

VELOCITY 2.0

COMCAST BUSINESS Sales Onboarding Program

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

START HERE

I'm a new Business Account Executive.

I'm a Field Sales Manager.

I'm a Sales Coach or Sales Leader.

I'm a Trainer.

Navigate back and forth using these arrows.



YOUR FAST START TOOLKIT

Welcome to Velocity 2.0! No matter your role in this onboarding program, this Fast Start Toolkit can help you get started! This Toolkit serves as your one stop guide to Velocity 2.0, to describe the program and provide you with step-by-step details on what training activities to perform each week, how to register and book travel for Application Lab, and how to access the Velocity Portal. Please review this Toolkit in its entirety, based on your role, to ensure that you are ready to start or support Velocity 2.0. At any time, come back here to get help, answer questions, or get assistance.

So, are you ready? Click on the video icon below for a quick overview of Velocity 2.0 Then, click on the START HERE button on the left to begin your journey!



DOCUMENT CHANGE CONTROL TABLE

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| Version | Date | Updates |
|---------|----------|---|
| 1.0 | 02-18-15 | Program overview, curriculum maps, FAQs, portal tips |
| 2.0 | 03-17-15 | FAQs on the Velocity Portal and travel process, training activity descriptions, Velocity 2.0 and B4U 1 pager, Velocity 2.0 Program Overview, Learner & Manager portal demo videos |
| 3.0 | 04-28-15 | Added Velocity Portal video for Regional Trainers |
| 4.0 | 3-28-16 | Updated expense information and new e learning (iComp). |
| | | |



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LEARN ABOUT VELOCITY: GET ACQUAINTED

Congratulations on your new role as a Business Account Executive (BAE) or a Senior Business Account Executive (SBAE)! Your role in Comcast Business is critical, and we're excited that you are here to help grow this exciting channel within Comcast.

As a new hire BAE or SBAE, you will participate in Velocity 2.0, an onboarding training program that sets the trajectory for successful sustained performance in your career with Comcast Business. Velocity 2.0 consists of eight weeks, and is broken out in three phases: Groundwork, Application and Amplification. Throughout these phases, you'll perform learning activities to acclimate to our strategy, small-to-medium business (SMB) products, systems and processes, sales approach, local market resources and business objectives. Your role is tremendously important to us and your impact can be huge to our bottom line!

Click each box below to learn more about Velocity 2.0 in more detail.



WHAT'S THE POINT?



WHAT'S THE PLAN?



WHAT WILL I DO?



| | |
|--------|-----------|
| Week 1 | Week 4 |
| Week 2 | Weeks 5-8 |
| Week 3 | |

WHAT'S THE WEEKLY SCHEDULE? (CLICK ABOVE)

Click on one of the buttons to learn more.

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THE POINT: SUSTAINED PERFORMANCE

At Comcast, success requires constant teamwork, focus, drive, and tenacity. Our BAEs are responsible for finding and qualifying a prospect, proposing a solution, gaining commitment, and turning that prospect into a customer. Velocity 2.0 helps prepare new BAEs to perform these tasks, by focusing on product knowledge, systems and tool proficiency, and sales skills.

Click on each image to see what Velocity 2.0 aims to achieve.



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FOSTER ACCOUNTABILITY BETWEEN LEARNERS AND MANAGERS THROUGH THE VELOCITY PORTAL



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FOSTER ACCOUNTABILITY BETWEEN LEARNERS AND MANAGERS THROUGH THE VELOCITY PORTAL



PROVIDE STRUCTURE AND PRACTICAL ACTIVITIES TO GROUND LEARNERS IN SMB PRODUCTS, SALES SKILLS, SYSTEMS AND TOOLS



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FOSTER ACCOUNTABILITY BETWEEN LEARNERS AND MANAGERS THROUGH THE VELOCITY PORTAL



PROVIDE STRUCTURE AND PRACTICAL ACTIVITIES TO GROUND LEARNERS IN SMB PRODUCTS, SALES SKILLS, SYSTEMS AND TOOLS



FOCUS ON SELLING SKILLS USING THE SELLING THE VALUE MODEL AND ENGAGE IN PRACTICAL-BASED ACTIVITIES



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FOSTER ACCOUNTABILITY BETWEEN LEARNERS AND MANAGERS THROUGH THE VELOCITY PORTAL



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FOCUS ON SELLING SKILLS USING THE SELLING THE VALUE MODEL AND ENGAGE IN PRACTICAL-BASED ACTIVITIES



PROVIDE JUST IN TIME TRAINING TO SUSTAIN LEARNING

CLICK HERE TO GO BACK TO THE BEGINNING OF THE SECTION!

THE TRAINING PLAN

Click on the green icons to see
what's included in each Phase.

WEEKS 1-3 **GROUNDWORK**

Get up to speed with the basics. The first three weeks will be self-paced yet highly structured, grounding you in Comcast Business products, systems, processes, and tools. You will perform training activities in the Velocity Portal, and will be supported by a personal learning team comprised of your Field Sales Manager, Sales Coach, and Trainers.

BUILT 4 U (B4U)

Sharpen your skills. To assist in your career development, B4U builds upon what you learn in Velocity 2.0. You'll meet with your Field Sales Manager and peers during Velocity and beyond, where you will engage in regularly scheduled huddles, coaching sessions, and ride-alongs. Get ready to celebrate wins as a team! Click [here](#) to watch a video from Comcast leadership on the goals of B4U!



WEEK 4 **APPLICATION**

Connect the dots. You will attend a one-week training with your peers that is focused on business strategy and our Selling the Value sales process. Case studies, homework, and practical exercises will help connect the information learned in Groundwork. Expert panels and Sales Leaders will provide guidance on topics such as strategy, product positioning and market trends.

WEEKS 5-8 **AMPLIFICATION**

Take it to the next level. Once you return to the field, you'll use the learning gained in previous phases to establish structure and routines to drive your own success. You'll attend in-depth systems training and continue your education via webinars, ride-alongs, and targeted conversations with local market resources. You will also actively partner with your Field Sales Manager and team members to focus on building your pipeline and closing deals.

WEEKLY SCHEDULE: **GROUNDWORK PHASE**

WEEK 1

In this week, you will learn about the Telecommunications industry, and how Comcast operates from a Network, Plant and Business Services Division perspective. You will also begin your product knowledge activities by focusing on the Comcast Business Internet product and the WiFi Gateway. You'll learn the purpose of the Comcast Story and tips to create an effective presentation for potential customers. Finally, you will have an opportunity to perform practical-based activities such as Field Ride Outs and Weekly Webinars with your peers, as well as TouchPoint meetings and Weekly Summary Review Sessions with your Manager to discuss onboarding topics and also, what you learned thus far. Below are recommended days to perform each activity type, noted by day of the week (i.e., Day 1 is Monday). You can, however, perform these activities in any order based on your weekly schedule.

NOTE: An asterisk indicates that your FSM must approve this activity.



eLearning/PDF (recommended on Day 1 and Day 3)

- Velocity 2.0 Fast Start Toolkit PDF
- Velocity New Hire Program Roadmap
- Intro to Business Services and the Velocity Portal
- Comcast Network
- Comcast Business Internet
- WiFi Gateway
- Intro to Comcast Story
- The History of Telecommunications
- SBAE Advanced Products Overview
- Plant, What it is, What it Looks Like



*Touch Point Meetings (recommended on Day 1)

- Manager TouchPoint Meeting #1 (Orientation)



*Weekly Summary Reviews with FSM (recommended on Day 5)

- Week 1 Summary Review Session



*Field Ride Outs (recommended on Day 2 and Day 4, or when full days are available)

- 1st Field Ride Out
- 2nd Field Ride Out



Virtual Sessions (held on Day 5, late afternoon)

- Weekly Webinar #1: Class Intros and Business Internet



[CLICK HERE TO GO TO WEEK 2](#)

WEEKLY SCHEDULE: **GROUNDWORK PHASE**

WEEK 2

In this week, you will be introduced to two other products in the SMB portfolio: Comcast Business Voice and Comcast Business TV. You will learn about Salesforce.com, a tool that helps manage your funnel and process sales orders. You will start preparing your Comcast Story, which you'll present at your Regional Boot Camp workshop. Finally, you'll continue to perform practical activities with your peers and manager through Field Ride Outs, Manager TouchPoint Meetings and Weekly Summary Review Sessions, and attend a second Weekly Webinar on Business Voice and TV. Below are recommended days to perform each activity type, noted by day of the week (i.e., Day 1 is Monday). You can, however, perform these activities in any order based on your weekly schedule.

