

MORE OPPORTUNITY ON THE HORIZON

ViaSat-3 is coming

Learn more about what
that means for you

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**Introducing new
Viasat sales leaders
Brian Heckmann and
Sara Hagg**

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Our goal is to provide tips, information and marketing ideas to boost your business, plus interesting features on our organization as well as our sales partners. We welcome story ideas and suggestions. Have a sales, marketing or installation tip to share with other partners? Let us know!

You can reach us at viasatvision@viasat.com.

ViaSat-3 brings new opportunities

A message from **Wayne Parrish**, Head of Viasat's U.S. Sales



OPPORTUNITY IS A WORD that the Viasat team uses each day. And in this second half of 2022 and all through 2023, Viasat's game-changing innovation will provide plenty of opportunity to grow your business.

Our ViaSat-3 global constellation of satellites will offer more High-Speed Data, faster speeds, higher quality streaming, and enhanced reliability.

We plan to have a nationwide offering that will be satellite agnostic. Faster speeds with up to 150 Mbps will be available in more places. Current customers will also have the ability to transition to new VS-3 era plans.

We recognize that our local retailer partnerships are the foundation of our past and future successes as we build for the VS-3 era. And we look forward to active engagement with all our partners.

Since my last communication, we've

added two key leaders within our organization. Sara Hagg, national sales manager, and Brian Heckmann, director of field performance, joined our team during the spring. They bring added energy to fuel the growth that ViaSat-3 offers. Please reach out to them or your regional sales manager to learn more about how we can partner to grow your business.

Please also watch for upcoming roadshows. By attending, you'll learn how to bundle Viasat Internet with DIRECTV installations to maximize your commissions and decrease expenses. Our retailers can create an enhanced customer experience and see lower churn and reduced chargebacks through the power of the bundle.

PerfectVision has collaborated with us on three roadshows, offering a day focused on sales and installation. They

have been successful. At the end of August, we will evaluate our roadshow and schedule additional dates.

Watch your email or reach out to your regional sales manager for details. We hope to see you soon at one of our upcoming events.

We're here to help you grow your brand in your markets by providing free, professional marketing material templates (like yard signs, brochures, and digital ads), hosting events, and utilizing analytics to help to identify opportunities for your business. Please reach out to let us know how we can help you.

VS-3 equals opportunity. Let's win together!

Happy selling!

Wayne Parrish
Head of U.S. Sales

New director is dedicated to retailers



Brian Heckmann brings a lifetime of retailer experience to his new role

Viasat's Brian Heckmann has worked with telecommunications retailers throughout his career and says he can't imagine a better way to make a living. As the company's new director of field and partner performance, he's landed in the perfect place.

Heckmann came to Viasat in March from a similar position at Windstream, where he worked with Viasat's head of U.S. sales, Wayne Parrish. Before working at Windstream, he oversaw retailers for Alltel Wireless.

"Working with local retailers is a passion of mine," Heckmann said. "I see and understand their concerns. I think they face a set of unique challenges that direct sales people or employees of Viasat don't have. They deal with everything from marketing to sales and sometimes even installations. They're critical thinkers with high business acumen who pour their hearts and souls into their businesses."

For all those reasons, Heckmann thrives on helping retailers solve problems and enrich their businesses.

"When you can help one of them be successful, you're helping someone feed their family and better their economic situation," he said. "Small businesses are the life blood of some of these communities. So in many cases, you're not only helping a family but a community."

Heckmann will be dedicated to doing just that in his new position. He oversees seven people who manage a wide variety of sales operations. That includes retailer communications, incentive planning, advertising, quality assurance and the Viasat 360 Solutions program — among other areas.

While he's new to the job, Heckmann believes he's helping make some changes that will ease the way for retailers.

"It's been rewarding to be able to try to alleviate some of the issues they see," he said. "My goal is to give them a path to make more money and be successful in this industry."

The Little Rock, Arkansas native graduated with a degree in marketing and immediately went to work in the wireless industry. He started his career at Alltel, later acquired by Verizon. His job there included providing support for Alltel dealers.

"When Alltel was acquired, I moved over to Windstream, and that's how I got my start in the broadband industry," he said. "What I liked about broadband

is that it's a necessary product. Connectivity today — especially since the pandemic — is considered a basic need.

"People need it to work and attend school, and there are so many still underserved. I find it a noble cause to help provide that connectivity to people who otherwise wouldn't have an option."

Heckmann believes Viasat and its retailers are perfectly positioned to meet those needs.

