



BETTER TOGETHER IN 2022

Welcome aboard!

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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.

New U.S. sales lead rooted in communication

Former Windstream exec brings successful record in sales management

Wayne Parrish, Viasat's new head of U.S. sales, believes the key to good salesmanship lies in first building a relationship. His ability to do just that is what drew him into sales.



"I find the best way to build relationships is through genuine conversation and finding common ground," he said. "When I ask what kind of dog you have or how your kids are, I'm not asking just to make small talk, but because I genuinely want to know. My goal is to build a bridge, and to always leave every situation better than I found it."

Parrish joined Viasat in October, stepping into the role previously held by Steven McElroy.

Parrish has strong roots in telecommunications. He spent the last 14 years at Windstream in various sales management roles, most recently as vice president of national sales. He worked for Concord Telephone (CT Communications) for six years before Windstream acquired it in 2006.

Parrish ended his lengthy career with Windstream for the opportunities he sees with Viasat.

"With the launch of ViaSat-3 next year, it's an exciting time to be part of

the team," he said. "I also really admire the leadership and the culture of doing the right thing as we make business decisions."

While Parrish is still new to Viasat, he's already working on a sales distribution plan for ViaSat-3. He's also established a goal of making the company easy for Viasat's sales partners to work with.

"We need to look at a systems transformation so we are easier for our partners and retailers in the field to do business with; that will be a focus," he

Photo at Channel

Partners: From left, Cassie Muntz, Wayne Parrish, Graeme Scott, Dyna Meade, Robert Jimenez, Steve Lusk. Scott and Meade are no longer with Viasat.



said. "We need to have a simple business model that includes driving high activation rates and taking care of our partners on the commission side."

Retailers will be a focal point of his attention, he said, citing his belief in personal connections.

"I understand the value of that local presence; it's a strategy I know works," he said. "People want to do business with people from their community they have a relationship with."

It's a belief system he doesn't just talk about, but lives. Born in Durham, NC, Parrish still lives in North Carolina's Triangle region with his wife, Carolyn. The couple have three adult children. Though his sales career often takes him far from home, he's always happy to touch familiar ground.

"We have a good quality of life here," he said.

Born for sales

Parrish knew early on that he wanted to work in sales. He majored in business management with a concentration in finance at North Carolina State University.

His talent as a salesperson became evident early in his career. Parrish spent 13 years in sales roles for North Carolina's PSNC Energy (now Dominion Energy). When he left there, he was the

company's regional sales manager, overseeing a team of 20.

In 2000, Parrish made the leap to telecommunications. CT Communications was an independent company with a long history, and Parrish helped it expand its business to compete with Bell South and other carriers. Under his guidance, the Raleigh, NC-area business added 18,000 access lines, targeting new developments ahead of the company's competitors.

"We negotiated agreements with developers and builders in big, master-planned subdivisions to provide the voice and internet service," Parrish said. "We signed those agreements before the incumbents even knew we were there."

At Windstream, Parrish rose steadily through the ranks, focusing primarily on consumer and business broadband. During those years, he consistently increased Windstream's U.S. market share of its high-speed internet offering. Among his methods was a successful return to one of the oldest sales tactics in the book: a door-to-door campaign.

"We set up direct sales door-to-door teams," he said. "That really

"We need to look at a systems transformation so we are easier for our partners and retailers in the field to do business with; that will be a focus."

Wayne Parrish, head of U.S. Sales Viasat

turned the consumer business around, from where we were losing subscribers each year to incrementally adding north of 50,000 subs. That was a real game changer."

Through his Windstream years, Parrish developed relationships with key partners, many of whom also work with Viasat. That includes Perfect Vision, the sole distributor for Viasat

retailers.

While Windstream also offers internet service, Parrish doesn't view it as a competitor to Viasat, noting that fiber broadband targets a different audience than satellite.

"There's tremendous need for what we offer for those who have chosen a rural lifestyle," he said. "There are already millions of opportunities within our existing service area, and as we light up ViaSat-3, that will give us far greater capacity and opportunity."

"It's an exciting time at Viasat and I'm more than ready to help our retailers and partners seek out and serve those customers who will benefit from our transformation."

McElroy departs Viasat

Longtime sales leader heading home to Oklahoma

Steven McElroy, longtime leader of Viasat's sales team, left the organization in late 2021. The company's vice president of sales and distribution returned to his home state of Oklahoma, with plans to slow the pace of his work life and spend more time with his wife, Ni.



welcome new people into the culture. I feel Viasat could benefit by having some people with fresh perspectives in to think about the new digital age we're in, and how sales, marketing and distribution needs to change to be ready for that next era."