NOTE: An asterisk indicates that your FSM must approve this activity.



eLearning (recommended on Day 1 and Day 3)

- Comcast Business Voice
- iComp Intro
- Telephony Overview
- Salesforce Overview
- Business TV
(Private View)
- Business TV (Public View)
- Business Services
Self-Service Website
- Comcast Business Review:
Scavenger Hunt



*Touch Point Meetings (recommended on Day 1 and Day 3)

- Manager TouchPoint
Meeting #2
- Prep Activity: Comcast
Story Presentation



*Weekly Summary Reviews with FSM (recommended on Day 5)

- Week 2 Summary
Review Session



*Field Ride Outs (recommended on Day 2 and Day 4, or when full days are available)

- 3rd Field Ride Out
- 4th Field Ride Out



Virtual Sessions (held on Day 5, late afternoon)

- Weekly Webinar
#2: Business Voice
and Business TV



[CLICK HERE TO GO TO
WEEK 3](#)

WEEKLY SCHEDULE: **GROUNDWORK PHASE**

WEEK 3

In this week, you will attend a Regional or Virtual Boot Camp to confirm your understanding of the information you learned about the SMB product portfolio. You will present your Comcast Story, and receive training on Salesforce and the iPad SMB 360 app. You'll also learn about the marketing tools available for use with your customers in your final weekly webinar. Finally, you'll meet with your manager to gain sign off of all Groundwork activities to prepare for the Application Lab week in Philadelphia. **NOTE: An asterisk indicates that your FSM must approve this activity.**

REMINDER: Please remember to book your travel to Philadelphia by this week! The Velocity Application LSO course number is SLS566.



*Touch Point Meetings (recommended on Day 1)

- Manager TouchPoint Meeting #3 (Application Lab Expectations)



In Class or Virtual: SMB Boot Camp (held over Days 2-4)

- Salesforce Overview
- Comcast Story Presentation
- Product Role Plays
- iPad SMB 360 app
- B4U Introduction



*Weekly Summary Reviews with FSM (recommended on Day 5)

- Week 3 Summary Review Session



eLearning (recommended on Day 1 and Day 5)

- Bundle Builder
- Comcast Business Serviceability Tool



Virtual Sessions (held on Day 5, late afternoon)

- Weekly Webinar #3: Introduction to Marketing Tools/Application Lab Preparation



CLICK HERE TO GO TO APPLICATION

WEEKLY SCHEDULE: APPLICATION PHASE

WEEK 4

In this week, you will participate in the Sales Application Lab workshop in Philadelphia at Comcast's headquarters. Here, you will meet the Comcast Business Sales Leadership team, and connect with your peers. You will also engage in valuable and fun learning activities that teach you about each step of the Selling the Value process. Finally, you will videotape your Wedge Statement, and receive ample time to practice your sales presentations through fun role play activities.



In Class: Sales Application Lab Week

- Velocity Application Lab Introduction
- Business Etiquette
- Overview of Selling the Value concept
- Step 1: Prepare
- Step 2: Engage
- Step 3: Discover
- Step 4: Position
- Step 5: Discover
- Overcoming Objections
- Step 6: Close
- Next Steps
- Homework Assignments
- Practical-based Sales Activities



Video Taping/Evaluations

- Wedge Statement Video Presentations
- Learner Evaluation

NEW HIRES WILL RECEIVE THEIR WEDGE STATEMENT VIDEOS AND LEARNER EVALUATIONS THE WEEK FOLLOWING THE APPLICATION LAB CLASS.



Presentations

- Comcast Business Sales Leaders
- SMB Product Panel



CLICK HERE TO GO TO
AMPLIFICATION

WEEKLY SCHEDULE: **AMPLIFICATION PHASE & B4U**

WEEKS 5-8

This phase will help you sustain your learning from previous weeks as you return back to your local market. You will participate in a Sales Systems Boot Camp in this phase, where you will receive more in-depth training on Salesforce, Bundle Builder and the Serviceability tool. You may also start working with your Sales Coach and /or Regional Trainer, who can recommend other additional training courses or activities to help you grow as a sales professional.



In Class: Sales Systems Boot Camp (Recommended in Week 6)

- Salesforce
- Bundle Builder
- Serviceability Tool
- iPad SMB 360



Touch Point Meetings (Recommended in Week 8)

- Success Plan

[CLICK HERE TO GO BACK TO THE ROAD MAP](#)

B4U

These sessions are led by Regional Leadership and FSMs. Here, you will work with team members, to engage in exercises that reinforce the Selling the Value approach to focus on key behaviors that drive sales.



In Class: Huddles

- 30-minute, energetic meetings
- Held 2 or 3 times per week
- Focused sales topics



Coaching Sessions

- Weekly one-on-one meetings with “learning logs” and metrics
- Weekly ride-alongs in the field
- Quick, 15-minute check-ins

B4U
BUILT FOR YOU

THE CONTENT: A LIST OF IT ALL

The next several pages include a list of all the activities in Velocity 2.0 and their descriptions. Use this as a quick reference when you need it. These courses are also listed in this order in the "Program" icon within the Velocity Portal. If you cannot access the portal, you can still perform the e-learnings in the Learning Portal, and perform field ride outs, weekly webinars and manager-led activities as listed.

Click on one of the buttons to learn more.

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Groundwork – Week 1

| Activity (LSO short names in parentheses) | Training Type | Activity Description |
|---|----------------------|--|
| Velocity 2.0 "Fast Start" Toolkit | PDF | This Toolkit serves as your one stop guide to Velocity 2.0. It provides you with a program overview, curriculum map, roles/responsibilities for BAEs, FSMs, Trainers, Sales Coaches and Leaders, a weekly training activities list, FAQs on the Velocity Portal, and registration and travel processes for Application Lab. There are also tips on how to access the Velocity Portal. Please refer to this document throughout the new hire program to answer any questions you may have pertinent to your role. |
| Velocity New Hire Program Roadmap | eLearning | This document serves as the curriculum roadmap that chronicles your (8) weeks of the Velocity New Hire Training Program. It will help illustrate your curriculum map and schedule. There are three phases that comprise these 8 weeks: "Groundwork," which occurs for 3 weeks in your local market, "Application," which occurs over 1 week at the Comcast Center in Philadelphia, and "Amplification," which occurs for 4 weeks and focuses on sustained learning that occurs in the local markets. |
| Manager TouchPoint Meeting #1 (Orientation) | Face to Face Meeting | The purpose of this meeting is to meet with your Field Sales Manager to discuss pertinent topics related to your onboarding experience. Your manager will set up this meeting and inform you of the date and time that it will occur. |
| Intro to Business Services and the Velocity Portal (BUS596) | eLearning | This e-learning module will provide an overview of the Comcast Business Division and the new Velocity portal, which you will use to complete your assigned Learning Activities each week. |

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Groundwork – Week 1

| Activity (LSO short names in parentheses) | Training Type | Activity Description |
|--|----------------|---|
| The History of Telecommunications (SLS418) | eLearning | This e-learning module will provide you with insight into the History of Telecommunications. |
| Comcast Network (SLS419) | eLearning | This e-learning module will provide an overview of the Comcast Network. |
| Plant, What it is, What it Looks Like (SLS420) | eLearning | This e-learning module will provide an overview of what a Plant is and what it looks like within the Comcast Network. |
| Comcast Business Internet (BSU635) | eLearning | This e-learning module will provide an overview of the Comcast Business Internet product. |
| 1st Field Ride Out - Week 1 | Field Ride Out | This activity will allow you to see what a typical day looks like in the field by performing a ride along with a peer. You will be asked to complete the field ride out form that is located in the portal to take notes based on your observations. Please share this form with your Field Sales Manager once the field ride out is completed. This field ride out should last 8 hours, a full work day. |

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| Groundwork – Week 1 | | |
|---|---------------------------------|---|
| Activity (LSO short names in parentheses) | Training Type | Activity Description |
| WiFi Gateway | KZO video series | This learning series will provide an overview of the Comcast Business Wireless Gateway, as part of the Comcast Business Internet product. |
| 2nd Field Ride Out - Week 1 | Field Ride Out | This activity will allow you to see what a typical day looks like in the field by performing a ride along with a peer. You will be asked to complete the field ride out form that is located in the portal to take notes based on your observations. Please share this form with your Field Sales Manager once the field ride out is completed. This field ride out should last 8 hours, a full work day. |
| Weekly Webinar #1: Class Intros and Business Internet | Virtual Instructor Led Training | This session will introduce you to your Velocity Lead Trainer, as well as your classmates in your Velocity new hire program. You will also learn valuable information about the Comcast Business Internet product, and learn how to position it to prospective customers to help address their business needs. |
| SBAE Advanced Products Overview (BSU636) | eLearning | This e-learning module will provide an overview of the Advanced Products available through Comcast Business. BAEs are welcome to review this e-learning to gain knowledge about our advanced products. |

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| Groundwork – Week 1 | | |
|---|----------------------|--|
| Activity (LSO short names in parentheses) | Training Type | Activity Description |
| Intro to Comcast Story (BSU639) | eLearning | This module will provide you with insight into the purpose and goals of the Comcast Story, to help you prepare your own presentation for prospective customers. You will perform your presentation at your Regional or Virtual Boot Camp session, where you will receive an evaluation from your Regional Trainer. |
| Week 1 Summary Review | Face to Face Meeting | This activity allows you to review the training materials and activities you completed this week. Review this summary with your Field Sales Manager, as each week's summary review will be used to develop your success plan at end of your New Hire Training. It is important that your FSM approve this activity once completed. If your FSM is not available, please contact your Regional Trainer to approve this activity and unlock the next week's training schedule. |

