



**Script: Save a Grand Annually on Your Cable or Satellite Bill**

**Rep:** "Hi, this is (whoever). Thanks for calling (provider). What can I do for you today?"

**Me:** "Hi, I'm calling to see how I may be able to lower my bill."

**Rep:** "Ok sir. I'll be glad to help you with that. Let me take a look at your account."

At this point, they'll take you through some hoops like trying to change your package to a lower one, offering you free channels, and many other things to keep your rate close to what it is now, which is their job and most do pretty well at it.

Don't bite. Here's what to do to get past these barriers.

**Me:** "Thanks for the offer, but I'd really like to save more. What else can you do?"

**Rep:** "Well sir, I can offer you a \$10 a month credit on your bill for the next 6 months."

A lot of people would bite on this, but believe me, they can do WAY better than this. WAY better.

**Me:** "I appreciate that, but I'm looking to save quite a bit more than that. I have an offer from (local competitor) that will give me what is basically your introductory rate for the same package I have now. I can easily switch to that. Can you match it?"

**Rep:** "Well I don't have the authority to do that, but let me transfer you to our disconnect department to see what they can offer."

**Me:** "Thanks. I'd really appreciate that. Can you please give my background to the next representative?"  
(do this so you won't have to re-explain yourself)

At this point, the rep will transfer you to a department whose primary role is to keep customers with the company, even if they have to do it at extremely margins. They do this because they know it's far less costly to keep a customer than it is to get new customers - about 10 times actually. It's actually way cheaper for them to give you a discount than to lose you to a competitor - so don't feel bad about using this tactic to your advantage.

Here is how the next part of the conversation will probably go.

**Rep:** "Hi, this is (name). How can I help you?"

**Me:** "The previous rep should have transferred some notes to you. Can you check those out?"

**Rep:** "I see you're looking to save money on your rate."

**Me:** "That's right. I have an offer from (local competitor) at (their introductory rate). What can you do to match this?"

**Rep:** "Well we can't match that, but we can come very close. Here is what I can offer you."

At this point, they'll give you some nice discounts, but probably not everything they can. Keep pushing.

**Me:** "That's pretty good, but (competitor's) rate is still lower for the same service. If you can't match that I'll probably just go with them. They've even offered to pay any disconnect fees. How can I cancel?"

This will be the turning point of the conversation to you. This is where you win. The rep will offer you a deeper discount for an longer period. At this point, this is probably all they can do, but feel free to ask for more if you want.

**Rep:** "I can offer you this, this, and this."

**Me:** "Ok, that'd be great. Please apply the offer to my account."

Let me rep make the changes while you're on the phone, and before you hang up, get a 100% accurate number of what your bill will be each month and for how long, just to be sure there are no hidden fees being added in. You'll also know when you need to make this call again (this works every time). Put that date on your calendar.

**Rep:** Is there anything else I can do for you today?

**Me:** "Unless you want to help me save more money, I think I'm good."

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## **Did This Script Work For You?**

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