



The Secrets to Selling Satellite Radio

Remember the 4 C's – Choice, Control, Commercial-Free Music & Coast to Coast

1) UNDERSTAND THE 4 C'S

It's Your Choice & You're In Control

Are You Constantly Changing Channels on Your Radio? XM Has a Channel for Every Mood, Situation, or Location. Listen to What YOU Want, Where YOU Want, When YOU Want the Best Variety of Music, Sports, News & Talk.

Commercial-Free Music

Tired of Commercials? XM Offers More of the Music YOU Love, Without Interruptions.

Coast to Coast

No crackling reception on road trips. Stop searching for channels. Listen all the way across country. XM Offers Digital Quality Sound.

2) DEMO THE CONTENT

Music



Sports



News



Talk & Variety



3) SELECT A RADIO

No Matter Which XM Satellite Radio You Buy, You Get 100% of the XM Experience



Sportscaster

- Entry Level
- 2-Line Display
- Remote



RoadyXT

- Extra Thin Design
- 7 Color Backlit Display
- Stock & Sports Ticker



Xpress

- 5-Line Display
- Xpress Dial
- Remote



NeXus25

- Live XM When Docked
- 25 Hours of Music Storage
- MP3 On The Go!



inno

- Live XM On the Go!
- 50 Hours of Music Storage
- Tune Select

4) ASK FOR THE SALE!



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PRICING

MONTHLY BASIC SERVICE PLAN – \$12.95/MONTH

- Includes all 170 digital channels for one low price.

LISTEN FREE ONLINE

- XM customers can also enjoy over 85 channels streamed over the internet.
- Great for the home and office.

FAMILY PLAN / MULTIPLE RADIOS – \$6.99/MONTH

- Add Up to 4 additional XM radios to your account for only \$6.99/Month Per Radio.
- Already have more than one XM Radio? Switch to the XM Family Plan today and start saving. Just call Listener Care at **1-800-XM-RADIO** (1-800-967-2346) to get started.

MULTI-YEAR SERVICE PACKAGES

Select a one-year or multi-year pre-paid subscription plan and you lock in XM's lowest rates. Save 8%-23% depending on the plan you choose. For more information, visit myp.xmradio.com.

- **No Obligation**
Cancel any time and receive a prorated refund of the balance of your remaining subscription.
- **Maximize Convenience & Savings**
No frequent invoices or payments.

XM GIFT CARDS ARE AVAILABLE IN VARIOUS DENOMINATIONS FOR CUSTOMERS

- Upsell your customer - Include XM Programming gift cards with radio purchases.
- Easy way to pay for your service.

ACTIVATION

ACTIVATING YOUR XM RADIO IS EASY

- Get your 8 digit radio ID number by tuning to channel 0. Also located on back of package.
- Call XM Listener Care toll-free at **1-800-XM-RADIO** to activate your XM service or log on to <http://activate.xmradio.com>. There will be a one-time activation fee of \$14.99 for activation via telephone or \$9.99 for activation via the web.