DYNAMITE

FIELD GUIDE

MAKE YOUR NEXT MOVE DYNAMITE

THE DYNAMITE SALES MANUAL



Know the product.
Own the conversation.
Follow through.

FIBER INTERNET + TV
PRODUCT KNOWLEDGE / SALES / COMPANY / RESOURCES

INTERNAL TRAINING / OCTOBER 2026

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COAX VS. FIBER

Copper and electrical signals versus glass and light. Here’s why the connection matters.

COAX / CABLE





- Copper cable carries the connection into the house.
- Nearby homes share capacity from one local node.
- A busy neighborhood can slow a crowded cable network.
- Uploads often get much less speed than downloads.
- Several calls and backups can crowd a small upload allowance.
- Loose connections or damaged cable can let noise in.
- Long cable runs lose signal and may need powered amplifiers.

FIBER TO THE HOME





- Fiber runs right to the house.
- More room for calls, streams and gaming at once.*
- Matching-speed plans send as fast as they receive.
- 15× faster uploads in the 300 Mbps example below.
- Glass fiber doesn’t pick up electrical interference.
- The signal travels farther with less loss.
- More speed can be added by upgrading optical equipment.

*More capacity helps when people use it together. Example: 300/300 Mbps fiber vs. 300/20 Mbps cable = 15× the upload speed; download speed is equal. Plans vary. Both network types can share capacity upstream.

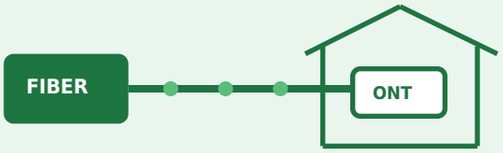
Sources: T-Mobile Fiber plans; Xfinity Network Management, HFC sub-split 300 Mbps tier.

WHY THE LAST STRETCH MATTERS

Fiber to the home replaces the copper-coax connection with a fiber line all the way in.

LIGHT ALL THE WAY HOME

The upgrade reaches the house.
It doesn’t stop at the neighborhood.



COAX / CABLE

The line entering the home is copper coax. It carries electrical signals to a cable modem.

HYBRID FIBER-COAX / HFC

Fiber reaches a neighborhood node; coax finishes the trip to the home. “Fiber-backed” or “fiber-powered” can describe this setup.

FIBER TO THE HOME / FTTH

The optical fiber reaches the home. An ONT converts the light signal for the router. There is no coax segment in that access line.

ROOM FOR EVERYONE

A busy home sends and receives at the same time: calls, game sessions, TV streams, cameras, and backups. A fiber plan with more upload and download capacity gives that activity more room.

UPLOADS MATTER

Matching upload and download speeds mean the connection can send as fast as it receives. Faster uploads finish big file transfers and cloud backups sooner.

A CLEANER SIGNAL

Glass fiber doesn’t pick up electrical interference. It also loses less signal over distance than coax. Those are advantages of the line itself.

THE UPGRADE REACHES YOU

FTTH removes the coax last stretch. “Fiber-powered” cable keeps that coax segment. Check what reaches the house, then compare the actual plan.

Wi-Fi placement, devices, and the selected plan affect the experience. Some cable plans also offer matching upload and download speeds.

SALES / PRODUCT KNOWLEDGE

FIBER IN PLAIN ENGLISH

Think of the fiber line as the road into the home. The router shares the connection with the devices.



OUTSIDE BOX



INDOOR ONT



PREMIUM ROUTER

Illustrative equipment. Models and mounting vary by provider and home.

FIBER LINE
Carries light

OUTSIDE BOX
Joins the lines

ONT
Converts the signal

ROUTER
Connects devices

The ONT and router may be separate units or combined in one device.

The line brings the internet in

Fiber is a thin glass cable that carries information as pulses of light. It reaches the house from underground or a utility pole. An outside box joins the incoming line to the fiber entering the home. Inside, the ONT turns that light signal into a connection the home network can use. Think of the ONT as the translator. The technician installs it, checks the connection, and helps the customer get online.

The router connects the devices

The router connects phones, computers, and TVs by Wi-Fi or Ethernet. A central spot helps its wireless signal reach more rooms. Download is what comes to a device; upload is what it sends. The plan’s speed describes the internet connection. Wi-Fi coverage describes how well the wireless signal reaches each room. Ask where people work and stream so the technician can assess placement and coverage.