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| Groundwork – Week 2 | | |
|---|----------------------|---|
| Activity (LSO short names in parentheses) | Training Type | Activity Description |
| Manager TouchPoint Meeting #2 | Face to Face Meeting | The purpose of this meeting is to meet with your Field Sales Manager to discuss pertinent topics related to your onboarding experience. Your manager will set up this meeting and inform you of the date and time that it will occur. |
| Comcast Business Voice (BSU637) | eLearning | This e-learning module will provide an overview of the Comcast Business Voice product. |
| iComp Intro (BUS266) | eLearning | This e-learning module will provide an overview of the iComp reporting tool. |
| Telephony Overview (SLS437) | eLearning | This e-learning module will provide an overview of Telephony Services. |
| Salesforce Overview (BSU638) | eLearning | This e-learning module will provide an overview of Salesforce.com |
| 3rd Field Ride Out - Week 2 | Field Ride Out | This activity will allow you to see what a typical day looks like in the field by performing a ride along with a peer. You will be asked to complete the field ride out form that is located in the portal to take notes based on your observations. Please share this form with your Field Sales Manager once the field ride out is completed. This field ride out should last 8 hours, a full work day. |

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| Groundwork – Week 2 | | |
|--|---------------|--|
| Activity (LSO short names in parentheses) | Training Type | Activity Description |
| Business Video (Private View) (BUS598) | eLearning | This e-learning module will provide an overview of the Comcast Business Video (Private) product. |
| Business Video (Public View) (BUS599) | eLearning | This e-learning module will provide an overview of the Comcast Business Video (Public) product. |
| Business Services Self-Service Module (BUS510) | eLearning | This e-learning module provides information about the key offerings for Comcast Business customers. It is intended to provide foundational knowledge about the Self-Service capabilities for any product or service that is available to all Comcast Business teams. |

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| Groundwork – Week 2 | | |
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| Activity (LSO short names in parentheses) | Training Type | Activity Description |
| Prep Activity: Comcast Story Presentation | Presentation | In this activity, you will prepare your Comcast Story presentation based on the e learning module you completed in week one. You will present your Comcast Story presentation at your Regional or Virtual Boot Camp session, which occurs in Week Three. |
| 4th Field Ride Out - Week 2 | Field Ride Out | This activity will allow you to see what a typical day looks like in the field by performing a ride along with a peer. You will be asked to complete the field ride out form that is located in the portal to take notes based on your observations. Please share this form with your Field Sales Manager once the field ride out is completed. This field ride out should last 8 hours, a full work day. |
| Weekly Webinar #2: Business Voice and Business TV | Virtual Instructor Led Training | This session will provide valuable information about the Comcast Business Voice and Video products, and how to position both to prospective customers to help address their business needs. You will receive an outlook invitation to join this session. |

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| Groundwork – Week 2 | | |
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| Activity (LSO short names in parentheses) | Training Type | Activity Description |
| Comcast Business Review: Scavenger Hunt | Self-paced | This activity will test your research skills and help you learn more about the Comcast Business Division in a fun way. |
| Week 2 Summary Review Plan | Face to Face Meeting | This activity allows you to create your weekly Action Plan with your Field Sales Manager. Please list the goals you would like to accomplish next week as you perform your Learning activities within the Velocity portal. It is important that your FSM approve this activity once completed. If your FSM is not available, please contact your Regional Trainer to approve this activity and unlock the next week's training schedule. |
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Groundwork – Week 3

| Activity (LSO short names in parentheses) | Training Type | Activity Description |
|--|---|--|
| BAE Regional or Virtual Bootcamp (depending on proximity to your Region) | Instructor or Virtual Led Training (2-3 days) | This 3 day instructor or virtual-led workshop will consist of training on Comcast Business products, and an introduction to Salesforce.com and the iPad SMB 360 app. You will also present your Comcast Story that you should have created in week 2 of the Groundwork phase. You will receive an outlook invitation from a CU Trainer to register for Boot camp. Please choose either session based on your travel ability. |
| Weekly Webinar #3 (Intro to Marketing Tools) | Virtual Instructor Led Training | This session will review the following: Prep for Application Lab week, review of your Scavenger Hunt challenge, and provide an introduction to the Marketing tools available to communicate with customers. You will receive an outlook invitation to join this session. |
| Manager TouchPoint Meeting #3 (App Lab expectations) | Face to Face Meeting | The purpose of this meeting is to meet with your Field Sales Manager to discuss pertinent topics related to your onboarding experience. Your manager will set up this meeting and inform you of the date and time that it will occur. |

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I want to learn about Velocity 2.0.

I'm a new Business Account Executive.

I'm a Field Sales Manager.

I'm a Sales Coach or Sales Leader.

I'm a Trainer.

Navigate back and forth using these arrows.



Groundwork – Week 3

| Activity (LSO short names in parentheses) | Training Type | Activity Description |
|---|----------------------|--|
| Bundle Builder (BUS597) | eLearning | This e-learning module will provide an overview of the Bundle Builder tool. |
| Comcast Business Serviceability Tool | eLearning | This e-learning module will provide an overview of the Serviceability tool within Salesforce. |
| Week 3 Summary Review | Face to Face Meeting | This activity allows you to create your weekly Action Plan with your Field Sales Manager. Please list the goals you would like to accomplish next week as you perform your Learning activities within the Velocity portal. It is important that your FSM approve this activity once completed. If your FSM is not available, please contact your Regional Trainer to approve this activity and unlock the next week's training schedule. |

THE CONTENT: A LIST OF IT ALL

The next several pages include a list of all the activities in Velocity 2.0 and their descriptions. Use this as a quick reference when you need it. This is also on the Velocity Portal!

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Application – Week 4

| Activity (LSO short names in parentheses) | Training Type | Activity Description |
|---|-------------------------|---|
| Sales Application Lab Week | Instructor Led Training | This 5 day workshop occurs in Philadelphia at the Comcast Center. This workshop will introduce you the Selling the Value sales approach used within Comcast Business, and teach you how to apply these skills to your sales conversations. You will also meet Comcast Business Sales leaders who will provide more insight into the goals and objectives for the Comcast Business Division. |

THE CONTENT: A LIST OF IT ALL

The next several pages include a list of all the activities in Velocity 2.0 and their descriptions. Use this as a quick reference when you need it. This is also on the Velocity Portal!

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Amplification – Weeks 5-8

| Activity (LSO short names in parentheses) | Training Type | Activity Description |
|---|-------------------------|--|
| Learner Evaluation | Self-Paced | This form should be utilized to provide learner feedback after attendance at the Velocity Application Lab. |
| Post Application Sales Systems Lab | Instructor Led Training | This 2 day workshop will occur in your Region after your complete Application Lab week. This workshop will focus on sales systems training, and will teach you how to utilize Salesforce, Bundle Builder and the Serviceability tool to successfully enter and complete sales orders. You will need your laptop for this class. You will be notified by your Regional Trainer to sign up for this class. |
| Success Plan | Face to Face Meeting | This activity allows you to create a Success Plan with your Field Sales Manager for the first 90 days on the job. The plan includes goal and expectation setting. |

Click on one of the buttons to learn more.

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I'm a Trainer.

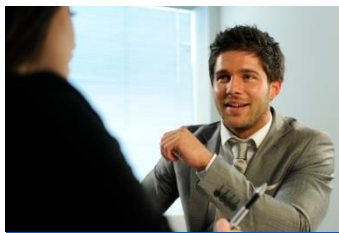
Navigate back and forth using these arrows.



I'M A NEW BAE.

You have joined a great company and a Division that is thriving. As a new hire Business Account Executive, you will be calling on prospective Business customers who may need your products to grow their business and achieve their goals. This training program will help you effectively sell to future customers.

Click on each box below to learn more.



YOUR ROLE



USING THE PORTAL



TRAVELING TO PHILLY



FAQS

Click on one of the
buttons to learn more.

I want to learn about
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Manager.

I'm a Sales Coach or
Sales Leader.

I'm a Trainer.

Navigate back and forth
using these arrows.



GROUNDWORK

- Attend the Orientation call and read the weekly newsletters to learn about Velocity 2.0.
- Enroll in the Velocity 2.0 Application Lab class in the LSO (SLS566).
- Schedule your travel to Philadelphia for the Velocity 2.0 Application Lab class.
- Perform all training activities assigned in the Velocity Portal @ comcastvelocity.com.
- Participate in all scheduled Weekly Webinars during Groundwork Phase.
- Work with your FSMs to schedule Field Ride Outs with a peer or local resource.
- Complete all forms assigned in the Velocity Portal.
- Attend Manager Touch point sessions and Weekly Review Sessions with your FSM as scheduled.
- Attend B4U weekly huddles as scheduled by your FSM.
- Attend the Boot Camp session in your Region or Virtually based on travel restrictions.

APPLICATION

- Attend the Velocity 2.0 Application Lab workshop in Philadelphia.
- Perform all homework activities.

