the following link to System Analyzer in the LMI URL Push or directly in their browser/HH: “http://sa.eztech.support”)*

Run the software. Click “RUN”, then “YES”, then “AGREE AND START.“)

Let’s run the diagnostic tool!

*(System Analyzer can take a few minutes, use that time to keep building rapport and talking about the customer’s issues again)*

*Can you grab a pen and paper for me please?* I’m going to have you write down the 2 keys to keeping your computer protected and running the right way. As long as you follow these 2 keys, your computer will be running at peak performance.
(Wait for the customer to grab a pen and paper and also write down the recommendation in the LogMeIn chat box or in Notepad)

The first thing you need is a Real-Time Full-Spectrum protection software (Write that down in the chat box or in Notepad). That means software that will protect you against viruses AND malware.

Do you know the difference between Viruses and Malware?

Just to make sure we’re on the same page, viruses are designed to destroy your machine. Malware is designed to spy on you, most of the time they are looking to get information for credit card fraud and identity theft, so it’s important to be protected against both. If you have virus protection, that’s like locking your front door, without malware protection it’s like leaving your back door wide open! Does that make sense?

The second thing you need is 1-3 tune-ups per year = Deep Clean (Write that down in the chat box). That is when a Certified Technician goes into your computer and manually removes any wear and tear that has been accumulating. Not only do they remove the damage but they also ensure that your drivers are up to date and that your processes, startup items and services are optimized. Also, a system tune up includes an infection removal to make sure that you are not at risk as far as security is concerned, killing 2 birds with 1 stone.

Ok it looks like the scan has finished so let’s go over the results!

**GO OVER THE RESULTS WORD FOR WORD FOR HARDWARE, SOFTWARE AND THREATS AND THEN TELL THEM THEIR SCORE, THEN CLICK “VIEW REPORT DETAILS” AND ELLABORATE THE FINDINGS.**

***- THERE IS ZERO TOLERANCE FOR ANY MISREPRESENTATION. IF THEIR SYSTEM IS HEALTHY, TELL THEM SO! - ***

**If they score 90 or over:**
Ok great news! It looks like you have a sound system on your hands. There appears to be no prevalent threats on your machine and the performance is looking good. This tells us that (their issue) you’ve been experiencing should be an isolated issue and isn’t a symptom of a larger problem. Because of that, getting (their issue) addressed should be quick and easy.

**If they score below 90:**
OK so as you can see from the results of the scan you’ve got quite a few things that I would definitely recommend addressing. I can’t say that any of these are at the root of your initial symptom, but I’m glad you called! If you hadn’t we wouldn’t know about these issues and knowing is half the battle right?

The good news is, most computer issues are fixable! Once you catch up on your maintenance and get a tune up, the system will be back running at peak performance and you will have neutralized any potential security threats. If you don’t, you will most likely keep getting issues like the ones you are experiencing currently and eventually it could lead to your computer crashing and also leave you
vulnerable. Now, we all have a friend or family member that’s good on computers, but you definitely want to leave this one to the pros.

**Stage 5: Transition to Close**

You’re going to have a couple options to get your computer fixed. *I’m sure you have a Best Buy or Office Depot in your area right?* Great! That is your best local option, they work exclusively with Certified Technicians and they guarantee their work so you would not be taking any risks. They will keep your computer for about 3 – 7 days and can charge you anywhere between $200 to $350, depending on the work that needs to be done. *Does that work for you?*

*(Pause and let the customer respond to this. How they respond is going to be the info you need when you pitch your repair. I.E. Price is too high, inconvenience, trust, etc.) This is a good time to do a mini rebuttal. Get them to understand the benefit of getting their computer fixed the right way and the EZ Tech option will appear more attractive.*

Your second option is EZ Tech Support; we do the exact same work as Best Buy or Office Depot, except that we do it remotely so you don’t have to leave your house. Our service is also guaranteed but it will take only 24 - 48 hours, so you don’t find yourself without your computer for too long.

Also, we don’t just fix your computer and then let you go, we fix your computer today and then back it up with unlimited tech support, which means you’ll have complete peace of mind. If you ever have any problems, questions or concerns or need another tune up, you can call us and we’ll fix any issues you have. Guaranteed.