Fiber brings it in. The ONT converts it. The router shares it.

THE COMPANY WE KEEP

Fiber internet. TV. Cell phone service. Know the product and offer assigned to your market.

01 / FIBER PROVIDERS

T-Mobile Fiber

AT&T Fiber

Brightspeed

Fidium

Optimum

Frontier Internet

02 / TV PROVIDERS

DIRECTV

TV and streaming service. Confirm the package, equipment, and channel lineup.

03 / CELL PHONE PROVIDERS

AT&T Wireless

Cell phone service. Use the current wireless offer and eligibility requirements.

Check address availability and the current channel offer. For Optimum, confirm fiber service at the address. Partner logos belong to their respective companies.

YOUR WEEK 1 CHECKLIST

Work through all eight with your manager. Build a strong start before you take the lead.

01 Complete your paperwork

Finish the required onboarding forms and agreements. Check that your contact and payment information is current so admin can get you set up.

02 Download your work apps

Download Microsoft Authenticator, Microsoft Edge, SalesRabbit for Intune, and GroupMe. Open each app and get familiar with what you'll use it for.

03 Understand your pay

Review your pay plan and the payroll calendar with your manager. Understand what each product pays, when commissions are paid, and how maturity and chargebacks work.

04 Learn the field routine

Know your work hours, check-in routine, assigned area, and callback plan. Practice logging each door in SalesRabbit and keeping your account notes useful.

05 Know the script

Learn the script word for word and deliver it with enthusiasm. Practice out loud with your manager until the wording flows and your energy feels natural.

06 Know each carrier's offer

Be ready to explain every carrier you're assigned to sell. Know the plans, total price, equipment, incentives, and installation process. Use the current provider resources.

07 Shadow for 2-3 days

Watch experienced reps work real doors for 2-3 days. See multiple deals from the opener through the order. Ask questions about what they said and why it worked.

08 Get access to every portal

Work with admin to activate the portals and apps your role needs. Sign in, save your work links, and walk through a sample order with your manager.

KNOW WHO TO GO TO

Your team is here to help. Start with the person who can help you take the next step.

YOUR MANAGER

Your manager helps you get comfortable with the pitch and plan your work in the field. Get to know them before your first day and lean on their coaching as you build confidence.

ADMIN SUPPORT

Admin helps keep your orders moving toward installation. They help update account details and stay in touch with customers. Use the shared admin email so the team can pick up the next step.

PAYROLL

Payroll helps you understand your statement and how your payment was calculated. They can review an account’s commission and explain adjustments or deposit timing. Include the pay period and account ID so they can review the right entry with you.

ADMIN TEAM AND SHARED CONTACTS

Admin email • admin@dynamitefiber.com

Darely Guevara • Admin • darelyguevara16@gmail.com

Tony Mendoza • Admin • tony.m@dynamitefiber.com

Victoria Lopez • Admin • v.lopez25328@gmail.com

Payroll • payroll@dynamitefiber.com

GET YOUR PHONE READY

Four apps. Download them, sign in, and make sure everything opens before day one.



Microsoft Authenticator

Approves work sign-ins. Finish setup and try a sign-in before your first day. Keep the app ready when opening tools that ask for verification.



Microsoft Edge

Your browser for assigned work tools. Sign in with your work account, bookmark the provider portals, and check that your saved links open.



SalesRabbit for Intune

Use this version for territory and door activity. Open your assigned area and practice finding a lead, saving notes, and recording a door’s outcome.