AMPLIFICATION

- Perform all recommended activities in Amplification Phase within the Velocity Portal.
- Attend the Sales Systems Boot Camp session in your Region over Amplification Phase.
- Attend B4U huddles scheduled by your FSM.
- Continue your learning through additional training opportunities.
- Work with your Sales Coach or Regional Trainer to further your knowledge in areas of interest or difficulty.

USING THE PORTAL: BAE

Click on one of the buttons to learn more.

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Navigate back and forth using these arrows.



1

First, watch the two-minute video to learn about the portal. And, if you haven't already, review **I want to learn about Velocity**.

Click on the image to watch a brief demonstration of the new Comcast Velocity Portal.



2

Go to the Velocity Portal at www.comcastvelocity.com and begin your training (Google Chrome is the preferred browser to use). Please refer to the "Help" tab to learn helpful tips to navigate through the portal and to learn what each icon means. If you still experience trouble accessing the portal, send an email to the College of Business at cb_st@cable.comcast.com. Please provide your PERNR number in the email.

3

Meet with your Field Sales Manager to schedule your first Manager TouchPoint meeting and Field Ride Out!

4

For questions about the Velocity Portal, click [here](#).

VELOCITY PORTAL FAQS

Click on one of the buttons to learn more.

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Navigate back and forth using these arrows.



How do I access the Velocity Portal?

Enter comcastvelocity.com into your web browser (Google Chrome is preferred). Contact cb_st@cable.comcast.com if you do not have Google Chrome and are not sure how to login.

What do I do if I get an error logging in?

Email cb_st@cable.comcast.com with your name and PERNR number, and indicate the error you are receiving.

What do I do if I get an error during any time I am using the Velocity Portal?

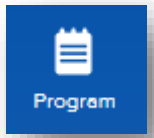
Email cb_st@cable.comcast.com with your name and PERNR number, and indicate the error you are receiving.

Do I need a username and password?

No username or password is needed. You will be taken directly to the Dashboard page of the Velocity Portal via single sign on.

Do I have to do the assigned activities in order that they are listed?

You can perform the training activities in any order each week, based on your work schedule. The training activities are listed in a recommended order, as listed in the "Program" icon and the "Program Roadmap" training activity to help "layer" the learning as well as your understanding of the content to prepare your for your weekly webinars.



CLICK HERE FOR MORE FAQS

VELOCITY PORTAL FAQs

[CLICK HERE TO GO BACK TO THE BEGINNING OF THE SECTION](#)

Click on one of the buttons to learn more.

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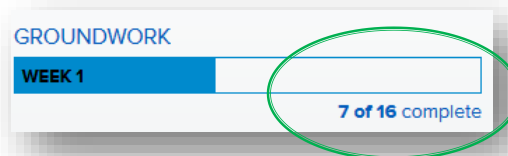
Navigate back and forth using these arrows.



How can I check my progress each week?

You can check your progress in the following ways:

1. Review the training activity bar counter on the far right side of the Dashboard page.



2. Click the “Program” icon to check the status of each training activity.

- **No icon:** Activity has not been accessed

A screenshot of a training activity card. The title is 'Manager Touchpoint Meeting #1: Orientation' with a duration of '120 mins' and a red note 'Recommended today!'. The card has a red border, indicating it has not been accessed.

- **Hourglass:** Activity has been accessed but NOT completed

A screenshot of a training activity card. The title is 'Comcast Network' with a duration of '15 mins'. The card has a yellow border and an hourglass icon in the top right corner, indicating it has been accessed but not completed.

- **Checkmark:** Activity has been accessed and completed and/or reviewed and approved by your manager

A screenshot of a training activity card. The title is 'The History of Telecommunications' with a duration of '15 mins'. The card has a green border and a blue checkmark icon in the top right corner, indicating it has been accessed and completed.

[CLICK HERE FOR MORE FAQs](#)

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VELOCITY PORTAL FAQS

CLICK HERE TO GO BACK TO THE BEGINNING OF THE SECTION

What do I do if the activities I complete in the Learning Portal (LSO) are not showing up as 'complete' via a check mark in the portal?

Activities will not show up as "complete" until 24 hours after the activity has been completed in the LSO. Once the activity does register as complete, you will see a checkmark to the right of the training activity title. If one of your training activities is still showing 'pending' (via an hourglass) after 48 hours, contact cb_st@cable.comcast.com.

How do my weeks unlock, so that I can move onto the next week ?

You must complete each week's Weekly Summary Review session with your manager in order to access your next week's activities. Your manager must then review the activity and approve it in order for your next week's activities to unlock. If you do not have a manager or if he/she is unavailable, you can contact your Regional Trainer to approve this activity. This will help you stay on track with the program.

[The Weekly Summary Review Session is the only activity that must be completed and approved by your manager \(or Regional Trainer, if absent\), in order for the next week's activities to be unlocked.](#)

How do I get activities approved if my manager is out on leave?

Your Velocity Regional Trainer can act on behalf of your manager to approve/reject your activities in the Velocity Portal, if your manager is on leave. Contact your Velocity Regional Trainer in this case. If you are unable to reach your Regional Trainer, contact cb_st@cable.comcast.com.

What do I do if I do not have a manager currently, or if the manager that is listed in the Velocity Portal has changed, and is no longer my manager?

Contact your Regional Trainer who will contact portal support.

How do I learn more about how the portal works?

Click the "Help" icon. There is an e-learning tutorial to provide more insight into how to navigate through the Velocity Portal, based on your role.

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

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OTHER FAQs: I NEED SOME HELP

CLICK HERE TO GO BACK TO THE BEGINNING OF THE SECTION

HOW DO I GET AROUND IN THE LSO?

WHAT'S THE COMCAST STORY?

WHAT AM I GETTING EVALUATED ON?

WHAT ELSE SHOULD I BE DOING TO GET A STEP AHEAD?



FAQS: I NEED SOME HELP

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How do I get around in the LSO?

Part of the Velocity Program requires you to search the LSO and register for the Velocity Application Lab course. Signing up for training in the LSO will be a common task for you throughout your career, so it's time to get comfortable!

The link provided below will guide you through some of the important aspects such as:

- Navigate the LSO
- Search for content
- Register/subscribe to modules

Please search the LSO for **SLS566** and register for the Application Lab course.

[Click here](#) to view the interactive demo.

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What's the Comcast Story?

The Comcast Story is a sales tool that can be modified and used in a variety of scenarios. We encourage you to review the eLearning in Groundwork Week 1 to prepare your story and make it your own as it will be an important element during your Regional Boot Camp workshop, as well as when you are speaking with prospective customers.

To prepare, please utilize the proven formula stated in the eLearning to create a succinct, accurate, and engaging presentation about Comcast and our commercial capabilities for your current business customers or prospects. This is a foundation framework that allows you to easily interject your selling style and tailor appropriately to the customer or sales situation. Take time and work with your manager so you will be best prepared.



FAQS: I NEED SOME HELP

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What am I getting evaluated on?

During the week in Philadelphia, your trainers will evaluate your performance in some of the following areas:

- Delivering your Wedge Statement
- Discovery questions
- Positioning your solution
- Overcoming objections
- Closing the sale

The trainer and sales coaches at Application Lab will complete the evaluations and provide them to your manager. While not a part of your HR file, the evaluation may be used by your manager to gauge how your sales skills are developing over time and to provide a baseline for your annual performance review.

The week after Application Lab, you'll receive an email with links to your Wedge Statement video, your team video for Positioning Your Solution, and your photo headshot.

[Click here](#) to view a sample evaluation.

EVALUATION FEEDBACK SAMPLE

Participant Name: Joe Student Session Date: June 2014

Facilitator: Gary Clark

NOTE: This is a sample and is meant for demonstration purposes only.

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| Category | Score | Observations |
|--|-------|---|
| Wedge Statement 15 points is proficient | 13 | Joe delivered a good wedge statement. |
| Comcast Story 20 points is proficient | 19 | Joe set a good agenda and his presentation was very conversational. Great layout of slides and he discussed what's in it for the customer throughout the presentation. Could have elaborated more on the network. |
| Case Study Discovery (team score) 25 points is proficient | 22 | Discovered how the business operates. Asked thoughtful questions and uncovered needs of the business as well as future plans. Great Job. |
| Case Study Solution (team score) 25 points is proficient | 25 | Good tie back to the previous meeting to set the stage. Good job including a portion of the Comcast story. The entire team did a great job of making the customer see what's in it for them. This team closed the deal because they discovered the business needs and day-to-day functions. Also identified PAIN which they used in their solution and they were very prepared. |
| Strengths: Joe has confidence and is not afraid of communicating. | | |
| Opportunities: Joe will need to learn more about our products and also create urgency at all times. | | |
| Comments: I think Joe has potential and will benefit from peer-to-peer interactions and ride along. Once he can see how it works and what steps are taken to produce results, he will be able to own this role and its responsibility. | | |

FAQS: I NEED SOME HELP

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What else should I be doing to get a step ahead?