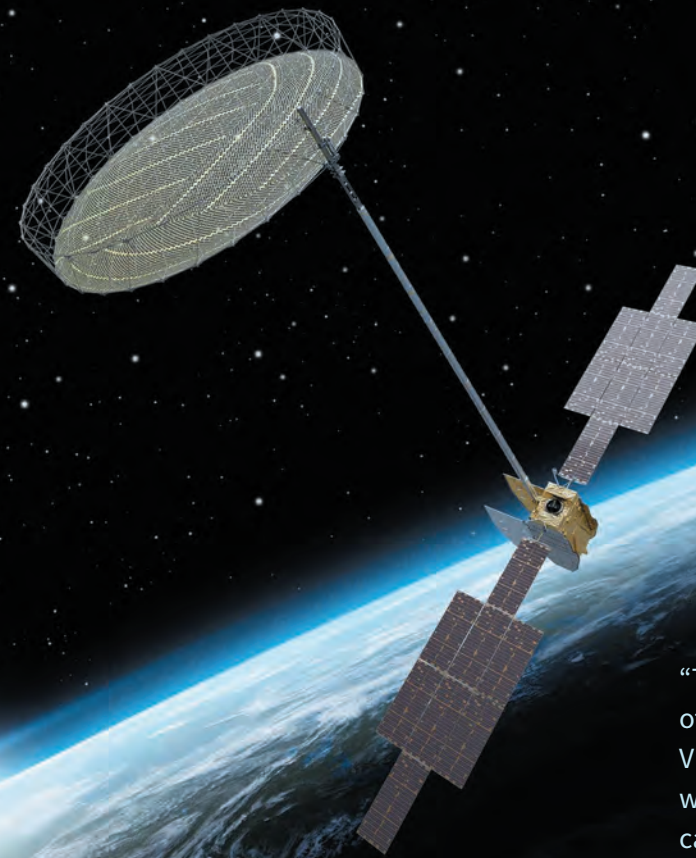
"There is opportunity and capacity now, and there will be much more with ViaSat-3," he said. "The new Choice plans give us what we think is the best product and the most value in the industry. The Affordable Connectivity Program is an opportunity as well for those who are struggling to pay for connectivity."

"And when ViaSat-3 comes along, the opportunities just explode. We want our retailers to be in a good spot to take care of that opportunity. Overall, it's a good time to reinvest in Viasat."

Heckmann and his wife, Mallory, have a 12-year-old daughter, Kinsley. When he's not attending or taking her to school functions, Heckmann enjoys golfing.

ViaSat-3 Americas

will open the door to stronger plans, more uniform coverage



“The goal is to have a generally standard set of offers available on ViaSat-1, ViaSat-2 and ViaSat-3. We don’t want customers to care what satellite they’re on; we want them to care about the service they’re getting.”

Jason Sophinos
Head of U.S. consumer product
Viasat

ViaSat-3 Americas, the long-awaited first satellite of the three-part global constellation, is expected to provide service beginning in 2023. With it comes a host of expected improvements, including faster speeds and higher-data plans across all Viasat satellites and virtually all service areas.

It’s great news for customers, and for Viasat’s retailers and marketing partners.

“We are extremely excited about the new service plans that will accompany the launch of ViaSat-3,” said Brian Heckmann, Viasat’s director of field and partner performance. “Our retailers and customers have spoken, and we have responded with plans that address our customers’ most pressing needs.

“Faster speeds, increased high-speed data, and nationwide plan consistency will position our retailers for tremendous growth in the ViaSat-3 era. Our goal is to provide a plan set that meets the needs of all customers, and we are confident that our ViaSat-3 plan

set does just that.

ViaSat-3’s coverage and improvements in Viasat’s system is expected to allow the company to offer a new suite of services — all of which will provide customers with higher speeds and more high speed data than in the past.

Each ViaSat-3 class satellite is expected to offer over 1 Terabit per second — or 1,000 Gbps. Because of that high capacity, the ViaSat-3 era plan data allowances will be significantly higher than those included with the new Choice plans. Those plans were recently released in [limited markets](#).

And while ViaSat-1 and ViaSat-2 provide certain plans to various parts of

the U.S., ViaSat-3’s plans will cover the entire country.

“That allows us to have this simplified offer structure,” said Jason Sophinos, Viasat’s head of U.S. consumer product. “Our retailers and other sales partners can offer the same thing everywhere, as opposed to having to worry about the geography.”

