

AT&T
digital*life*[™]

Field Sales Experience



Table of Contents

Part One AT&T Digital Life Fundamentals

Lesson 1	Digital Life Introduction	4
Lesson 2	AT&T Digital Life 101	6
Lesson 3	Products and Pricing	11
Lesson 4	Competition	13

Part Two AT&T Digital Life Field Sales

Lesson 5	AT&T Digital Life Field Sales Experience	17
Lesson 6	Intro & Warm up	18
Lesson 7	The Meeting Agenda	22
Lesson 8	Presenting the Digital Life Message	23
Lesson 9	Discovery	24
Lesson 10	Site Survey	28
Lesson 11	Offer Solutions, Gain Agreement, Close	30
Lesson 12	Reassurance	38
Lesson 13	Referral Presentation	41
Lesson 14	Systems	42
Lesson 15	Putting it all Together	43

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Part One AT&T Digital Life Fundamentals



Lesson 1 Digital Life Introduction



History of AT&T



AT&T Video Innovation



AT&T by the Numbers

AT&T BY THE NUMBERS

Match the phrase from the table of numbers

107	16.4	98	90	14.3	2300
-----	------	----	----	------	------

Million connected devices in service

Million broadband subscribers

Percent of population covered by AT&T mobile broadband

Retail stores in communities nationwide

Million subscribers in wireless

Billion invested in the U.S. in the last 5 years

What is AT&T Digital Life? (short answer)

SALES CHANNELS

What are the 4 Digital Life Sales Channels?

1

2

3

4

Lesson 1 AT&T Digital Life Field Sales Experience

How does your organization fit into the customer experience?
(short answer)

Notes

Lesson 1 Review



Lesson 2 AT&T Digital Life 101
DIGITAL LIFE DEVICES

DEVICE	GUESS	DEVICE	GUESS	DEVICE	GUESS
1		8		15	
2		9		16	
3		10		17	
4		11		18	
5		12		19	
6		13		20	
7		14		21	

Notes

Lesson 2 AT&T Digital Life 101

TAKE NOTES ON PACKAGES DURING DEBRIEF OF DIGITAL LIFE GAME

Energy



Empty rounded rectangular box for notes under Energy.

Water Control



Empty rounded rectangular box for notes under Water Control.

Door



Empty rounded rectangular box for notes under Door.

Camera

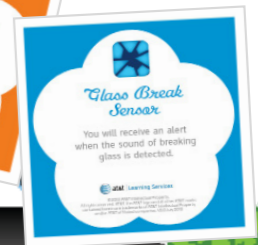


Empty rounded rectangular box for notes under Camera.

Water Detection



Empty rounded rectangular box for notes under Water Detection.