There is so much to explore! You have plenty of activities to keep you busy on the Velocity Portal, but also be sure to check out the following as you start your career at Comcast!

- Register for Velocity yourself (if your manager hasn't done so already). Show your manager that you are a self-starter. Go to TeamComcast → Self Service → Career & Job → Learning Portal → Search and Subscribe to:
 - "Velocity Application Lab" (keyword search SLS566)
- Get access to Salesforce, locate and join the Group Velocity page in Chatter (ex. Velocity 60).
- Explore ComcastNow → Locations & Departments → Comcast Business.
- Explore <http://business.comcast.com>.
- Catch-up on the Frontline Communications through the [archives](#).
- Explore and subscribe to <https://www.youtube.com/user/comcastbizclass>.
- Always read the weekly "Velocity Updates" communications to understand what is required to prepare for your week in Philadelphia for the Application Lab (SLS566). Click [here](#) to view an example of the communications you'll receive.
- Be proactive! Send questions to Velocity.Communications@cable.comcast.com.

COMMUNICATIONS: EMAILS YOU'LL RECEIVE

Every email sent is meant to help you during the Velocity 2.0 program to make sure you are progressing in the program. You'll receive weekly emails from Comcast University, guiding you and your new hire on activities, points of interest, and key reminders and dates.

Click on one of the buttons to learn more.

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TRAVELING TO PHILLY

Once you sign up for the Application Lab in the LSO (SLS566), you'll receive a registration email that includes details on preparing to travel to Philadelphia for the Application Lab. For flight and hotel arrangements, you will need to contact BCD Travel Services at **888-566-6880**. BCD will not allow you to book unless you are a registered participant of the class. Tell BCD you are a Velocity Application Lab participant.

Click on each question below to learn more about going to Application Lab.

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

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HOW DO I REGISTER FOR TRAVEL?

WHAT ARE FLIGHT OR TRAIN ARRANGEMENTS?

WHAT HOTEL AM I STAYING AT?

WHAT ARE THE CLASS HOURS?

HOW DO I GET AROUND?

WHAT DO I NEED TO WEAR?

WHAT IF I WANT TO STAY LONGER IN PHILADELPHIA?

HOW DO I GET INTO THE COMCAST CENTER?

DO I HAVE TO TAKE CARE OF MY OWN MEALS?

TRAVELING TO PHILLY

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Navigate back and forth
using these arrows.



How do I register for travel?

- You'll receive your group Number during the Participant Kick Off Call.
- Call BCD travel (888-566-6880), speak to the Group Reservations and reference your Group Number. Work with the BCD travel rep on the phone to book your travel.
- Regardless of your location and travel, you must let BCD know if you will be needing a flight, train or will be driving.



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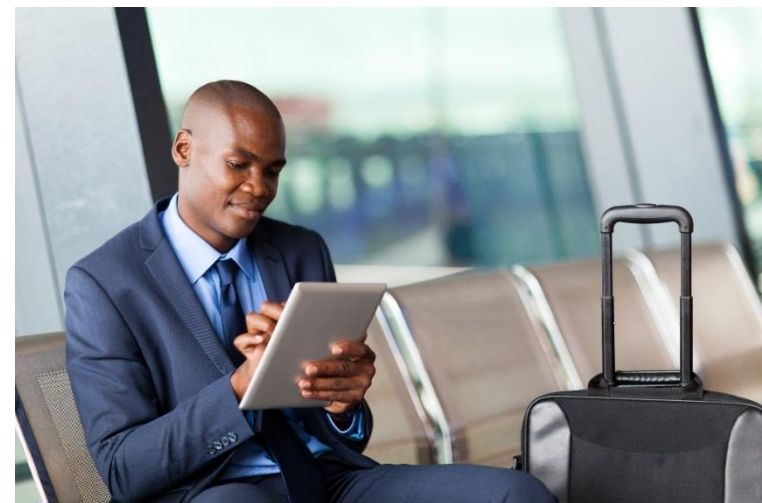
What are flight or train arrangements?

You will need to book your flight by calling BCD travel, speaking with Group Reservations and referencing your Group Number, given to you during the Participant Kick Off Call. If you registered after this call took place, the travel information will be emailed to you within 24 hours of you signing up for Application Lab class (SLS566) in the LSO. Only those registered in the Application Lab class will be sent this email.

If you haven't received the travel email yet, please send a note to the following email address:

Velocity_Communications@comcast.com.

You are NOT required to pay for your airfare as it will be paid for through a Master Bill back to the company. Baggage fees can be submitted for reimbursement (see Team Comcast's [Business Travel and Entertainment](#) section or ask your manager for more details).



TRAVELING TO PHILLY

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Navigate back and forth using these arrows.



What hotel am I staying at?

A block of rooms has already been reserved for you and your fellow participants for the Sunday through Friday of the week of Application Lab.

You are **NOT** required to pay for your hotel - we will Master Bill for you. You will receive a confirmation number via a post to the Chatter page the Thursday before you are scheduled to travel. Please bring that confirmation with you to Philadelphia. You will need to provide a credit card number to the hotel upon arrival for incidental charges.

You'll stay in downtown Philadelphia. You'll receive the exact location and other details during the Orientation call and reminded in the weekly emails. Most likely, you'll have a short walk from your hotel to the Comcast Center and in that short distance you will see some interesting sites:

- [Wanamaker](#) Building (Macy's)
- [City Hall](#)
- [Love Park](#) at JFK Plaza
- [Your Move](#) - Modern Art
- [Suburban Station](#)
- [Dillworth Park](#)



TRAVELING TO PHILLY

[CLICK HERE TO GO BACK TO THE TRAVEL PAGE](#)

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Navigate back and forth using these arrows.



What are class hours?

Class hours are between 8:30 AM-5:00 PM. If you are flying, plan on arriving Sunday as class begins promptly at 8:30 AM Monday morning so please plan on being there (on the 42nd floor) by 8:15AM.

Class will end on Friday no later than 1PM, so book your return flight after 3PM. You may want to bring your suitcase to the building.



TRAVELING TO PHILLY

[CLICK HERE TO GO BACK TO THE TRAVEL PAGE](#)

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How do I get around?

Please plan on taking a taxi from the airport to the hotel. Cost is approximately \$28.50 + tip. The Comcast Center is a short walk from all Center City hotels.

Keep your receipts as you will need them to submit a Travel and Expense report for all incidental travel expenses.



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Navigate back and forth
using these arrows.



What do I need to wear?

You should have business attire for each day. Also, bring your company issued laptop and/or iPad everywhere you go!

- For women, this means a business suit or pants suit – skirt knee length, or dress and jacket.
- For men, professional dress means a business suit or a blazer, dress pants and a tie.



TRAVELING TO PHILLY

CLICK HERE TO GO BACK
TO THE TRAVEL PAGE

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What if I want to stay longer in Philadelphia?

If you wish to come into Philadelphia early (prior to Sunday) or extend your stay (beyond Friday) you will be personally responsible for any additional cost for food, travel and lodging.

You can make these arrangements through BCD travel but it must be approved by your CU contact. You are also required to send an email to Velocity_Communications@cable.comcast.com with the dates you wish to extend your stay so the hotel can be notified.



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How do I get to the Comcast Center?

You will be required to check in with photo identification at the security desk in the lobby of the Comcast Center. You will not be able to proceed to the classroom until 8:00AM.

We are located at:

Comcast Center - Floor 42
1701 John F. Kennedy Blvd
Philadelphia, PA 19103
(215) 286-1700



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Do I have to take care of my own meals?

All meals must be purchased and expensed by the participant. *

You are welcome to eat breakfast and lunch at Ralph's on the 43rd floor. Ralph's does NOT take cash, so please bring a credit or debit card.

Please submit your breakfast, lunch and dinner receipts following the Travel & Entertainment policy. See Team Comcast's [Business Travel and Entertainment](#) section for policy details. The typical per diem is \$75 per day for breakfast, lunch, and dinner, but ask your manager to validate.

If you are a vegan or a vegetarian, please let us know as we have options to support. You can send questions to Velocity.Communications@cable.comcast.com.

**Please reference your local expense Policies and Procedures*



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I'M A FIELD SALES MANAGER.

Did you know that as a Field Sales Manager, you are the #1 factor in whether your new BAE succeeds or does not succeed? Getting someone “on board” is more than simply welcoming them, getting the new hire paperwork done, providing some information, and getting them out in front of customers. Onboarding involves setting specific objectives, sharing the right information at the right time, integrating the person into the culture and team, providing ongoing education and coaching, and most importantly, *establishing specific expectations*. Your BAE’s success is dependent upon specific behaviors and positive habits – and the best person to influence, observe, and measure a new hire’s behavior is *you*, that person’s manager.

Certainly others within the Comcast family can help – Velocity 2.0 has been designed to do just that. You and your BAE have an entire learning team, including Comcast University Trainers and Sales Coaches, to support onboarding. However it is important to own this process and work closely with your new hire through the next several weeks.