Extensive software and ground system upgrades are also critical to the upgraded product offering.

“We’re trying to move away from the satellite determining what plan you get,” he said. “Instead, we’re doing infrastructure upgrades to all our satellite systems to raise the bar of what

we can offer all our customers.

“The goal is to have a generally standard set of offers available on ViaSat-1, ViaSat-2 and ViaSat-3. We don’t want customers to care what satellite they’re on; we want them to care about the service they’re getting.”

Viasat aims to launch the new plans before ViaSat-3 goes into service.

While Sophinos could not yet provide specifics, he said the new plans “will substantially increase data caps” to more accurately reflect the usage patterns of today’s average internet user.

“We are massively improving the offer to the vast majority of U.S. areas we serve,” he said.

Sophinos credited Viasat retailers for helping shape the new plans.

“The retailers were a very big influence in our simplified offer structure,” he said. “We’re aiming to provide the same offers nationwide,

with a few alternatives in addition to the core offers. Retailers can move forward with confidence and simplify their sales and marketing, knowing those offers are available to them.”

ViaSat-3 satellite installations will require technicians to carry and install new equipment.

While the dish and mounting mechanism remains the same, the TRIA that connects to the dish on a home or business’s exterior has been redesigned and improved.

Equipment installed indoors will include two components, a smart power supply and a router called the ViaSat-3 Wi-Fi Gateway. The two-piece combination will allow for greater flexibility in customizing each customer’s service.

“The hardware is better, and we’re working toward making it even better with customized Wi-Fi software that will

improve our offers,” Sophinos said.

The new router supports Wi-Fi 6, a substantial upgrade over previous Wi-Fi generations that allows for potentially faster connection speeds and better upload and download speeds. This will help meet the higher data demands of streaming high-quality video, online gaming and large file transfers.

Technicians can install ViaSat-3 era plans without the new equipment for customers on the ViaSat-1 and ViaSat-2 satellites. The only exception are ViaSat-1 subscribers with SurfBeam modems; those customers will need the SurfBeam 2-plus modem to get a ViaSat-3 era plan. Viasat will ship the new modems to subscribers for free.

Viasat continues to make software updates to ViaSat-1 and ViaSat-2 hardware to ensure that they operate at peak performance to support the new plans.

Viasat execs

take to the airwaves to promote new plans

Two of Viasat's top executives spoke on dozens of local and national broadcasts in July to promote Viasat's new Choice home internet plans.

President of Global Fixed Broadband Evan Dixon and General Manager of U.S. Broadband Steven Mesnick spoke on 36 shows with radio and television stations across the country. Mesnick participated in 18 radio interviews and Dixon 18 broadcast interviews.

"Ultimately, our goal is to raise awareness, specifically in areas where our new plans are available today," said Global Public Relations Manager Carlos Mangandy, who coordinated the interviews. "While we focused the majority of our efforts in markets where our new plans are available now, we also had conversations with nationally syndicated radio and broadcast stations."

Statistics show the interviews are indeed raising awareness. Mesnick's 18 interviews were aired on 1,343 radio stations and seven podcasts. That included a lengthy spot on the nationally syndicated Tony D'Urso Show. Those interviews generated 28,753,814 impressions; each impression represents a view or listen of the content.

Dixon also participated in 18 broadcast interviews. But while all those programs have been recorded, some have not yet been released. Mangandy anticipates the televised broadcasts will generate even more exposure for Viasat than the radio interviews.

Both spoke about the need for internet access in underserved and unserved parts of the United States, and how well-suited satellite is to fill that gap.

"There are 42 million Americans who don't have access to high-speed broadband in their home," Mesnick said during his conversation with Tony D'Urso. "It's just a shame we have this many people in the U.S. in 2022 who still can't access the internet from home."

"Satellite internet has a very different model (from traditional providers).

Evan Dixon
President of Global
Fixed Broadband



Steven Mesnick
General Manager of
U.S. Broadband

We make a significant investment up front with our satellites. Then anyone who can see the sky can get access to the internet service. We don't pick and choose which household we like or don't. We want there to be ubiquitous service for everyone."

Mesnick talked about the higher speeds and increased data available with the new Choice plans. He also referenced the [Affordable Connectivity Program \(ACP\)](#) and how it can offset the monthly cost of an internet service for those on limited budgets.

You can listen to Mesnick's interview with Tony D'Urso [here](#).