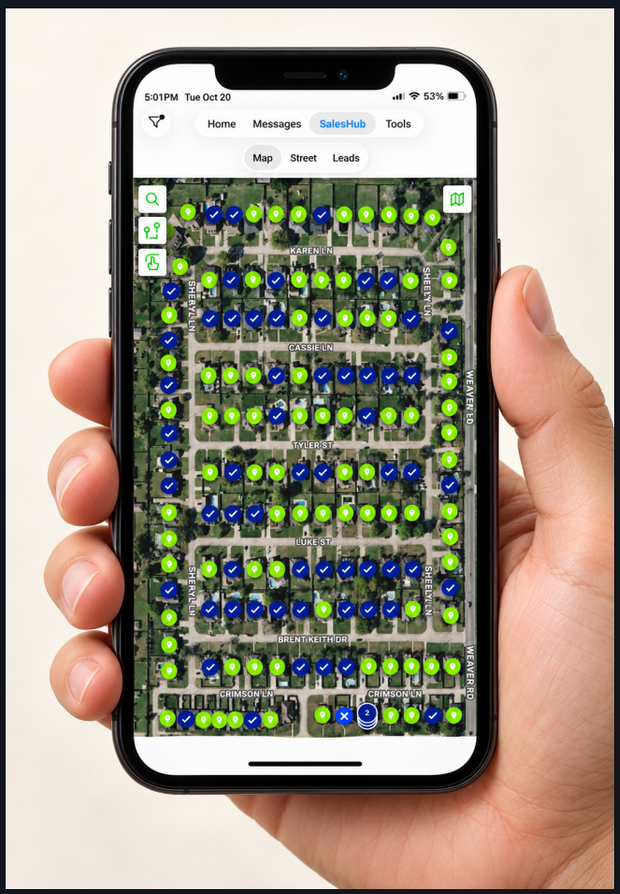
GroupMe

Team communication and updates. Join the right groups, use a name teammates recognize, and enable notifications so you catch meeting and field updates.

DYNAMITE / SALESRABBIT

EVERY DOOR. EVERY TIME.

Knock it. Log it. Keep the area moving.



EVERY KNOCK GETS AN OUTCOME

Every door you knock must be dispositioned in SalesRabbit. Do it while the conversation is fresh, before you move to the next house.

Leave a useful trail

Nobody home? Log the pass. Talked to someone? Save what happened. If you need to go back, write down why and when. “Back after 6; wants to compare the bill” gives you something useful to work with.

A pass is a trip through the area

One trip won’t reach everyone. People work different hours. Come back on different days and at different times. Follow the map and your callbacks so you aren’t guessing which doors still need attention.

The goal is to reach people across the whole assigned area. A no-answer is a reason to return. A conversation is a chance to learn what matters and give a complete pitch.

70%

CONTACT TARGET

Providers expect contact with 70% of the sellable doors assigned to us. Knocking without an answer isn’t contact.

3-5

PASS-THROUGHS

It’s standard to work an area 3-5 times to reach that target. Change the timing and keep your notes current.

10-20%

CONVERSION TARGET

Providers expect sales from 10-20% of the people we contact. Measure this against contacts, not every door.

Example: 100 sellable doors → 70 contacts → 7-14 sales at 10-20% conversion.

LOG THE RIGHT OUTCOME

Use the disposition that matches what happened at the door.

USE THESE DISPOSITIONS

ICON / CODE	WHEN TO USE IT
NH1	Not home - first pass.
NH2	Not home - second pass.
NH3	Not home - third pass.
GB	Go back. Add a callback time and useful notes.
SOLD	Sale completed.
HFS	Home for sale/rent, vacant home, or vacant lot not marked VLot.
CELL	Won’t switch because of cellular service with the current provider.
FIBER	Already has fiber with the current provider.
PRIC	Our price is higher than they want to pay.
NS	No soliciting.

MAP MARKERS / NOT DISPOSITIONS

ICON / CODE	MARKER
Pros	Prospect
PreS	Pre-sale prospect
MDU	MDU prospect
CX	Customer
NoSe	Not serviceable

NEGATIVE FEEDBACK

Use the Negative Feedback button to record customer concerns. Add a clear note so your manager can follow up.

YOUR PAYROLL CALENDAR

Example: eligible installs October 4-10, 2026. Follow the highlighted dates through to rep payment.

INSTALL WEEK	PAYROLL PREVIEW	PAYROLL SUBMITTED	REP PAYMENT
Sunday-Saturday	Saturday	Second Monday	Tuesday

OCTOBER 2026

SUN	MON	TUE	WED	THU	FRI	SAT
				1	2	3
4 INSTALLS	5 INSTALLS	6 INSTALLS	7 INSTALLS	8 INSTALLS	9 INSTALLS	10 INSTALLS
11	12	13	14	15	16	17 PAYROLL PREVIEW SENT OUT
18	19 PAYROLL SUBMITTED	20 REP PAYMENT	21	22	23	24
25	26	27	28	29	30	31

Oct 4-10 installs → Sat Oct 17 preview → Mon Oct 19 submission → Tue Oct 20 payment.