We also encourage you to view this time as an opportunity for you to further develop as a manager and as a leader. Not only do you impact the success of a new hire’s onboarding experience, you can also assist with decreasing the amount of time it takes for your new hire to become self-sufficient and take on responsibility for more complex roles, projects, and tasks. This all helps you to focus on team development!

Click on each box below to learn more.



YOUR ROLE



USING THE PORTAL



OUR APPROACH

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GROUNDWORK

- Attend the Orientation call to learn about the Velocity Portal and program structure.
- Access the Velocity portal @ comcastvelocity.com (Google Chrome is preferred).
- Register your new hire in the Velocity 2.0 Application Lab class in the LSO (SLS566).
- Set up your first Manager TouchPoint meeting (Week 1). Click [here](#) to review topics to cover.
- Explain B4U. Invite your new hire to upcoming huddles and schedule 1:1 coaching sessions.
- Review and approve all forms for TouchPoint Meetings, Field Ride Outs and Weekly Summary Reviews. Click [here](#) to view a sample email you'll receive when it's time to review an activity.
- Arrange Field Ride Outs each week for your new hire. Click [here](#) for more information.
- Schedule your second TouchPoint Meeting (Week 2). Click [here](#) to review topics to cover.
- Schedule your third (final) TouchPoint Meeting (Week 3). Click [here](#) to review topics to cover.
- Touch base with your new hires each week to perform a Weekly Review Session to assess progress and set learning goals for next week. Click [here](#) to review the topics to cover per week.
- Review your new hire's training timeline throughout the Groundwork Phase to assess progress.
- Approve all assigned training activities in the Velocity Portal prior to Application Lab week.

APPLICATION

- Review your new hire's Comcast Story presentation (optional).
- Touch base to assess the new hire's progress. Click [here](#) to see how new hires will be evaluated.

AMPLIFICATION

- Oversee completion of all recommended training activities within the Velocity Portal.
- Continue to provide learning opportunities for your new hire via Sales Coach or local resource support.
- Assign additional training based on their role. Click [here](#) to learn more.
- Review and approve the Success Plan. Click [here](#) to learn more.

USING THE PORTAL: FSM

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

I'm a new Business Account Executive.

I'm a Field Sales Manager.

I'm a Sales Coach or Sales Leader.

I'm a Trainer.

Navigate back and forth using these arrows.



1

First, watch the two-minute video to learn about the portal. And, if you haven't already, review the I want to learn about Velocity and I'm a new BAE tabs.

Click on the image to watch a brief demonstration of the new Comcast Velocity Portal.



2

Go to the Velocity Portal at www.comcastvelocity.com and begin your training (Google Chrome is the preferred browser to use). Please refer to the "Help" tab to learn helpful tips to navigate through the portal and to learn what each icon means. If you still experience trouble accessing the portal, send an email to the College of Business at cb_st@cable.comcast.com. Please provide your PERNR number in the email.

3

Setup your first Manager TouchPoint meeting with your new hire. Go [here](#) to see what topics you should cover.

MANAGER TOUCHPOINT MEETING #1

This touch point is recommended for four (4) hours, however please utilize the time at your discretion, based on goals for this meeting. Please also remind your sales representative of their (6) assigned HR compliance e-learnings and ask them to begin completing them as soon as possible. List is as follows:

- 1) (GEN 374) Code of Conduct for Comcast, NBC Universal
- 2) (GEN 187) Employee Self-Service
- 3) (GEN 204) Ethics for Employees
- 4) (GEN 369) Privacy and Security Awareness
- 5) (GEN 219) Maintain Harassment Free Workplace
- 6) (GEN 508) Do Not Call/Do Not Mail



Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

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I'm a Sales Coach or Sales Leader.

I'm a Trainer.

Cover these items during the meeting:

- Comcast Business overview (National, Divisional, Regional)
- General Onboarding (equipment/laptop, cell phone, work location, standard day, meeting schedules)
- Review onboarding progress to date and answer any questions the BAE might have about their learning journey
- Training schedule (including travel) and Velocity 2.0 program structure
- Explain concept of the Comcast Story
- Discussion around HR compliance courses and completing them in a timely manner
- Review setting expectations and territory management

Navigate back and forth using these arrows.



FIELD RIDE OUTS

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

I'm a new Business Account Executive.

I'm a Field Sales Manager.

I'm a Sales Coach or Sales Leader.

I'm a Trainer.

Navigate back and forth using these arrows.



Please schedule two (2) Field Ride Outs each week over the Groundwork Phase to provide your new hire with opportunities to observe the Selling the Value process from beginning to end. Ride Outs should be planned for the entire day.

The Field Ride Outs should ideally be performed with a tenured BAE so your new hire can witness the Selling the Value approach while on-the-job. You can also pair your new hire with another person in your Region who can provide insight into local processes.

You will be asked to review a form that new hires are asked to complete while on their field ride. Before you approve the form in the Velocity portal, you will need to enter your observations of your new hire, as well as objectives for their next field ride in "Part 2".

NOTE: The Field Ride Out training activity will not be marked complete in the Velocity Portal until you review and approve the activity. You can also provide feedback or pose questions to your new hire in the Comments section in the Velocity Portal.

REMINDER: AFTER GROUNDWORK, SCHEDULE B4U RIDE OUTS ONCE EVERY 2 WEEKS.



PART 2: JANINE WATSON (MANAGER)

OBJECTIVES

Ride-alongs are an opportunity for your new hire to observe an experienced colleague in action. Use this document to assess their learning and identify any gaps that you can support. Keep a record of each ride-along and use this to track their progress.

Objectives of this ride-along:

Key learning on Territory, Time management, use of systems and products:

Key observations of the sales process

MANAGER SUPPORT: EMAILS YOU'LL RECEIVE

Click on one of the buttons to learn more.

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I'm a Trainer.

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Every email sent is meant to help you during the Velocity 2.0 program to make sure your new hire is progressing in the program.

You'll receive weekly Velocity Update emails from Comcast University, guiding you and your new hire on activities, points of interest, and key reminders and dates. You'll also receive automatically-generated emails from the Velocity Portal, indicating it is time to review an activity for one of your new hires.

Velocity Updates
The Business Services Professional Program for SMB Sales

COMCAST UNIVERSITY

Welcome to Velocity

We would like to welcome you to Comcast and the 59th session of the Velocity Program which is designed to help you get familiar with all the products and services so you can have a successful career with Comcast Business Services. We invite you to attend a Webinar so we can give you an overview of the program as well as share needed details for your travel to Philadelphia. The Webinar is at 2pm EST on 7/15. [Click here](#) to join.

If you are unable to join the call, please make sure you download and review the presentation with your manager. [Click here](#) to download the presentation.

The activity Week One Summary Review for learner Jenna Wisniewski requires your attention:

Please prepare this review with your new hire sales representative each week of the Velocity new hire program. This summary will be used to help develop your BAE's success plan at end of New Hire Training.

VIEW ACTIVITY

In this week, be sure to schedule the following with your new hire:

1. One manager touchpoint session
2. Two weekly field ride outs
3. One weekly summary review session (recommended end of the week)

In this week, be sure to review and complete the following with your new hire in the portal:

1. One Manager Touchpoint Checklist
2. Two Weekly Field Ride Forms
3. One Weekly Summary Review session (recommended end of the week)
4. Review Activity Timeline

VIEW JENNA WISNIEWSKI'S
TIMELINE

MANAGER TOUCHPOINT MEETING #2

CLICK HERE TO GO
BACK TO YOUR ROLE

Click on one of the
buttons to learn more.

I want to learn about
Velocity 2.0.

I'm a new Business
Account Executive.

I'm a Field Sales
Manager.

I'm a Sales Coach or
Sales Leader.

I'm a Trainer.

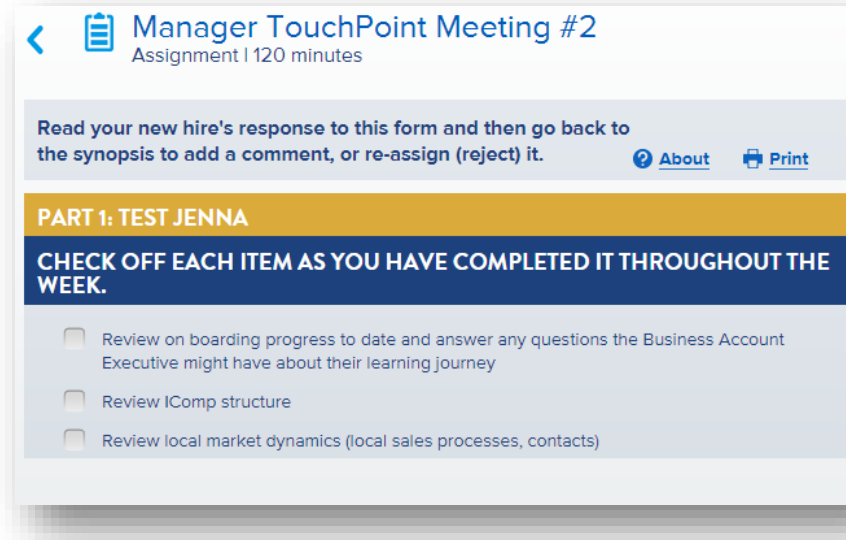
Navigate back and forth
using these arrows.