Lesson 2 AT&T Digital Life 101

VIDEO/DISCUSSION: Digital Life App

Notes

Set Up a Notification

Notes

Schedule a Task

Notes



Connect Activities

Notes

Lesson 2 AT&T Digital Life 101

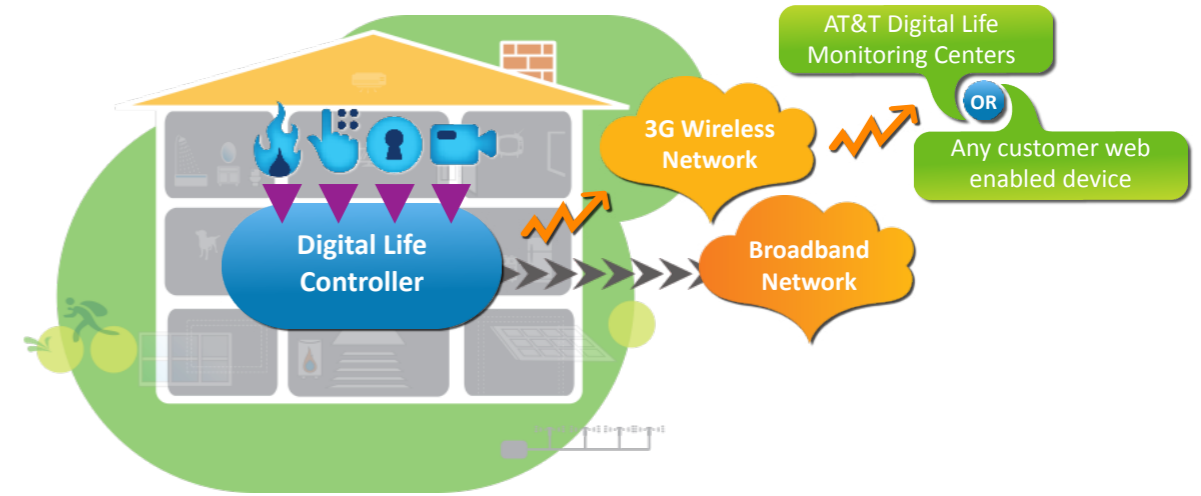
TECHNOLOGY AND NETWORK

What enables all of the Digital Life packages to work together?

INSTALLATION

Pre-installation

What are two important things a customer needs to know will happen after the sale but before installation?



Install Day

What is the appointment window, and how long will the installation take?

What are the three things a customer should know about what the installer will do during the appointment?

Lesson 2 AT&T Digital Life 101

Notes

Lesson 2 Review



AT&T Poll
Everywhere

Lesson 3 Products and Pricing

What is MRC ?

What is NRC?

DIGITAL LIFE PACKAGES

What is included in Simple Security?

What options are added to Smart Security?

Why would a customer want the Camera Package?



Why would a customer need the Energy Package?

Why would a customer like the Door Package?

What are the benefits of the Water Detection and Water Control Packages?

Lesson 3 Products and Pricing

Notes

What does À la Carte mean?

What does upgrade mean?

What does downgrade mean?

What does upsell mean?

Lesson 3 Review



AT&T Poll
Everywhere

Lesson 4 Competition

INTRODUCTION

Use this [Link](#) to the Digital Life Marketing Tool to research the competition

<https://www.e-access.att.com/dashboard/DigitalLifeMKT/StartSvc>

In addition, use a search engine and search for “home security” with your local zip code to fill out the table below. Make sure you find additional providers other than the two given.

COMPETITOR	AT&T	ADT	VIVANT		
Contract terms	X				
Base security plan	X				
Automation	X				
Cameras	X				
Door locks	X				
Water shut off	X				
Lighting control	X				
Energy solution	X				
Free wireless back-up	X				
Multiple distribution channels	X				
Broadband purchase option	X				
24/7 Monitoring	X				
Professional installation	X				
Self-install options	X				
Other features					

Lesson 4 Competition

AT&T DIGITAL LIFE ADVANTAGES

Security

- Our AT&T owned and operated state-of-the-art Professionally Monitored Centers are looking out for you and your family.
- Digital Life is a wireless service that uses broadband as a backup, so you can rest assured knowing you're covered 24/7.
- Customers can feel safer knowing AT&T security monitoring centers use advanced, all-digital technology.

Remote Access

- The system allows you to bring your own broadband and wireless, so it will work anywhere in the US regardless of which provider you have with your smartphone, tablet, or PC.
- AT&T Digital Life created a simple, easy to use, intuitive user experience with applications tailored for iOS, Android and Windows devices.

Customizable

- Digital Life offers customizable solutions, so you can choose what you want based on your lifestyle.
- You can easily learn about and purchase Digital Life in our retail stores, online, over the phone or with a Field Sales Representative in your home.


Control

- AT&T Digital Life is more than just a home security and automation service. It is a lifestyle solution.
- Digital Life is a fully integrated security and automation platform.
- AT&T owns the entire ecosystem. That means everything! We own the network, platform, we run the monitoring center, and we hire our own AT&T monitoring employees, enabling us to provide a superior customer experience.
- The fully integrated system not only allows users to access and control at a device level (not just zones), but write rules across automation and security devices, and gives access to our monitoring center to interact with all devices.

Notes

Lesson 4 Competition

Notes



Lesson 4 Review



AT&T Poll
Everywhere

Part Two AT&T Digital Life Field Sales Experience



Lesson 5 AT&T Digital Life Field Sales Experience

Lesson 5 Review

How can these 5 Key Behaviors can be incorporated into each of the key elements of the AT&T Digital Life Field Sales Experience?

Which of these 5 Key Behaviors could be the most challenging? How can we overcome that challenge?

Top three new things you learned about the AT&T Digital Life Field Sales Experience.