MATURITY AND CHARGEBACKS

FIBER	DIRECTV
120 days	180 days

Commissions paid before maturity are unearned until the account reaches maturity. Your current pay plan and agreement explain the chargeback terms that apply.

GET READY TO WORK

Good preparation keeps you focused on the customer once the door opens.

01 Look prepared

You’re the first impression of the company. Wear a clean shirt and shoes, carry accurate identification, and keep your hands free enough to greet people naturally. Charge your phone and tablet. Bring water and what you need for the work block. Get ready before the first door so you can focus on the person in front of you.

02 Know the offer

Be able to explain the plan without hunting for answers. Know the speed, monthly total, discount rules, later pricing, equipment, fees, and incentives. Know what installation involves and how the customer gets help. Open the current provider sheet before you head out. If a detail is unclear, get the answer before you use it in a pitch.

03 Practice out loud

Say the opener, discovery questions, offer, and close out loud. Practice the objection that slowed you down yesterday. Have a teammate play the customer and change up the answers so you learn to listen. Keep your words natural. The goal is to know the flow well enough that you can focus on the conversation.

04 Know the area

Open SalesRabbit before the work block. Check your assigned streets, sellable doors, past outcomes, and scheduled callbacks. Know where you’re starting and what you’ll work next. Look for patterns in the providers people use and the concerns you hear. Plan later passes at different times so you reach more of the area.

Ready before the first knock. Focused through the last one.

WATCH / JOHN’S PITCH BREAKDOWN

SEE THE PITCH COME TOGETHER

John Calhoun explains what he says, why he says it, and how the pieces connect.

THE BREAKDOWN

01	INTRODUCTION	Who you are. Why now.
02	TECHNOLOGY + BILL	Connect the issue to their home.
03	SPEED TEST	Walk them through it.
04	EDUCATION	Speed. Price. What’s included.
05	THE CLOSE	Offer real appointment choices.

WATCH THE BREAKDOWN

02. Long Form (Sales Pitch).mp4

LISTEN FOR THESE FOUR THINGS

Give a clear reason for stopping by.

Ask about their experience and bill.

Show the speed test on your phone.

Bring the offer together, then ask morning or afternoon.

Scan or click to watch John’s delivery. The next two pages use his written pitch as the main reference. Fill in current market, plan, price, and appointment details before practicing.

SALES / JOHN'S PITCH / PART 1

OPEN. CONNECT. DISCOVER.

T-Mobile Fiber pitch. Use the actual street, confirmed availability, and real customer conversations.

01 / WHO YOU ARE / WHY YOU STOPPED

"Hi, how's it going? My name is [name] with T-Mobile Fiber. The reason I stopped by is because I'm sure you've seen the trucks in the neighborhood the past few weeks. What they were doing was installing a brand-new fiber-optic internet line right here on the street. The only reason I'm here is because the construction is done and the fiber internet is finally available. You guys are still using the Xfinity, right?"

Pause for the answer. Use the construction wording after confirming the work and service availability.

02 / EXPLAIN WHAT'S DIFFERENT

"OK, and I'm sure you already know this, but the way Xfinity brings you internet here in the first place is on a copper line that's ran throughout the neighborhood. What that means is all of the homes here on Oak Street are on the same line, so when the neighbors use their internet, it affects you guys here directly."

Use the real street and confirmed cable setup. Slowdowns depend on congestion in the shared service group.

03 / TELL A STORY

"A lot of the Xfinity customers here on Oak have been telling me that they have noticed some slowdowns, especially in the evenings or weekends, when more people are home. Others have mentioned that they are paying a little bit more now than when they first started."

Nod. Pause 1/2 second after "more people are home." Keep nodding during the bill comment; invite them to share. Tell real customer stories.

04 / GET TO THE BILL

"About how much is Xfinity running ya? [Listen.] Oh wow, yeah. Is that just the internet, or does that include TV or phone too?"

Listen. Compare the full bill, including any bundle changes.

05 / BRIDGE TO THE SOLUTION

"Wow, the big difference with fiber-optic internet is your home gets its own fiber line all the way into the house, instead of the old coax. With [plan], you get [download/upload] and more room for everyone using the internet at once. For example, 300 Mbps upload compared with 20 Mbps is 15 times as fast. On top of that, fiber can cost less than what you're paying now. Let's compare your bill."

Use the actual plans and full bill. The 15× example compares upload speed. Fiber networks can also share capacity upstream.