This TouchPoint meeting is recommended for four (4) hours, however please utilize the time at your discretion, based on goals for this meeting.

Cover these items during the meeting:

- Review onboarding progress to date and answer any questions the BAE might have about their learning journey
- Review iComp structure
- Review local market dynamics (local sales processes, contacts)



MANAGER TOUCHPOINT MEETING #3

This touch point meeting is recommended for four (4) hours, however please utilize the time at your discretion, based on goals for this meeting.

Cover these items during the meeting:

- Perform final review of onboarding progress to date and answer any questions the BAE might have about their learning journey
- Review agenda for Application Lab week
- Discuss your expectations to the BAE for that week (adherence to schedule, participation, personal reflection on what the program means to you and the expense policy)
- Review Lead Pass Program
- Sign off on Groundwork training activities

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

I'm a new Business Account Executive.

I'm a Field Sales Manager.

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I'm a Trainer.

Navigate back and forth using these arrows.



The screenshot shows a digital assignment page titled "Manager Touchpoint #3: (App Lab Expectations)" with a duration of 120 minutes. It includes a back arrow, an "About" link, and a "Print" icon. The main instruction reads: "Read your new hire's response to this form and then go back to the synopsis to add a comment, or re-assign (reject) it." Below this is a section for "PART 1: TEST JENNA" with a dark blue header that says "CHECK OFF EACH ITEM AS YOU HAVE COMPLETED IT THROUGHOUT THE WEEK." The list of tasks includes: "Perform final review of on-boarding progress to date and answer any questions the Business Account Executive might have about their learning journey", "Review Agenda for Velocity Application Week", "Discuss your expectations for your Business Account Executive for that week (adherence to schedule, participation, personal reflection on what the program means to you and expense policy)", "Review Lead Pass Program", and "Manager sign off on groundwork activities". Each item has an unchecked checkbox.

WEEKLY REVIEW SESSIONS

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

I'm a new Business Account Executive.

I'm a Field Sales Manager.

I'm a Sales Coach or Sales Leader.

I'm a Trainer.

Navigate back and forth using these arrows.



This Weekly Summary Review Sessions allow you to review the training materials and activities that your new hire has completed this week as part of your weekly B4U 1:1 sessions over the Groundwork Phase. You will review your new hire's responses to the form and then complete a checklist to confirm the new hire has begun to develop their Summary Review Plan.

Here's a sample form that a new hire completed during their Week One Summary Review.

After you complete your part, you will approve or reject the activity. You must complete this activity in the portal in order for the next week's training activities to "unlock" in the portal. If you are on vacation or unable to perform this task, please ask your new hire to contact their Regional Trainer to approve this activity.



PART 1: JENNA WISNIEWSKI

ANSWER THE FOLLOWING QUESTIONS TO COMPLETE YOUR WEEK ONE SUMMARY REVIEW.

List three key take aways from the e learnings you completed that you will incorporate when interacting with a customer.

Positioning our products against competition
 Discussing the features and benefits of each product
 Showing the customer how our product can solve business needs

List two facts you learned from your Peer to Peer activity that you will incorporate into your Comcast Story.

The Comcast Network
 Comcast Business Division products

What information did you learn from your ridealong that will help you develop your wedge statement.

That is needs to be quick, yet engaging to capture customer's attention

Have you secured all the equipment you need in order to complete your job. These include iPad, Phone, Laptop and VPN Access. If not, what steps will you take to secure them?

Yes

PART 2: JANINE WATSON (MANAGER)

COMPLETE THE CHECKLIST BELOW TO CONFIRM YOUR NEW HIRE HAS BEGUN TO DEVELOP THEIR SUMMARY REVIEW PLAN.

- Review Week One Summary Review with new hire
- Assist new hire with securing any missing equipment they need
- Review week two learning objectives with the new hire

APPLICATION LAB EVALUATION

Click on one of the
buttons to learn more.

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Account Executive.

I'm a Field Sales
Manager.

I'm a Sales Coach or
Sales Leader.

I'm a Trainer.

Navigate back and forth
using these arrows.



During the week in Philadelphia, trainers will evaluate your new hire's performance in some of the following areas:

- Delivering the Wedge Statement
- Discovery questions
- Positioning the solution
- Overcoming objections
- Closing the sale

The trainer and sales coaches at Application Lab will complete the evaluations and provide them to you. While not a part of the HR file, the evaluation may be used to gauge how your sales skills are developing over time and to provide a baseline for their annual performance review.

[Click here](#) to view a sample.

EVALUATION FEEDBACK SAMPLE

Participant Name: Joe Student **Session Date:** June 2014

Facilitator: Gary Clark

NOTE: This is a sample and is meant for demonstration purposes only.

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

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I'm a Trainer.

Navigate back and forth using these arrows.



| Category | Score | Observations |
|--|-------|---|
| Wedge Statement 15 points is proficient | 13 | Joe delivered a good wedge statement. |
| Comcast Story 20 points is proficient | 19 | Joe set a good agenda and his presentation was very conversational. Great layout of slides and he discussed what's in it for the customer throughout the presentation. Could have elaborated more on the network. |
| Case Study Discovery (team score) 25 points is proficient | 22 | Discovered how the business operates. Asked thoughtful questions and uncovered needs of the business as well as future plans. Great Job. |
| Case Study Solution (team score) 25 points is proficient | 25 | Good tie back to the previous meeting to set the stage. Good job including a portion of the Comcast story. The entire team did a great job of making the customer see what's in it for them. This team closed the deal because they discovered the business needs and day-to-day functions. Also identified PAIN which they used in their solution and they were very prepared. |
| Strengths: Joe has confidence and is not afraid of communicating. | | |
| Opportunities: Joe will need to learn more about our products and also create urgency at all times. | | |
| Comments: I think Joe has potential and will benefit from peer-to-peer interactions and ride along. Once he can see how it works and what steps are taken to produce results, he will be able to own this role and its responsibility. | | |

ASSIGNING ADDITIONAL TRAINING

There may be additional activities that pertain to your new hire's learning and development. You can use the Velocity Portal to assign those activities and add them to their timeline. To do so:

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

I'm a new Business Account Executive.

I'm a Field Sales Manager.

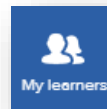
I'm a Sales Coach or Sales Leader.

I'm a Trainer.

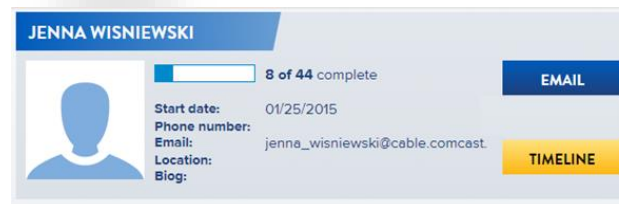
Navigate back and forth using these arrows.



Go to **My learners** in the Velocity Portal.



Click on one of your learner's timelines.



Click on the **ASSIGN NEW ACTIVITY** button.



Complete the form and then click the **ASSIGN** button. The activity will show up as the last activity in the learner's current week's timeline.

Complete the form below to assign a new Text activity to this Learner.

Title

Description

Help text

ASSIGN **CANCEL**

EXAMPLES OF ADDITIONAL ACTIVITIES MAY BE RIDE OUTS, ELEARNING MODULES, MEETINGS WITH OTHER LEADERS, OR UPCOMING CLASSES IN YOUR AREA.

SUCCESS PLAN

This activity allows you to create a Success Plan with your BAE for the first 90 days on the job. The plan includes goal and expectation setting. You will do this during the last week of Velocity 2.0, which is typically Week 8.

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

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I'm a Field Sales Manager.

I'm a Sales Coach or Sales Leader.

I'm a Trainer.

Navigate back and forth using these arrows.



Success Plan
Assignment | 60 minutes

Review your new hire's response to part 1 of this form and then complete your own section. Press Save once you have finished. [About](#) [Print](#)

PART 1: TEST JENNA

Throughout Velocity you have demonstrated areas of strength and areas that may need further development. Discuss with your manager these areas so that together we move forward in ways that support sustained success.

Strengths:

Targeted Development Actions to Leverage Strengths:

Areas of Opportunity/Improvement:

Targeted Development Action to Improve Areas of Opportunity:

GOALS

Employee goals are important to us. They connect with the goals of our team and company.

Personal Goals:

PART 2: JANINE WATSON (MANAGER)

Complete the Manager checklist for your New Hire's Success Plan

- Validate completion of your new hire's weekly action plans. There should be a total of three completed.
- Complete your new hire's success plan jointly during a one-on-one session.
- Setup reoccurring meetings with your new hire to give guidance around their progress in relation to their success plan.

COMCAST BUSINESS LEARNING & DEVELOPMENT PROGRAMS

CLICK HERE TO GO BACK TO THE BEGINNING OF THE SECTION

VELOCITY | COMCAST BUSINESS Sales Onboarding Program

Velocity 2.0 is the onboarding training program for Business Account Executives that sets the trajectory for successful sustained performance in their career with Comcast Business. Velocity 2.0 consists of 8 weeks, and is broken out in three phases: Groundwork, Application and Amplification.