Notes

Lesson 6 Intro & Warm up

Activity: Home Observation



Lifestyle



Family Clues



Perimeter/Surroundings

Lesson 6 Intro & Warm up

Activity: Home Observation

OPENING EXAMPLE

"Jared Smith? Randy Thompson an Authorized Sales Agent for AT&T Digital Life. Thanks for having me today!"

"I understand you spoke to one of our Digital Life representatives and expressed an interest in learning more about our service. I'm here to help with that, do you mind if I come in?"

"Great! I have a few things I need to get set up; do you mind if we go to your kitchen table?"

Notes



Lesson 6 Intro & Warm up

TIPS FROM THE BEST

- Greet the customer as if they are your best friend.
- Let them hear the smile in your voice.
- Keep your energy high and focus on being upbeat at all times!
- Focus on the customer and leave your personal problems at home.
- Use humor and enthusiasm to influence customer's mood.
- Represent the company with confidence by conducting business as an expert in the field.
- Imagine the opportunities.

Notes

Activity: Build Rapport



Family



Occupation



Recreation



Money

Lesson 6 Intro & Warm up

Lesson 6 Review

PROVIDE A SHORT ANSWER TO EACH OF THE FOLLOWING QUESTIONS.

1. How do you mentally prepare for a site visit before arriving to a customer's home?

2. How do you physically prepare for a site visit before arriving to a customer's home?

3. Why do you think it's important to arrive to your appointment 10 minutes early?



Lesson 7 The Meeting Agenda

MEETING AGENDA

- John, we are going to start off by reviewing Digital Life
- Then we are going to talk about some things to review your security and automation needs
- After that we are going to walk through your home, both inside and out
- Together we are going to custom design a solution just for you
- Then, if agreeable, we'll schedule your install
- All of this will take about an hour, sounds fair, right?

Lesson 7 Review

Why do you think you should present an agenda to a customer during a Field Sales visit?

Key Learning Point



Lesson 8 Presenting the Digital Life Message

AFTER THE DIGITAL LIFE OVERVIEW VIDEO

- Are you starting to see how Digital Life could change the way you interact with your home?
- Is there anything in particular that stands out to you?

Notes



AFTER EXPLORE DIGITAL LIFE

- Can you think of a recent experience when having Digital Life services would have benefited you?
- How would you have used Digital Life services in that situation?
- Are any of these services sparking any interest? If so, which ones? Why is that? How do you see yourself benefitting from those solutions? How do you see them fitting into your everyday life?

Lesson 8 Review

Why is it important to ask the customer questions after presenting the video and walking through the “explore Digital Life” section of the presentation?

Key Learning Point

Lesson 9 Discovery

DOMINANT BUYING MOTIVE

Lifestyle
+ Security Automation
DBM (*Dominant Buying Motive*)

Notes



Lesson 9 Discovery

LISTENING SKILLS



Level 1: Tuned in

Notes



Level 2: Tuned in & out

Notes



Level 3: – Tuned out

Notes



Lesson 9 Discovery

AFTER “DAY IN THE LIFE”

- Can you see how Digital Life could positively impact how you manage your day to day activities?
- What stood out to you the most?
- How would you use that Digital Life service in your daily routine?

PRESENTING THE “LIFESTYLES” SCENARIOS

- If you had to define your lifestyle, what descriptive words come to mind for you...busy, sports, on the go, etc.?
- Here is a listing of the most common lifestyles we’ve found that most of our customers can relate to. Do any of them look like they may apply to your life?
- I’m going to hand you the stylus. Let’s explore each one that applies to you and see how Digital Life touches many aspects or typical daily routines. We will also look at how the various solutions add value to our daily lives.

AFTER PRESENTING EACH INDIVIDUAL “LIFESTYLE” SCENARIO THAT APPLIES

- Can you relate to any of the examples in this scenario? If so which ones? How? Do you see that as a benefit that can truly add value to your everyday life? (Explore each stated benefit and find out WHY!) Why is that?

AFTER PRESENTING ALL INDIVIDUAL “LIFESTYLE” SCENARIOS THAT APPLY

- Based on what you’ve learned about Digital Life so far, what part of your busy life do you see Digital Life impacting the most? (Peace of mind with our Security package—with our Camera packages, saving money with our Energy package, convenience with our Door package, peace of mind of preventing a disaster with our Water package?)