Sara Hagg aims to make working with Viasat easier for its sales partners

WHEN SARA HAGG landed her first job in telecommunications, her goal was simply to bring home a paycheck. Instead, she launched a lifelong career that has culminated with her new position as Viasat's national sales manager.

In 1994, the New York native was fresh out of community college and newly married. She accepted a position answering phones at the front desk of MCI in North Carolina.

"I had no idea what telecom was," she said. "I was just looking for a job. But I gave it 150 percent and was rewarded for that. I was able to capitalize on opportunities I wouldn't have had otherwise."

"My life would have taken a very different path had I stayed in New York."

From MCI, Hagg transferred to a local telecom in Concord, NC called CT Communications. It was there that she got her first taste of management. Hagg first managed CT's largest accounts, and later accepted a role managing the team that took care of those accounts.

For her, a leadership role was an immediate fit.

"I enjoyed sharing my knowledge about customers and the industry," Hagg said. "Mentoring my team and helping them be successful was also a key driver."

It was also at CT that she met Wayne Parrish, who earlier this year joined Viasat as its head of U.S. sales. When Windstream Communications acquired CT, both Hagg and Parrish joined the new company.

At Windstream, Hagg's focus was on selling internet, video and phone



services to multi-dwelling units.

"We worked with property managers to ensure that when new tenants moved in, they would take our services instead of getting cable, and we would become the sole provider for a property," she said. "We grew so much, I became manager for the southern United States."

While Hagg spent 13 years at Windstream, she took a break of a couple years to help ACN Telecommunications open a call center in Concord.

All those positions have given her a broad range of experience.

"I've done inside and outside sales, account management, worked in a call center and been in management as well as an individual contributor," she said. "It's given me a very well-rounded perspective on things and a good understanding of the issues our retailers face."

Hagg became intrigued by Viasat after

Parrish joined the company and shared his enthusiasm for his new employer.

"He was working to rebuild the sales channel and saw a lot of opportunity," she said.

Hagg applied and joined the company in late March, along with Brian Heckmann — a fellow former Windstream employee and Viasat's new director of field and partner performance.

"I love it," she said. "I see so much opportunity within the company and within the team."

"There are gaps and challenges, but everything I've come across is fixable. Brian is a master at operations and channel support, and between the two of us, we're taking some of the best practices we used in our former roles and are looking to implement those here."

Hagg's goal is to make Viasat an easier company for its sales partners to work with. That includes more communication, clearer reporting and data sharing.

"I'm confident we will make some pretty significant changes that will help this business," she said. "And that's when we really get to have some fun. There are challenging days ahead, but the opportunity is abundant."

Hagg said her new coworkers have been extremely friendly and welcoming.

"I think it's a great place to work," she said. "It's a big change leaving a company I'd been with for many years, but this feels right."

Hagg lives in Concord, NC. Her two sons and grandson live nearby. She enjoys gardening, hiking, kayaking, cooking and travel.

Ohio retailer says Viasat changed his life

As a child, Viasat retailer Mike Bennett remembers seeing his friends playing outside through gaps in the walls of his dilapidated family home.



"I could be here all day talking about my experience in the early days of Viasat and what Viasat did for me and my people. At one time, we sold more than anybody else in the country."

Mike Bennett
Viasat retailer

"I grew up dirt poor," said Bennett, owner of Direct Satellite Services in Zanesville, Ohio.

Bennett's mother, whom he describes as "the best momma in the world," was just 15 when he was born. And while her financial circumstances improved as Bennett got older, the family struggled in his early years.

The young Mike Bennett realized there was one way out of his childhood economic situation.

"I was going to have to start working," he said. "I knew my parents had nothing to give me, and I also knew I didn't want to be like the rest of my family. So, I started working at a young age."

That work ethic paid off: Direct Satellite Services is now ranked in the top 10 among Viasat fulfillment retailers and the top 20 in the self-installing retailer channel.

While he never graduated high school, Bennett was born with an entrepreneurial mind.

At 14, he saw his first opportunity at a golf course. He and a friend used old pillowcases to collect golf balls in ponds, then sold the balls back to the golfers. That venture was so successful he hired other neighborhood kids to help.

Later, he started a painting business. Like his golf ball endeavor, the painting business flourished. Soon, Bennett employed 23 painters, taking on jobs large and small. But for someone who thrives on work, it still left him with time on his hands.

"The painting business slowed down in the winter, so to stay busy I picked up

"I was never a salesperson, the confidence came from Viasat..."

Mike Bennett

the satellite business, and it just took off," he said. "The income surpassed what I was making painting."