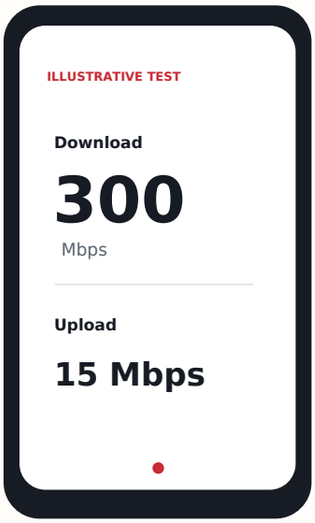
SALES / JOHN’S PITCH / PART 2

SHOW IT. OFFER IT. CLOSE.

Keep the same plan speed from the comparison through the close. Offer appointments that are available.

06 / WALK THROUGH THE SPEED TEST

“But first, do you happen to have your phone connected to the Wi-Fi? OK, great. Do me a favor and grab your phone real quick. Open your browser, just like this, and type in “run speed test.” This is going to give you a number, and since internet is not something you can see or feel, this number will let you know how fast your internet is going.”



“OK, looks like this device is getting [result] Mbps right now. The [fiber plan] offers up to [download/upload]. Let me show you the difference between what comes in and what your devices send out.”

Do it on your phone while they do it on theirs. A phone test shows that device on that Wi-Fi connection. It isn’t a guarantee of whole-home speed.

07 / HERE IS EXACTLY HOW IT WORKS

“So what we’ll do is get you set up with [plan]. When the technician installs the fiber line, ONT, and premium router, your connection will be set up for [download/upload]. That gives you [benefit tied to their concern]. The price is [monthly total], with [discount requirements], for [duration]. After that, [later price].”

“The best part is, we make the switch simple. [Confirmed amount] is due today, and [confirmed amount] is due at installation. The plan includes [installation and equipment details]. [Explain taxes, fees, or other charges that apply.]”

08 / SAVE A SPOT ON THE ROUTE

“My job is really simple. I don’t do the install myself; I help save you a spot on the route. We have [available day] in the morning or afternoon. Which one of those is easier for you?”

Confirm the customer wants the plan, then book the real appointment and review the order details together.

SET INSTALL EXPECTATIONS

One handoff: confirm the order, prepare the customer, and follow through after activation.

KEEP THE CUSTOMER CONNECTED

Keep the current service active until the new service is installed and working. Then cancel the previous provider.

01

Confirm the order and appointment

Read back the name, address and unit, phone, email, plan, full cost, discounts, and terms. Get the customer’s authorization. Give them the order confirmation, date, arrival window, and your contact information. For T-Mobile Fiber, explain the 2-hour arrival window and allow 2-4 hours for the visit.

02

Get the home ready

An adult 18 or older needs to stay for the in-home visit. Secure pets and clear access. Have the Wi-Fi name and password ready. The technician confirms the cable route and equipment placement, connects the ONT and router, and tests the service.

03

Explain the outside work

The line may reach the house before the in-home visit. Mark sprinklers, invisible fences, and other private underground lines. Buried service may need a later burial visit; T-Mobile’s overview allows about 2-3 weeks, with weather affecting timing. Use the confirmed instructions for the actual provider.

04

Follow through on appointment changes

If a customer misses an install, the admin team will work with the customer and provider to coordinate the reschedule and keep you informed. Record any appointment changes and access concerns so the team has the latest details. Keep a clear distinction between an attempted call and actually reaching the customer.

05

Check activation and finish the handoff

Confirm that the service works on the devices the customer uses. T-Mobile’s installer can help connect up to three devices. Route technical issues to the provider. Review any reward claim steps and deadlines, and explain how to return the previous provider’s equipment.

Timing, device help, burial, and access requirements vary by provider and home. Follow the confirmed appointment and provider instructions.

THE PLAN AT A GLANCE

Explain the speed, the cost, and what comes with it. Keep the current offer open when you quote.

FAST

300 MBPS

Uploads as fast as downloads.

$35 /mo.

with Fiber AutoPay
Plus taxes and fees

$45/mo. without discount

- 100% fiber
- Unlimited data
- Router included
- Installation included

FASTER

1 GIG

More speed for a busy connected home.