PRESENTING THE “9 BOX”

- Here are some additional examples of how Digital Life can enhance your daily life.
- Let’s check out the ones that may interest you?
- How do you see NAME THE TILE EXAMPLE transforming your home?

SEGWAY INTO THE SITE SURVEY/SYSTEM DESIGN WALKTHROUGH – DESIGN WALK THROUGH SLIDE

- Okay CUSTOMER’S NAME what we need to do now is to custom design your Digital Life Total Solution. Let’s first review the packages we’ll want to include...

Lesson 9 Discovery

Lesson 9 Review

PROVIDE A SHORT ANSWER TO EACH OF THE FOLLOWING QUESTIONS.

1. Why should you ask customers specific questions during the Discovery step of the Field Sales Experience?

2. What are the two basic steps that will help you to identify your customer's Digital Life needs?



MATCH THE FOLLOWING TERMS TO THEIR DESCRIPTIONS BELOW.

TERMS: Tuned in Tuned in and out Tuned out

- 1 This level of listening can cause you to miss important details that the customer is implying.

- 2 You are actively engaged and responding to the customer.

- 3 Your mind is on other things, possibly a trip you are taking next week.

Lesson 10 Site Survey

PRIOR TO THE SITE SURVEY

“Sally and John, the next step in designing your system is to actually evaluate your home for security and automation. I realize this may be a bit inconvenient, but I feel it is very important that both of you join me. My experience has proven that your priorities, Sally, may be different than yours John. Besides, there are some important solution suggestions that may affect you both. Is that fair enough?”



In the spaces below, describe what key components you should look for when conducting an Exterior Site Survey and an Interior Site Survey.

Exterior Site Survey

Interior Site Survey

Lesson 10 Site Survey

Activity: (1) Select the appropriate device for this Scenario/DBM. (2) Write a benefit statement for each scenario.

SCENARIO	DEVICE	BENEFIT STATEMENT
<i>Family enjoys traveling on the weekend - Has a dog that the neighbor comes over to let out.</i>	Door Lock	I remember you said that normally your neighbor takes care of your dog but they are not always available. With the door lock you can program a temporary code for someone else and you don't have to worry about getting them a key. You can also receive a text notifying you that the door has been opened and closed.
<i>Retired couple that leaves their home for extended periods of time. They told you a story about a time they came home to a flooded basement.</i>		
<i>Customers both work during the day. The wife is concerned about energy consumption, but the husband who works in landscaping likes to come home to a cool house in the summer.</i>		
<i>Children get home from school before the parents are home. The parents joked that they would love a way to make sure the children got their homework done before they came home.</i>		

Lesson 10 Site Survey

SCENARIO	DEVICE	BENEFIT STATEMENT
<p><i>Customer talked about the fact that she loves to decorate the outside of her house for the holidays.</i></p>		
<p><i>Customer mentioned to you that her sister-in-law had to replace her hardwood flooring because the waterline to the refrigerator sprung a leak.</i></p>		
<p><i>You noticed in the site visit that the customer had 6 light switches in his bedroom. Each switch controlled a different light (ceiling fan, can lights, separate lights on each side of the bed, one for a lamp in the sitting area and a separate switch for their fireplace).</i></p>		
<p><i>Customer mentioned that there have been several break-ins in his neighborhood in recent months.</i></p>		

Lesson 10 Site Survey

Lesson 10 Review

FILL IN THE BLANK(S) WITH THE CORRECT ANSWER(S).

During the Site Survey, you will focus on both

and

aspects of a customer's home.

In the space below, briefly describe why you think the Site Survey is one of the most important steps to complete during the Field Sales Experience.



Lesson 11 Offer Solutions, Gain Agreement, Close



RECOMMENDATION

- One time cost
- Monthly charge
- Service commitment

Based on the personalized solution we have created together your one time cost is ONLY \$ and your monthly charge is JUST \$ with a twenty-four month service commitment. Getting started John is pretty simple, I just need to get some basic information.

Lesson 11 Offer Solutions, Gain Agreement, Close

CLOSING

“In order to get you started I just need your emergency contact names in case you are not available when the alarm goes off. Who is the first person you would like us to contact?”