The best part is our pricing is more much more attractive, instead of potentially having to pay up to $350, we’ll only charge you a flat fee of:

*If they score 90 or over: $200 today and ...*
*If they score below 90: $250 today and...*

$19.99 per month. As long as you pay that $19.99 monthly charge, you will always be covered and never have a large out of pocket expense for your computer ever again.

*Does that sound more convenient for you?*

!!!!!!!!!!!! (DO NOT TALK!!! LISTEN AND WAIT) !!!!!!!!!!!

*If they say ‘No’, say:*
Ok, no problem! Is there anything in particular that is stopping you from getting your computer fixed? *Wait for the response, do not ask: is it the money? Let THEM answer - (IDENTIFY THE OBJECTION)*

Anything else? *Wait for the response - (ISOLATE THE OBJECTION)* The objections are: Cost, get a new computer, friend/family member can fix, don’t want monthly charge...
Ok, here is what I recommend... (OVERCOME THE OBJECTION - GO INTO YOUR REBUTALS HELP SHEET)

*If they say 'yes':*

Great! I already have some detailed notes based on our conversation so I can write up a work order to send to the technicians. What email address would you like the receipt sent to? **ALWAYS DOUBLE CHECK EMAIL BY WRITING IT IN THE CHATBOX AND ASKING THEM TO CONFIRM**

*Once they agree to the remote option collect their CC info IMMEDIATELY*

How does your name appear on your credit card?

*Gather the customer’s CC info into a notepad then click on ‘Manual Connector’ and select the relevant plan. Once you have a payment link, launch it in your own browser to check it, then on your customer’s browser and fill out the credit card info. Make them verify the info, check the box and hit ‘Pay Now’. !!! - If you upsell Defender Pro later on, you will redo this entire process - !!!*

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**Stage 6:**

**Tech Notes and remote session prep**

!!!------ **(DO NOT UPSELL UNTIL YOU HAVE FINISHED STAGE 6)**** ------ !!!!!!

- Detailed work order for the technician (FILL OUT TECH NOTES ON YOUR DESKTOP)
- Copy tech notes in LogMeIn
- Install calling card on their desktop (Uncheck both boxes) and add EZ Tech Support notepad – both in the top right corner
- Request windows credentials (Reboot Tab)

!!!------ **(DO NOT UPSELL UNTIL YOU HAVE FINISHED STAGE 6)**** ------ !!!!!!

**Stage 7:**

**Defender Pro Up-Sell**

Now as far as your protection is concerned and before I send this to the tech, I’m going to give you a recommendation.

*Do you remember the first thing every computer should have? (Tell the customer to read what they wrote down and show them on the screen)* That’s right! Real-Time Full-Spectrum protection that protects you against Viruses AND malware. What I am going to recommend to you is software called Defender Pro. You may want to write that down.
One of the main reasons why Defender Pro is the software we recommend is because it gives you real-time full-Spectrum protection. Which means it protects you against viruses, malware, spyware, adware AND ransom ware. It is basically the equivalent of locking your front door, your back door and all your windows; nothing will come onto your system.

Also, Defender Pro comes with a lifetime license, which means instead of paying $80 to $100 per year like most software (their protection software), Defender Pro charges you once and you will own the license for the rest of your life and never need to renew it, so you’ll save yourself a lot of money. It also constantly updates so you are sure to be protected against the latest infections. Defender Pro is priced at $300 for the perpetual license and worth every penny.

**DO NOT OFFER A HUGE DISCOUNT – YOU ARE DEVALUING THE PRODUCT**

However, since you are now a customer of EZ Tech Support I can offer you a ___% discount, dropping the price to $___.

Our technicians will install Defender Pro on your system for you. Once you get back on the machine, not only will it be cleaned up but you will also be protected against ALL types of infections. Sound good? (Pause and wait for response. 90% of the time they will agree with Defender Pro if you presented it properly.)

If they say Yes: Great, I’ll have the techs install that for you and make sure you’re protected the right way!