WEEKS 1-3 GROUNDWORK – LAY THE FOUNDATION

- SMB Products
- SMB Systems
- Weekly Webinars on SMB Products and Marketing Tools
- Manager Touch point Meetings
- Field Ride Outs
- Regional Boot Camps

WEEKS 4 APPLICATION – PRACTICE SELLING SKILLS

- Selling the Value sales approach
- SMB Product Lab Panel
- Practical-based selling activities
- Comcast Business Leader Presentations



WEEKS 5-8 AMPLIFICATION – APPLY KNOWLEDGE ON-THE-JOB

- Salesforce Boot Camp Workshop
- Local Process Training
- Supplemental Skill Development Webinars



B4U BUILT FOR YOU

To assist in their career development, B4U builds upon what new hires learn in Velocity 2.0, specifically reinforcing the Selling the Value Approach. BAEs will meet with their Field Sales Manager and peers during Velocity and beyond, where they will engage in regularly scheduled huddles, coaching sessions, and ride-alongs.



Includes **regular learning sessions** – including group **huddles**, **1-on-1 coaching** and **ride-alongs**



Practices **new behaviors around selling in the field and following up** – to increase revenue and conversion rates



Uses **scorecards** to track performance

| Team goal | Opportunities created | | Opportunities to close | | % TIC | | % to plan (points) | | Voice |
|------------------------------|-----------------------|-----|------------------------|-----|-------|------|--------------------|-----------|-------|
| | Last Week | MTD | Last Week | MTD | MTD | MTD | MTD | Last Week | |
| Name | | | | | | | | | |
| Daniel Roccaforte | 0 | 1 | 0% | 8% | 82% | | 1 | 1 | |
| David Pasquucci | 5 | 5 | 0% | 68% | 52% | | | | |
| Edward Hughes | - | - | 0% | 0% | 28% | | | | |
| Eric McNeely | 1 | 2 | 0% | 10% | 69% | | | | |
| Harry Sweet | 1 | 1 | 0% | 7% | 32% | | | | |
| Average for all team members | 1 | 1 | 0% | 14% | 32% | | | | |
| Team Manager | 1 | 1 | 0% | 20% | 235% | | | | |
| Team | 1 | 1 | 0% | 15% | 12% | | | | |
| Opportunities to close | 11 | 13 | 0% | 17% | 150% | 138% | 138% | 138% | |
| Opportunities to create | 22 | 39 | 0% | 19% | 307% | 303% | 303% | 303% | |
| Opportunities to create | 22 | 35 | 0% | 48% | 346% | 346% | 346% | 346% | |
| Average for all team members | 5 | 10 | 0% | 7% | 160% | 161% | 161% | 161% | |

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

I'm a new Business Account Executive.

I'm a Field Sales Manager.

I'm a Sales Coach or Sales Leader.

I'm a Trainer.

Navigate back and forth using these arrows.



I'M A SALES COACH OR SALES LEADER.

You can help support the Velocity 2.0 new hire training program by understanding the following:

- Program Goals
- Program Structure
- Portal Curriculum Map
- General Portal functionality ([click on the box to learn more](#))
- Roles/Responsibilities of New Hire BAEs, FSMs and Trainers



SALES COACHES

Sales Coaches are encouraged to work with the Regional Trainers and Field Sales Managers to review training timeline reports for their new hires to see how they are pacing throughout the program. You can provide guidance on other LSO based courses that can help new hires gain deeper understanding of certain topics once they have completed Velocity 2.0.

SALES LEADERS

Sales Leaders are encouraged to consult with the Regional Trainers to obtain progress reports and other updates on individual new hire or Field Sales Manager (FSM) participation in the Velocity Portal. You can reinforce the importance of using the Velocity Portal to complete all assigned training activities in the Groundwork Phase. You can also encourage FSMs to prepare their new hires for the upcoming Application Lab class, as well as for activities in the Amplification Phase.

USING THE PORTAL

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

I'm a new Business Account Executive.

I'm a Field Sales Manager.

I'm a Sales Coach or Sales Leader.

I'm a Trainer.

Navigate back and forth using these arrows.



If you haven't already, review these sections in this document to better understand Velocity 2.0 and the role of a new BAE.



Go to the Velocity Portal at www.comcastvelocity.com and begin your training (Google Chrome is the preferred browser to use). Please refer to the "Help" tab to learn helpful tips to navigate through the portal and to learn what each icon means. If you still experience trouble accessing the portal, send an email to the College of Business at cb_st@cable.comcast.com. Please provide your PERNR number in the email.



Reach out to FSMs and ensure they have setup their first Manager TouchPoint meetings with their new hires.

VELOCITY / COMCAST BUSINESS
Sales Onboarding Program

New Hire Program for New Starters

SIGN IN

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

I'm a new Business Account Executive.

I'm a Field Sales Manager.

I'm a Sales Coach or Sales Leader.

I'm a Trainer.

Navigate back and forth using these arrows.



I'M A TRAINER.

As a trainer, your exceptional product, systems and sales knowledge enables you to teach new BAEs critical skills to help them be successful on the job.

Click on each box below to learn more.



I'M A VELOCITY LEAD TRAINER.



I'M A REGIONAL TRAINER



USING THE PORTAL

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

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I'm a Trainer.

Navigate back and forth using these arrows.



YOUR ROLE: VELOCITY LEAD TRAINER

CLICK HERE TO GO BACK TO THE BEGINNING OF THE SECTION

You are often the first person new BAEs interface with at Comcast. Your role is to oversee all participants in the current Velocity 2.0 class, make sure they are performing their training activities in the Velocity Portal and ensure they are progressing each week from a learning standpoint. You will also support the Weekly Webinars and will facilitate Application Lab week. Finally, you will serve as the liaison between the learners and the Regional Trainers to answer questions about the Velocity Portal or to provide timeline reports to the Regional Trainers. Listed below are your roles/responsibilities throughout the program.

GROUNDWORK

- Attend Orientation call for Velocity 2.0 Program to set Velocity 2.0 expectations.
- Create classrooms within the Velocity Portal per each Velocity Class.
- Facilitate communication between Regional Trainers.
- Provide field portal troubleshooting between Regional Trainers and the CBS PM team.
- Provide training activity status updates to Regional Trainers.

APPLICATION

- Facilitate class for Application Lab in Philadelphia.

AMPLIFICATION

- Provide new hire evaluation reports for FSMs.

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

I'm a new Business Account Executive.

I'm a Field Sales Manager.

I'm a Sales Coach or Sales Leader.

I'm a Trainer.

Navigate back and forth using these arrows.



YOUR ROLE: REGIONAL TRAINER

CLICK HERE TO GO BACK TO THE BEGINNING OF THE SECTION

You are responsible for facilitating the Boot Camp sessions that occur in Groundwork and Amplification Lab weeks. You also support the Weekly Webinars and Application Lab classes on a rotational basis. Listed below are your roles/responsibilities throughout the program.

GROUNDWORK

- Provide learning support in your Region for new hires and FSMs.
- Access the portal to review timelines for BAEs and FSMs in your region.
- Consult with regional sales leadership on new hire and FSM participation.
- Escalate portal issues to the Velocity Regional Trainer so he/she can alert the CBS PM team.
- Apprise Regional Sales Coaches and Sales Directors of learner's timeline progress or lapses, or any other learning needs.
- Promote Velocity 2.0 Program in Regions, and encourage them to reference this Toolkit for questions and information..
- Serve as an expert on the Velocity 2.0 program to other regional business stakeholders.
- Assist Sales Directors with any questions, reports or information regarding the Velocity 2.0 program.

AMPLIFICATION

- Facilitate class for Application Lab in Philadelphia (on a rotating basis).

APPLICATION

- Perform SFDC Boot Camp workshops in Regions.
- Serve as a resource to new hires for product, systems or sales knowledge.

USING THE PORTAL

Click on one of the buttons to learn more.

I want to learn about Velocity 2.0.

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I'm a Trainer.

Navigate back and forth using these arrows.



If you haven't already, review these sections in this document to better understand Velocity 2.0 and the role of a new BAE.

Click on the image to watch a brief demonstration of the new Comcast Velocity Portal.



Go to the Velocity Portal at www.comcastvelocity.com and begin your training (Google Chrome is the preferred browser to use). Please refer to the "Help" tab to learn helpful tips to navigate through the portal and to learn what each icon means. If you still experience trouble accessing the portal, send an email to the College of Business at cb_st@cable.comcast.com. Please provide your PERNR number in the email.



Reach out to FSMs in your Region and ensure they have setup their first Manager TouchPoint meetings with their new hires.



COMCAST UNIVERSITY

Employees who are represented by a labor union may, or may not, be eligible for any or all of the benefits, plans or programs described in this document. The eligibility of represented employees for these benefits, plans or programs may be governed by the applicable collective bargaining agreement(s) and/or be subject to collective bargaining.

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