

MITECH PARTNERS, LLC

CABLE SERVICE 101

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CABLE 101

For the longest time, television was dependent on an antenna that was stuck to the side of a house. Most households could get channels up to 13 and have limited access to live or pre-recorded programming. Through the 1980's, 1990's, and early 21st century, that all changed. Cable television service, which was once a luxury, was the norm and millions of households relied on the service to impact their lives. As the internet has become the dominant platform for viewing, cable isn't as strong as it once was. However, let it be known that its impact on the world and especially businesses is still critical to the Mitech Partners, LLC mission.

While it is ironic that cable television was invented more than 70 years ago, most businesses in the hospitality industry depend on the service in some fashion to provide an interactive and engaging experience for their patrons. For what it's worth, this training is to provide some fundamental knowledge on the basics of cable connections. While this knowledge may provide a broad understanding of our core business structure, there is a method to the madness. Hence, the objectives for the training include the following:

- ◆ General concepts of cable and why they are important to the mission of Mitech Partners, LLC
- ◆ Explain what discovery questions are and how they impact new and existing clients of Mitech Partners, LLC
- ◆ Business strategy of cable services with other complementary revenue streams at Mitech Partners, LLC

Fundamentals of Cable – Part 1

The best way to start the conversation with cable services is to go back into time to review how it came to be. Why is this important to look at nowadays? Connections for the most part. Like telephone service back in the mid-20th century, wires (and lots of them) were required to make connections from a host to an end user. For telephones, for example, it had to go to a switchboard or a switching station, so phone calls could commence.

Cable was much in the same way for the longest time. Early on, antennas were dependent on relaying picture and sound from a host source like a television station. Most television sets early had a limited range of channels (2 – 13). Depending on the area, most cities had at most seven (7) channels at their disposal. These included your big television station brands like ABC, CBS, NBC, and local public television stations. Fast-forwarding to the late 1980's and 1990's, tuner boxes were



common in one's household to access channels above 13. This greatly expanded the capacity of what one could watch as well as the diversity of programming available on television. Prior to the internet taking off, cable television was a hot industry making money hand over fist due to its popularity. Live programming also became more of a commonality because satellites and mobile broadcasting technologies advanced to accommodate these once rare or otherwise cost-prohibitive to execute.

Nearing to today, High-Definition (HD) programming and television technology drastically changed the way one viewed content on a screen. Digital cable services were born as the internet became more of a mainstay in a residential household. The number of channels a cable carrier could provide increased immensely from just under 100 channels now to as many as they want to stuff into a subscription (including recording shows in real-time. As technology continues to advance, it is likely that digital setup boxes will be replaced with an even newer technology yet to be discovered. Just like most programs change every 30 minutes, hour, or two, so does cable technology too.