Bennett first installed DIRECTV, and then added Viasat Internet.

"When Viasat came on board, it was incredible," he said. "The customer

experience that Viasat was so engaged with was something I had never seen. I could be here all day talking about my experience in the early days of Viasat and what Viasat did for me and my people. At one time, we sold more than anybody else in the country."

While Bennett engages easily in conversation today, he says he was a shy and "socially awkward" in his early years. He credits his business success to

"I'm a painter by trade; I'm not a salesperson. If it wasn't a great product and Viasat hadn't given us all the opportunities they have to be successful, we wouldn't be."

Mike Bennett

the products he sells.

"I was never a salesperson," he said. "The confidence came from Viasat, and the same with DIRECTV. I believe in the company and the product, and I've loved what I've been able to give the customer. I knew the service was making a difference in people's lives. Being a part of that kind of company gave me all the confidence I needed."

Selling Viasat has transformed not only Bennett's life but those of his employees as well, many of whom originally worked for him as painters.

"Some of the guys that work with us have been with us for almost 20 years," he said.

"I've seen them through all kinds of changes in their lives. But they have never been near as financially healthy as they are today. That's directly attributable to Viasat and PerfectVision."

"I'm a painter by trade; I'm not a salesperson. If it wasn't a great product and Viasat hadn't given us all the opportunities they have to be successful, we wouldn't be."

Today, the boy who grew up in poverty owns 21 properties — including Florida and Ohio riverfront homes — all debt free. He and his wife Brandi have four children.

"I was kind of a rotten kid, so I don't know why the good Lord blessed me the way he did," Bennett said. "I'm not 200 feet off the ground painting bridges, or climbing into sewer plants to paint anymore. Viasat has changed my life."

"It's been an incredible journey and relationship with Viasat and PerfectVision. It's like family."

And it's a journey that will continue. Bennett is looking forward not only

to ViaSat-3 but the results of recent changes Viasat has made in its plans and retailer compensation.

"I'm 100 percent excited about it,"

he said. "The retailer network is what's going to drive the majority of good quality sales, and I feel confident about our future with Viasat."

"It's been an incredible journey and relationship with Viasat and PerfectVision. It's like family."

Mike Bennett

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Roadshows help retailers get installation certification and provide updates on ViaSat-3

Viasat plans more on-the-road meetings in the near future

VIASAT, PERFECTVISION, AND DIRECTV teamed up this summer to host a short series of roadshows for retailers and technicians. Viasat plans to host several additional roadshows of its own to share news about ViaSat-3 and other upcoming changes.

This summer's events were designed to encourage retailers to add installation to their suite of services, and included an installation certification and training. They were held in Little Rock, AR, Charlotte, NC and Sacramento, CA in July and early August.

Retailers who attended also heard details on the upcoming ViaSat-3 Americas launch, as well as new plans and other service upgrades.

April Watkins, PerfectVision's vice president of acquisition marketing, said many retailers shifted away from self-installation during the pandemic. Consequently, there is currently a shortage of installers, particularly in less populated areas.

In addition to filling a need, Watkins said the benefits to retailers for providing their own installation services are significant.

"Offering installation is really about being the local provider for the community," she said. "They get paid more, and they can service their own customers rather than having someone else do it, to make sure it's a quality job."

"A retailer can typically do an install the next day, but if they do sales-only and wait for someone else to come out, it could be a week. And during that time, the customer could change their mind."

Viasat National Sales Manager Sara Hagg attended the roadshows and said they were successful.

"The level of engagement with the attendees has been very strong, and we've received some good feedback on the Viasat initiatives that are currently underway," she said. "These roadshows have given us an opportunity to meet many retailers in person, re-engage with

retailers who may have stopped selling Viasat, and share the growing excitement of the upcoming ViaSat-3 launch."

Mike Bennett, owner of Direct Satellite Services in Zanesville, Ohio, attended one of the shows.

"It was good," he said. "Viasat, PerfectVision and DIRECTV all had large teams there. You can tell they are putting the focus back on the retailers, and that's great to see."

Hagg urged retailers to watch their email and texts for information on the additional roadshows Viasat plans to host.

Retailers and installers who couldn't attend the roadshows can still get their installation certification by contacting their PerfectVision representative.

Attendees at Viasat's Charlotte NC summer roadshow pose for a photo. Viasat plans to host more roadshows this fall.