Notes

AFTER CLOSING

- Wait for the customer’s response.
 - If you speak first after asking any kind of closing question, you relieve the pressure on the prospect to speak first to answer the close and commit to buy.
- Be silent and maintain eye contact.
 - The silence is thunderous.
 - 20-30 seconds of silence seems like a year.
 - The courage to be silent is probably the single most vital skill in selling.
- Answer all questions and objections and reclose.
- Know when to stop closing.
 - When the customer agrees, STOP and move to the next step.

Lesson 11 Offer Solutions, Gain Agreement, Close

HANDLING OBJECTIONS

Customer's Objection

"You know, I really like what you have shown me, but I'm just not sure I have the time to put into this right now, I really want to think about it."

▶ ACKNOWLEDGE

"Mr. Smith, I can appreciate that. "

▶ CLARIFY

"When you say you want to think about it, what exactly do you mean?"

Customer may respond with,

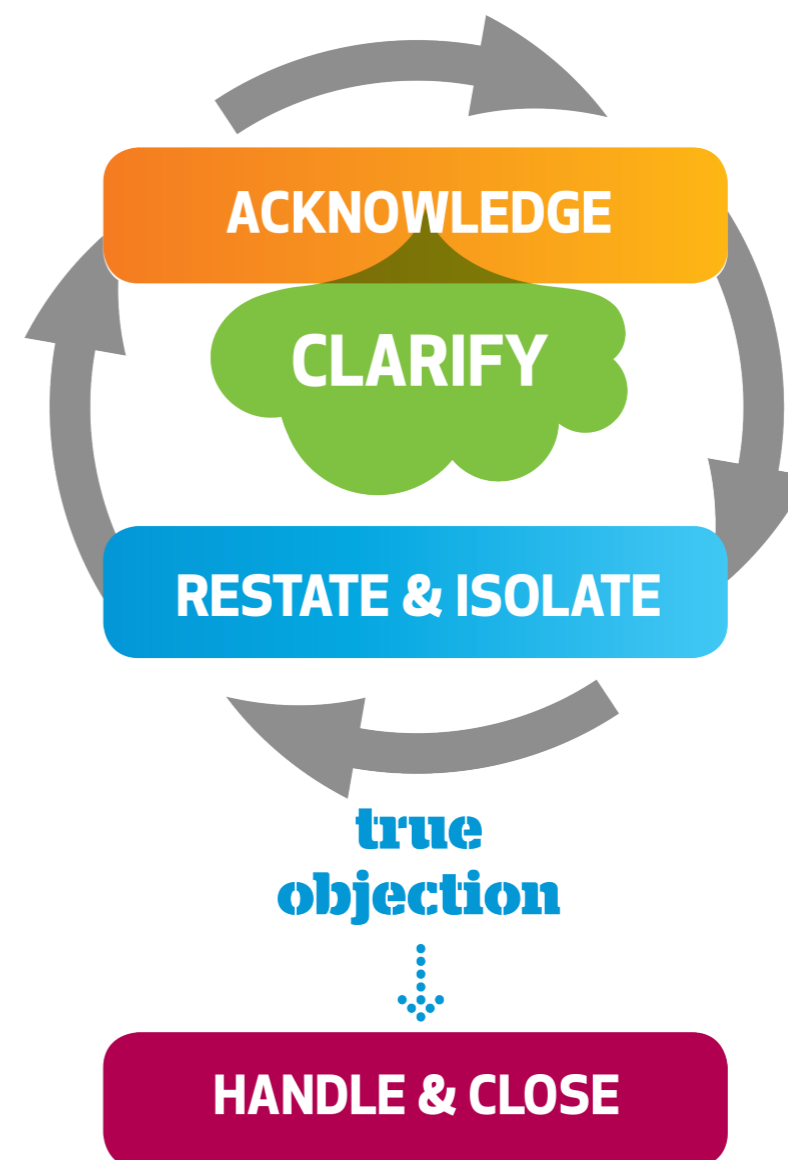
"Well I just don't like to make rash decisions."

▶ RESTATE & ISOLATE

"John, let me make sure I understand this correctly, so other than just taking some time to think this over, that's the only thing keeping us from moving forward today?"

Customer may respond with,

"Yeah, that's pretty much it."



