

Introducing LG Smart TV Sales Communication Guide

LG Smart TV

CINEMA 3D



POINT • CLICK • CONTROL

LG Smart TV
CINEMA 3D

SIMPLY SMARTER



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What is a Smart TV?

Defining the Smart TV for Customers

Sales Talk

A Smart TV is not an ordinary TV. It's an integrated multimedia device that offers not only broadcasted content but free VODs, web browsing and applications through the internet. It will change the way you do things at home, as many activities you had to do separately can now be done comfortably on your couch.



Why should I buy a Smart TV?

The Old



Ordinary TV

- Live broadcasting only
- Limited functionality
- Everyone's TV is the same
- Always same as yesterday

Tips on Smart TV Up-selling

The Now and the New



Smart TV

- Limitless networked services and contents
- Limitless functionality
- My own personalized, customized TV
- Constantly updated, changing.

Sales Talk

The Smart TV is the future of Television. Market analysts forecast that 1 out of 3 TVs sold in the market will be Smart TVs in the next couple of years. Soon, unconnected, ordinary TVs will be outdated and unfashionable, just as feature phones are losing ground to smart phones. If you are going to buy a TV today, you should think of tomorrow because you will use it for years.



Introducing the LG Smart TV

5 LG Apps



Sales Talk

The LG Smart TV offers apps that are actually useful, fun, and family oriented, filtered through an extensive screening process and offered on an incredibly simple platform. Mostly free, finding and downloading quality apps is so easy you will enjoy the process itself.

Unique Selling Propositions

VS. Other Brands

One particular brand likes to brag that they have the largest selection of apps. Beware, however, that **most of their apps are useless and cost a lot of money.**



"I have no idea what the ESPN Next Level app is supposed to do - it has the least useful information ever."
- From Sxxxxxx.com's customer feedback section-

Even worse, they have received many complaints from customers over the **difficulty of searching, downloading, and installing apps.** They have come to the point where they actually offer help for installing their apps! *Do you seriously want to spend hours on the phone over your new TV?*

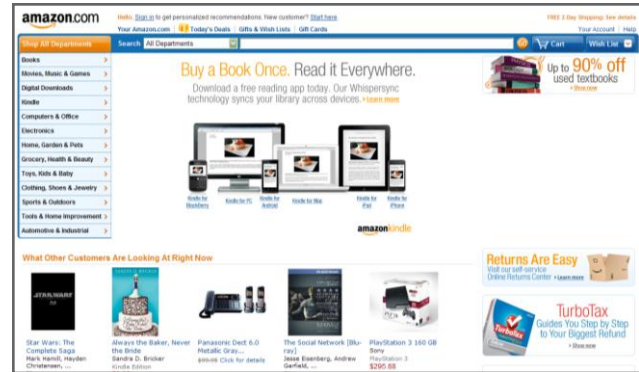
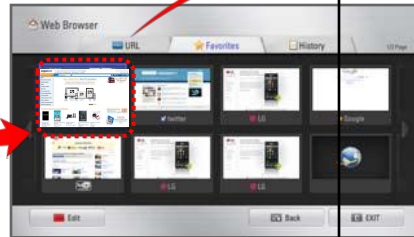
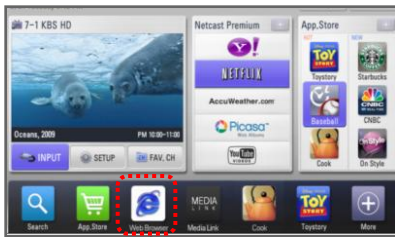


"Setting up the password for my internet was far more complicated than it should have been.."
- from Sxxxxxx.com's customer feedback section-

Introducing the LG Smart TV

Unique Selling Propositions

6 Web Browser



Sales Talk

Web Browser is a feature that lets you enjoy web surfing on your TV. The interface closely resembles the browsers on your computers, so it should be very easy to use.

VS. Other Brands

Q Isn't it more difficult to type in search words with LG's remote since it has no keypad?

A Not at all! The LG Smart TV's Virtual Keyboard brings up automatic keyword suggestions upon typing a few letters, which makes web searching quick and easy!