Viasat offers home internet users more data, higher speeds



New Choice plans bump entry-level speeds to 25 Mbps

More data, more speed, same price.

That's what Viasat is offering new and existing customers with its new Choice home internet plans. The plans debuted June 13 in select markets, with plans to roll out nationwide. Current customers can request an upgrade to the new data plan.

The new Choice home internet plans are designed to allow customers to do more, faster with the internet — particularly to customers located outside cable and fiber zones.

"People are working from home, doing school from home, and watching movies from home," said Cynthia York, Viasat's director of product management. "They need more speed and data."

"The needs of consumers have changed since we last updated our plans in 2018," she said. "These Choice plans are giving customers twice the speed and much more data. They're designed to match your needs and your budget."

For example, the current Bronze 12 Mbps plan will be replaced by a 25 Mbps plan — with no change in price. Customers will still have unlimited

Standard Data.

Prices for the entry level plan start at \$49.99 a month.

Additional features of the new plans include 4K streaming support and double download speeds in select areas.

Additionally, Viasat is adding a top-tier plan for those with the greatest need for data. The Diamond Plan will provide 300 gigabytes of data at a starting price of \$200 a month. Check with Viasat or your Viasat retailer to see if the Diamond Plan is available in your area.

The variety of plans and increased data and speeds are important for people living and working in rural areas.

Satellite internet, which needs only a clear view of the southern sky and a small antenna and modem, is uniquely qualified to serve rural residents. It provides service to areas where traditional internet service providers typically can't afford to build infrastructure.

With Viasat's new Choice home internet plans, customers in these areas will be able to take advantage of

broadband speeds — an upgrade from our previous 12 Mbps plan.

"With the launch of these new Choice home internet plans, we are introducing a new satellite internet experience to help meet the evolving needs of residential consumers," said Steven Mesnick, Viasat's general manager of U.S. Broadband. "By optimizing our satellite network, we can deliver more data at faster speeds, more consistently. These speeds enable us to provide the experience that our customers desire."

Mesnick said advances in technology have enabled these speed and data boosts.

"Our new service plans demonstrate a technological achievement that we are proud of delivering: 100 times the speed compared to the first service plans we offered when we entered the residential internet market 10 years ago with the launch of ViaSat-1," he said. "We are committed to innovation so that our customers can do more, faster."

Program available to offset internet bills

MANY AMERICANS STRUGGLE to pay for their internet service. The good news: The government, working with internet service providers like Viasat, can help pay part of some customers' internet bills. That's also good news for Viasat's sales partners.

The Affordable Connectivity Program (ACP) is a long-term benefit launched by the Federal Communications Commission to help ensure households can afford the broadband they need for work, school, healthcare and more. It helps low-income households pay for internet service and connected devices like a laptop or tablet.

For those who qualify, it pays up to \$30 a month toward the cost of your internet service, and up to \$75 a month toward that bill for households on qualifying Tribal lands.

"We believe that ACP will lower the barrier price of entry for internet to so many customers," said Viasat Product Manager Jimmesha Lenhoff. "Cutting your monthly bill by \$30 to \$75 is a

big amount of savings to families, and can be the difference between being connected or not.

"I'm excited that our retail partners nationwide will be able to put customers into the ACP pipeline to receive the discount."

Brian Heckmann, Viasat's director of field and partner performance, said the program is great for both customers and retailers.

"Access to a quality internet solution is now more critical than it has ever been," he said. "ACP broadens our retailers' reach into households that previously have passed on our services due to financial concerns. This creates an opportunity for our retailers to sell into more households, as customers will now find Viasat featured when seeking participating ACP providers."

Eligible households can also receive a one-time discount of up to \$100 to purchase a laptop, desktop computer, or

"We believe that ACP will lower the barrier price of entry for internet to so many customers,"

Jimmesha Lenhoff,
Product Manager

tablet from participating providers — as long as they contribute more than \$10 and less than \$50 toward the device's purchase price.

Eligible households typically have an income below 200% of the Federal Poverty Line, or include a household member who

currently receives a government benefit like SNAP, Medicaid, SSI, WIC, Pell Grant, or Free and Reduced-Price Lunch.

To sign up for ACP, a customer must be approved and have an application ID. Customers can see if they qualify at AffordableConnectivity.gov.

The ACP discount is available to customers on the ViaSat-1 and ViaSat-2 satellites. Customers on Viasat's older plans can also use the discount without upgrading to a newer plan.

Qualifying customers have to renew their ACP participation annually to continue receiving the discount.