Notes

Lesson 11 Offer Solutions, Gain Agreement, Close
Activity: Handling Objections

OBJECTION	ACKNOWLEDGE	CLARIFY	RESTATE & ISOLATE
<i>"I just need some time to think about it."</i>			
<i>"I'm actually shopping around to see what others have to offer."</i>			
<i>"I really need to talk to someone else before I make a decision like this."</i>			
<i>"I just don't want to spend that kind of money right now."</i>			
<i>"XYZ company is offering me a better deal."</i>			
<i>"I am under a contract with XYZ alarm company."</i>			
<i>"I have a buddy in the business."</i>			

Lesson 11 Offer Solutions, Gain Agreement, Close

Activity: Handling Objections

OBJECTION	HANDLE & CLOSE
<i>"I just need some time to think about it."</i>	
<i>"I'm actually shopping around to see what others have to offer."</i>	
<i>"I really need to talk to someone else before I make a decision like this."</i>	
<i>"I just don't want to spend that kind of money right now."</i>	
<i>"XYZ company is offering me a better deal."</i>	
<i>"I am under a contract with XYZ alarm company."</i>	
<i>"I have a buddy in the business."</i>	

Lesson 11 Offer Solutions, Gain Agreement, Close

Fill in the blank(s) with the correct answers.

It is necessary to include the _____ and the _____ when recommending Digital Life products to customers. _____



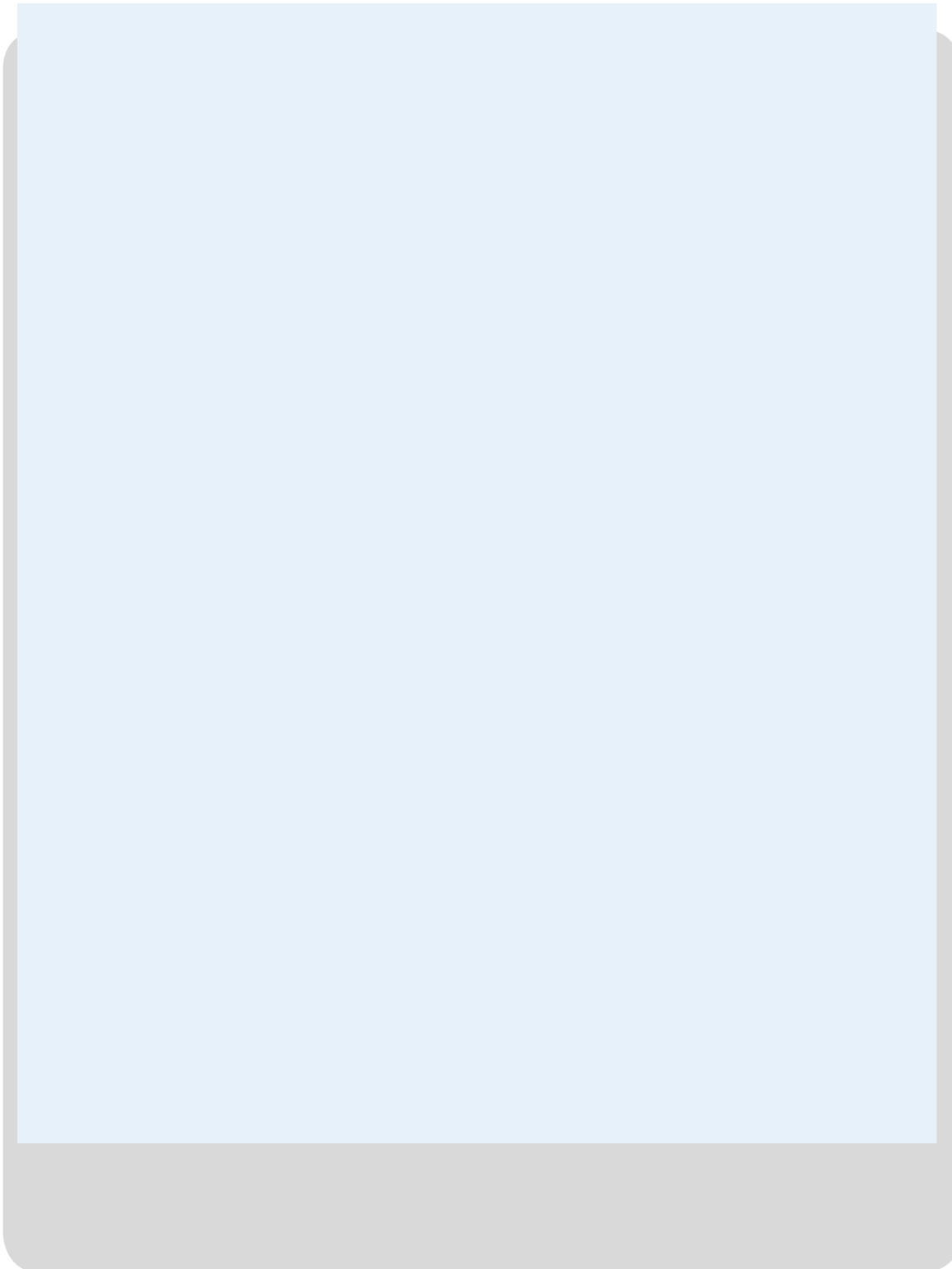
What are the four basic steps to remember with any type of objection you may receive from a