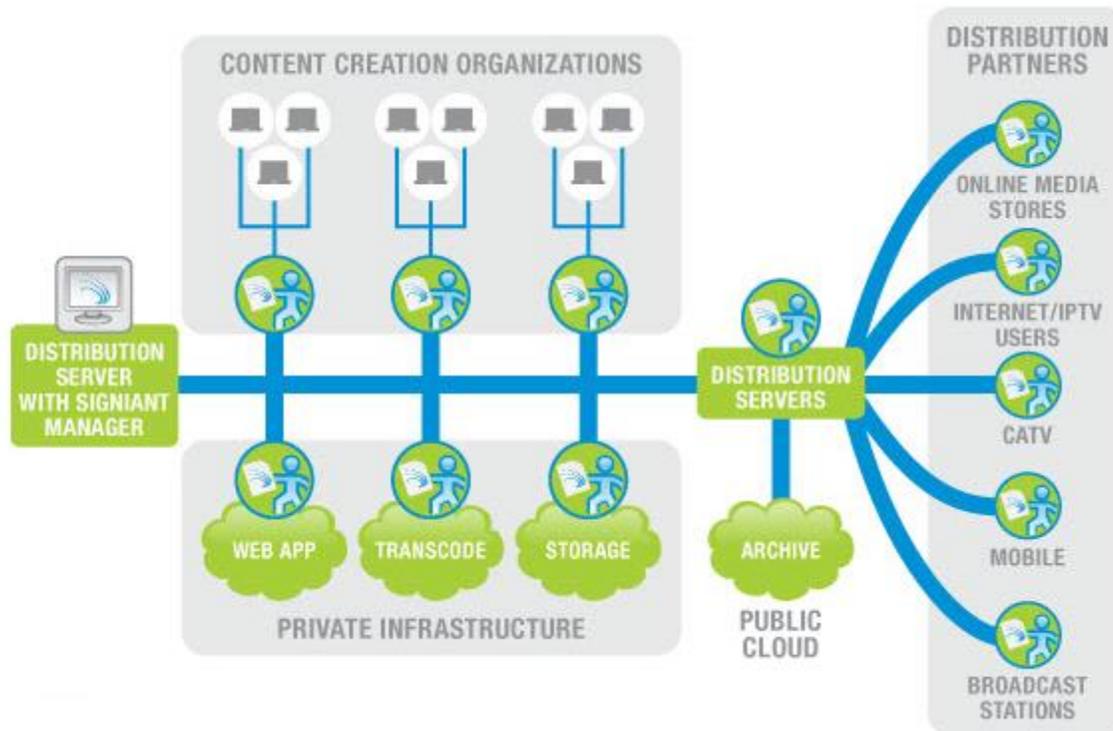
Fundamentals of Cable – Part 2

While reviewing the history of cable service can be an interesting read, one should have an understanding as to how it works. Shown below is a simple diagram of how programming goes gets from one point to another. Realistically, there are four (4) stages of television programming that one should be familiar with that is part of the cable ecosystem. If one thinks about it, this applies to internet-based programming to. Who would of thought that would be the case nowadays?



Naturally, there must be a starting point for programming. The first stage that programming gets to a viewer has to be produced somewhere. Whether this is at a studio, live event (e.g. sporting event, breaking news, etc.), or some other

medium, content is created. The next stage involves the distribution of that programming. These are commonly to major television stations or a cable channel. Depending on the type of programming that is airing or to be aired will dictate who will broadcast it. This information is then transmitted over gigantic towers that commonly have flashing red lights on top or a strobe white light that flashes every couple of seconds (usually two (2)). Cable distributors that receive the programming direct it to the appropriate viewing mediums in the third stage. This can be over the air via an antenna connection, digital tuner, through physical media like digital video discs (DVD's), online streaming service like Netflix, or an application. The concluding stage of this process is when the user views the content. All of this happens in fractions of a second. Thus, one may not realize that getting content to viewers is far more complex than changing the channel or going to one's video subscription page. The graphic below provides an alternative view of how content is passed on to another.



Discovery Question Strategy for Cable Services

When prospecting new clients for internet service (and additional ones to boot), there are a few questions that you should ask them to get as much information as possible so that a solution can be devised. Discovery questions should be used to get this information. Questions of this type are commonly open-ended which require some type of response from the person it is being asked to. Though not an exhaustive list of questions that one can ask, here are some of the critical ones that can provide the most information with the least amount of hassle:

- ✓ What type of programming would you like to have at the business/home?
 - **Conversation Tip:** It is recommended to research the company ahead of time to see what type of industry they are in as this will likely dictate the type of cable service they may want. For example, a hospitality business will likely want to have a pre-set program channel selection that coincides with a satellite cable service whereas a restaurant/bar would likely have one geared more towards a sports-tiered programming lineup.

- ✓ How many rooms do you have in your lodging facility?
 - Suggestion: This ONLY applies to hotels, motels, and facilities that have guests coming and going out of a building. This is an extremely important question to ask as this can affect the monthly cost of service significantly if rooms/locations are left out in error/intentionally.
- ✓ Do the television sets at the facility have high-definition capabilities?
 - Suggestion: This is an up-sell opportunity in some instances but important to know because there are some facilities that DO NOT have high-definition television sets. More than likely, this is already the case.
- ✓ Would you like to have the ability to provide premium channels (e.g. HBO, Showtime, etc.) and/or pay-per-view?
- ✓ Who do you have your cable television service with?
- ✓ Why are you wanting to change service providers (e.g. cost, quality of service, etc.)?
 - Follow-Up Question: Do you have a copy of your latest bill (provide clues on what is included in their plan)?
- ✓ If there was one thing that you would want to change, what would it be?

One should be careful not to interrogate an existing or potential client to death with questions because that will likely turn him/her off. As the conversation unfolds, additional questions may need to be asked so keeping some in one's back pocket for follow-up conversations or to continue the existing one is always a good strategy to use. If one is unable to get all the information on the first pass, set up a follow-up meeting to get any additional information before proceeding forward.

Mitech Partners, LLC Business Strategy with Cable Services

To conclude this training, here are some quick tips that team members and partners alike can leverage when attempting to combine more than one service to give clients the best solution possible:

- ◆ When asking the discovery questions, try to clue in on details, hints, and other bits of information that can trigger questions that could be tied to other services.
- ◆ Listen carefully for additional pain points – whether mentioned or not.
- ◆ Once the primary need has been identified and a solution found, give them an opportunity to answer a question or two about other services.
 - Suggestion: This should be done only during the discovery phase but if it is missed, give them a lead when presenting a quote. For example, in the email response back with a quote, mention: “We can potentially save you additional money if you have other services like internet and television through Mitech. Please ask me how we can do that for your firm.”
- ◆ If there is a need for additional answers for questions not spoken to, DO NOT BE AFRAID to ask! This is for the client's benefit and eliminates errors and trouble calls down the line.
- ◆ Should they only want the one service, make sure their business is thanked for but ask them to keep Mitech Partners, LLC in mind in the future.
 - Even though the plant wasn't dug out of the ground at this time, the seed was planted.
- ◆ Follow-up with the client and send them a 'Thank You' card.