If they say No: Ok no worries, if you don’t mind me asking, what’s stopping you from making sure you’re protected the right way? (Most of the time it will be a cost issue, offer a discount since they are buying a support plan. You can offer discounts for the following: Senior 55+, students, first call discount, children in the household, armed forces... etc. – Talk to management if you get stuck on discounts)

*** - TAKE THEM ONLINE AND SHOW THEM THE MSNBC ZEUS ARTICLE, IT CAN BE FOUND ON THE NEWS LINK - ***

If they say no after dropping the price once:
No problem, I don’t want to put you in a tight spot but I don’t want to see you go unprotected either. Let me engage my supervisor and see if there are any other discounts he can extend to us. If I can get him to lower it to $XX, _would that work?_

If YES, put him on hold for 30 seconds and come back on the line saying: ‘Great news! I can offer to you at $XX!’

If NO: Ok no worries, gives us a callback when you can afford it so we can make sure you’re protected the right way!

!!! – READ THIS - !!!
Before I complete this work order and send your session back to the technician, do you have any other computers in the house that you would like me to take a look at? I’d be happy to run a diagnostic on any other computers if you would like.

If Yes: Go through the diagnostic again.
If No: Proceed with Stage 6.

Stage 8:
Wrap Up

**********WRAP UP SCRIPT MUST BE READ VERBATIM ON EVERY SALE**********

If they bought an ongoing support plan:
Ok, ____________ (customer’s name) let me give you some very important information before I transfer over your session. Please take down this number (855 274 6680). This is the number to the customer support department with EZ Tech Support. Computers are complicated machines and in some cases your problems could persist, reoccur or you could have other issues come up. If that’s the case, DO NOT PANIC! Write down your issues, give us a call and our technicians will be happy to get back on the computer to resolve your problem. Sometimes it takes us a couple attempts to get ALL the issues resolved but we always get it right or make it right. Simply call us and we’ll get one of our Certified Technicians back on the case. Ok?

If they bought a one time fix:
Ok, ____________ (customer’s name) let me give you some very important information before I transfer over your session. Please take down this number (855 274 6680). This is the number to the customer support department with EZ Tech Support. Our one time fix is guaranteed for 14 days so if you have any technical issues during that time, don’t panic. Computers are complicated machines and in some cases your problems could persist, reoccur or you could have other issues come up. If that’s the case, DO NOT PANIC! Write down your issues, give us a call and our technicians will be happy to get back on the computer to resolve your problem. Sometimes it takes us a couple attempts to get ALL the issues resolved but we always get it right or make it right. Simply call us and we’ll get one of our Certified Technicians back on the case. Ok?

Today you have authorized a total charge of $__ + Tax (total amount to be charged) from EZ Tech Support which will show up on your credit card statement as __________. (Then break down the charges and what they are for.)
$\_
\_ + \text{Tax} \text{ for today's fix which includes a tune up and an infection sweep.}

\text{!!! --- If you sold an ongoing plan --- !!!}

You will also be charged a recurring monthly charge of $\_
\_ + \text{Tax} \text{ for the ongoing support plan which gives you ongoing peace of mind.}

\text{!!! --- If you sold Defender Pro --- !!!}

AND $\_$\_ for the lifetime subscription to the Defender Pro protection software.

Again, this will show grand total charges on your card of $\_
\_ + \text{Tax from} \_ \_ \_ \_ \_ \_ \_ \_ \_ .

I am now going to transfer the session over to the technician who will be working on the system. In most cases, these repairs will be completed within 24 – 48 hours. However, please understand each computer is different and depending on the extent of the problem it can take longer than that. Rest assured the work will be completed.

I have put all the information you might need in this notepad \text{(Show them the notepad)}, I named it EZ Tech Support and put in in the top right corner of your desktop so it is easy for you to find. It shows our \text{business hours, 7 days/week 9.00am to 5.00pm Pacific Standard Time (Weekends 7.00pm)} and the tech notes showing the work the technicians will be doing today. I also installed this calling card, which will make it easy for us to get reconnected in the future. \text{(Show them the calling card)}

So although the phone portion is ending, the technical work is just about to begin. Stay off your computer, leave it turned on and leave it online. When the work has been completed the technician will put a ‘WORK COMPLETE’ message on your screen telling you that the repair is done and the computer is ready to use.

\text{REMEMBER, your problems could persist, reoccur or you could have other issues come up after this fix. If that’s the case, DO NOT PANIC! Just call us during business hours on 855 274 6680 and we'll get back on the machine to get the issues fixed.}

Mr(s) \_ \_ \_ \_ \_ \_ \_ \_ \_ (customer’s name,) is there anything else I can do for you today? Ok have a great day!!!