customer while trying to close a sale?

- 1
- 2
- 3
- 4

Notes

Lesson 12 Reassurance



THANK THE CUSTOMER

"John, let me be the first to congratulate you and welcome you to Digital Life family. I know you are going to love your Digital Life service."

RIGHT TO RESCIND EXAMPLE

"I know you are going to love this product. I just need

Lesson 12 Reassurance

AT&T digital life
P.O. Box 2682
Norcross, GA 30071
1-855-ATT-ASAP

PROOF

OUR SERVICE IS SCHEDULED FOR:
Installation Date: _____
Arrival Window: _____ To _____

Service Order Receipt

BILLING ACCOUNT NUMBER (BAN)

Today's Date: _____

Billing Name		Service Address		Telephone Number	
First Name		House/Street		Mobile #	
Last Name		City/State/Zip		Billing Telephone #	
Decision Maker (if Different)		Email		Other Telephone #	
Agent Name		Agent Address			

Security Solution Ordered – Check one

Simple Security
 Smart Security

Automated (check for Video)
 Energy
 Door
 Water

Total Equipment Charges: _____
 Total Installation (Non-Recurring) Charges: _____
 Total Monthly (Recurring) Charges: _____
Please note: The charges listed exclude taxes and fees.

Important Note: You have received a verbal service, any promotional pricing (if applicable), and you have received notice of, and agreed to, a term that a prorated early termination fee ("ETF") of \$_____ (services) may apply if all Digital Life services are service will be billed at existing standard rates on a _____.

Within twenty-four hours (exception: 48 hours for Service Summary by email at the email address ordered and the applicable monthly charges (excluding _____).

You, the buyer, may cancel this transaction at any time. See the notice of cancellation for this time period, send to: AT&T Digital Life Customer Care, 1-855-288-2727 Option 3. For your convenience, please open the box and use the equipment box. Please open the box and use the equipment box within 20 days of the date of your notice of cancellation.

Customer Signature _____

AT&T digital life

NOTICE OF CANCELLATION

Order Billing Account Number: _____ Date of Sale: _____

You may CANCEL this transaction, without any penalty or obligation, within THREE BUSINESS DAYS from the above date. If you cancel, any property traded in, any payments made by You under the contract or sale, and any negotiable instrument executed by you would be returned within TEN BUSINESS DAYS following receipt by the seller of your cancellation notice, and any security interest arising out of the transaction will be canceled. If you cancel, you must make available to the seller at your residence in substantially as good condition as when received, any goods delivered to you under this contract or sale; or you may if you wish, comply with the instructions of the seller regarding the return shipment of the goods at the seller's expense and risk. If you do not make the goods available to the seller and the seller does not pick them up within 20 days of the date of your notice of cancellation, you may retain or dispose of the goods without any further obligation. If you fail to make the goods available to the seller or if you agree to return the goods to the seller and fail to do so, then you remain liable for performance of all obligations under the contract.

To cancel this transaction mail or deliver a signed and dated copy of this cancellation notice or any written notice, or send a telegram to the address below NOT LATER THAN MIDNIGHT ON _____.

Mail Cancellation Notice to:
 AT&T Digital Life Customer Care
 Avalon Ridge
 PO Box 2682
 Norcross, GA 30071

I HEREBY CANCEL THIS TRANSACTION _____ (Insert Date).