$50 /mo.

with Fiber AutoPay
Plus taxes and fees

$60/mo. without discount

- 100% fiber
- Unlimited data
- Router included
- Installation included
- Extender as needed*

FASTEST

2 GIG

Extra capacity for heavier household use.

$70 /mo.

with Fiber AutoPay
Plus taxes and fees

$80/mo. without discount

- 100% fiber
- Unlimited data
- Router included
- Installation included
- Extender as needed*

All three: eligible plans include T-Mobile Tuesdays perks. AutoPay pricing includes a $10 monthly discount. *On eligible 1 Gig and 2 Gig plans, up to one mesh extender is included as needed, based on the installer’s assessment.

Public pricing shown October 20, 2026. Address, plan, and promotion rules apply. Confirm the Dynamite channel offer and current terms before quoting; free-month and reward offers have separate conditions.

T-MOBILE FIBER

Our fiber offer in the former Metronet context. Confirm the exact product and address eligibility.

CUSTOMER OVERVIEW

Official public product information. Use the current Dynamite channel offer when quoting.

www.t-mobile.com/home-internet/fiber

INSTALLATION

Customer-facing construction and installation overview.

www.t-mobile.com/home-internet/fiber/installation

SUPPORT

Official customer support entry point.

fiber.t-mobile.com/support

What to know before the door

Confirm the plan, upload and download, full price, price terms, equipment, installation, incentives, and the exact order tool issued to your team.

AT&T

Keep Fiber, other internet, Air, and wireless clearly identified. The customer should know what they are ordering.

AT&T FIBER

Official product overview and address-based availability.

www.att.com/internet/fiber

MOBILE SALES TOOL

Quick quote and digital sales/channel guides referenced in the DIRECTV partner email. Authorized access may be required.

mst.att.com

AT&T SUPPORT

Official support entry point for the customer’s actual service.

www.att.com/support

Before you present a product

Check address eligibility first. Use the current dealer offer, enrollment steps, equipment terms, and any installation or activation requirements for that exact product.

PROVIDERS / DIRECTV

DIRECTV RESOURCES

Streaming, Gemini Air setup, channel lookup, and current seller tools.

SELLER DEMO

Use the demo and training tools. The partner email says to select the LSP channel when starting.

www.directv.com/demo

GEMINI AIR SETUP VIDEO

The specific initial setup video linked in the email. Open before coaching a customer through setup.

vimeo.com/1135487549/02dc36f18f

REGIONAL SPORTS CHANNELS

Look up the customer’s ZIP code and package before promising a regional sports network.

www.directv.com/sports/regional-sports-networks

REGIONAL SPORTS FEE

Check the fee for the service address and the offer being quoted.

www.directv.com/sports/regional-sports-fee

PROVIDERS / DIRECTV

TOOLS AND DOCUMENT DESK

Seller tools and original PDF attachments. Open the file beside the resource you need.

DIRECTV360 KNOWLEDGE

Partner knowledge and weekly update resource from the email. Login may be required.

directv360.my.site.com/knowledge360/s

REWARD CARD AGENT PORTAL

Agent-side reward assignment portal. The email specifies ATTUID access. This is not the customer redemption site.

directvagententry.com/vendor

PDF RESOURCE REGISTER / 11 ATTACHED PDFS

Click a document title to open the original PDF from the Dynamite Fiber resource library. July 2026 pricing and promotions are dated references; verify the current offer.

- Streaming + Gemini Air pricing sheet
- Streaming + Gemini Air channel guide
- DIRECTV vs. the Competition
- Disney+, Hulu + ESPN activation guide
- $100 reward card / July 2026 offer
- Account registration + compatible devices
- Entertainment vs. Choice comparison
- Customer loyalty + perks
- DIRECTV vs. YouTube TV
- Sports Pack
- Seller Demo App job aid

OTHER PROVIDER RESOURCES

Use these official public starting points when the product is part of your assigned market.

BRIGHTSPEED

Official products and support. Confirm the address and the exact service being sold.

www.brightspeed.com

FIDIUM

Official fiber products, address availability, and customer support.

www.fidiumfiber.com

OPTIMUM

Official products and availability. Confirm fiber or cable at the address.

www.optimum.com

WOW!

Official products and availability. Confirm the service and channel offer.

www.wowway.com

PUBLIC SITE VS DEALER ORDER

A public website is a reference. Use the order route assigned to Dynamite so the sale has the right attribution and the customer gets the correct channel offer.