Buyer's Signature _____

PROOF

to share with you that you do have the right to cancel this transaction within 3 days. If that's the decision you want to make, this paper explains the process for you.

I have already listed all the equipment you have ordered on the form, all I need from you is to sign this form that states you understand and acknowledge this process. Thank you so much again; I know you are going to love your service."

Notes

Lesson 12 Review

Lesson 12 Reassurance

at&t Jane Doe Name
 Account Number: 123456789101
 1234 Digital Life CIR
 Townville 10000-5678
 Contact Number: 7701234567

customer service summary

AT&T Digital Life

My Monthly Service Charges

Smart Security Solution:	\$39.99
Enhanced Solutions	\$4.99
Subtotal	\$44.98
Discounts	\$0.00
Surcharges and Other Fees	\$2.48
Government Fees and Taxes	\$4.95
Total Monthly Charges	\$52.41

Today's Activity: New Account Activation

Install Date: Sep 4, 2012
Install Arrival Time: 08:00 AM - 11:00 AM
Install Type: Professional

Don't Forget:

- to look for a Welcome Email with instructions to setup your online account
- to ensure an adult who can make decisions regarding the placement of devices is present during the installation.

Cancellation/Return Policy*

- You have 30 days to return or cancel service; a restocking fee may apply.

Service Commitment*

- Your Digital Life system is covered under our service commitment; an in-home repair fee may apply.

*Visit att.com/digitallife for complete details.

My Service Details:

SMART SECURITY SOLUTION

24/7, UL certified, professionally monitored security with wireless backup. **\$39.99**

Enhanced Solutions:

ENERGY SOLUTION: Your choice of 3 energy saving controllers including a remote controllable thermostat **\$4.99**

I Want To...

Manage my account online!
 Visit att.com/digitalLife to manage your account, view/pay your bill, and shop online.

Contact Customer Service and Support
 Click-to-chat on the web at att.com/digitalLife or call 1-855-ATT-ASAP (1-855-288-2727).

The provides customers with an explanation of their monthly charges prior to acceptance of Digital Life's Terms and Conditions.

With the Right to Rescind form the customer legally has days to cancel.

With AT&T the customer has a day buyers remorse period.

The customer's equipment will be to their home.

Customer receive their login information through .

REFERRAL PRESENTATION EXAMPLE

Lesson 13 Referral Presentation



“John, I really appreciate the time that you have invested with me today and I know that we have created the perfect Digital Life Solution for your home.

I don’t know about you but with all these solutions I keep thinking about all the other people in my life that would also be interested.

I would like to help you introduce this to your friends and family and help you earn \$25 per referral. The best way for me to do that is to get some names from you of homeowners, like yourself.

I can then schedule an appointment to consult with them just as I have with you today. I want to assure you that I will treat them with the same level of professionalism and respect as I have with you today.

It may be a little difficult to think of someone off the top of your head, let me give you some examples of what other customers have shared in the past.”

Notes

Lesson 14 Systems



Lesson 15 Putting it all Together

Lesson 15 Putting it all Together

ROUND 1 & 2 - CUSTOMER A - SINGLE PARENT

Address	Home Details	Scenario	Possible Solutions
---------	--------------	----------	--------------------

Lesson 15 Putting it all Together

ROUND 3 • CUSTOMER C • RETIRED COUPLE

Address	Home Details	Scenario	Possible Solutions
Use address supplied by trainer	<ul style="list-style-type: none"> • 3500 Sq ft • Bedrooms (4) • Bathrooms (3) • Living room • Kitchen • Dining room • Garage • Basement 	<ul style="list-style-type: none"> • Retired • Wife volunteers at a homeless shelter frequently • Own 2 homes • Vacation home at the beach • Go to the beach house every other weekend • Grandkids in college 1 hour drive away • Grandkids randomly stop by on week-ends to do laundry and get away • 2 thermostats in the home • Had a water leak in the wall that cost you thousands of dollars 3 years ago. 	<ul style="list-style-type: none"> • Energy • Water • Camera • Security • Door

Final Assessment



<https://att.testcraft.com/assess.aspx?aid=LSDLS409&apass=Fieldsales>



Congratulations!

You have completed the Field Sales Training!