"I've been in some kind of leadership position since 1985, and she's been worried about the burden of stress on me," he said. "I didn't feel it would be fair to Viasat to do this next summer, right before ViaSat-3. This seemed like it was the right time for me to leave."

McElroy, who said he'd continue supporting Viasat as needed after his departure, said his belief in Viasat and its future is strong.

"With our global ViaSat-3 constellation coming, plans for ViaSat-4 already in place and our current leadership, I couldn't be more optimistic about the future of Viasat," he said. "The fact that you see so many large corporations trying to enter the global satellite broadband business is because the market is so huge. I couldn't believe more in where the company is going and what it can achieve in this next era."

McElroy joined Viasat in 2010, and has guided retailers and the sales channel through the launches of ViaSat-1, ViaSat-2, the change from Exede to Viasat, and innumerable other changes.

His proudest moments all involve the retailers.

"I'm most proud of the opportunity I had to work with independent retailers over the years," he said. "I really believe

in the importance of doing business with entrepreneurs. When you get away from that and do everything directly, you lose touch with the local community.

"We got to tap into those communities, and I hope I was able to make a difference in the lives of some of those retailer partners over the years."

Nevertheless, McElroy feels a change in leadership will be positive for the company.

"A lot of my ideas and skills came from the DBS era," he said. "Part of refreshing and renewing is to have new blood and



While McElroy has a long history of management in the satellite business, he said he does not intend to pursue similar employment in the future. He previously worked in sales management positions for Echostar and DISH Network.

"I'm sure I'll do something else professionally, but it's not going to be in the satellite communications corporate industry," he said. "I expect to be able to support Viasat because I won't be in the industry."

"I'm still part of the Viasat family. I have two sons that are employees; when you have direct family members that are part of the Viasat team, you're still part of the Viasat team. I will remain engaged as needed."

A native of Oklahoma, McElroy said he looked forward to living close to family and friends again in a warmer climate. Nevertheless, the move was bittersweet.

"As you get to those last pages, it's like losing a friend," he said. "But I want to go home. We're closing the book on our Colorado time and starting a new one with challenges, opportunities and adventures I don't even recognize yet."

Unlimited data plan changes give customers more options and control

Based on customer feedback, Viasat made a couple of recent improvements making it easier for customers to manage their data and streaming video resolution options on Viasat's unlimited plans.

Buy more High-Speed Data

While all of Viasat's unlimited plans come with unlimited Standard Data they have a set amount of monthly High-Speed Data. When a customer uses their monthly High-Speed Data, they begin to use unlimited Standard Data. If the network is congested, that can mean slower speeds. To avoid that slowdown, some customers now have the option to buy more High-Speed Data. This option is available on most, but not all, unlimited plans.

Additional High-Speed Data can be purchased at \$9.99 for 5 gigabytes, or \$14.99 for 10 gigabytes.

Data Extender

Viasat also added the Data Extender, an online switch that lets customers control the quality of their streaming experience.

Video streaming quality is based on video screen resolution. Viasat's unlimited data plans are set with Data Extender on, at a video screen resolution of typically 480p, which is considered standard or DVD quality viewing.

But if a customer wants to watch video on a higher resolution, they can now go to My Viasat and turn Data Extender OFF. With Data Extender OFF, the customer can — based on their plan — stream video at a higher resolution. The Gold 50 and Platinum plans typically allow for the highest resolution — up to 4K video streaming.

"We are letting customers decide what they want their streaming experience to look like," Lopez said. "But we also

"We are letting customers decide what they want their streaming experience to look like."

Kristin Lopez,
Marketing Manager

remind and caution that the higher the resolution, the more quickly they use High-Speed Data."

The largest user of data on almost everyone's internet plan is generally video streaming, and the pace at which streaming data is used depends on the video quality setting.

The customer should think about what they actually watch to help decide if it's worth the data hit to go with the higher setting. If it's the kids mostly watching cartoons or viewing typical TV or movies, the lower settings are probably fine. Higher-end fare like sci-fi movies or sporting events will likely look better in higher definition.



GET SMART with your marketing

Social media offers easy, free ways to boost your business

Contributed by April Watkins, PerfectVision

Smart marketing is the key to a successful small business. But while Viasat retailers and sales partners are typically skilled at the technical aspects of the business, many are daunted by marketing.

The good news is that today's social media tools mean you don't need a marketing degree to create some buzz about your business.

PerfectVision's Director of Marketing April Watkins offers these tips for elevating your personal brand.

Create a free Google business listing.

"If anyone searches for 'internet' in your area, you want your company to show up first," she said. "And the majority of our retailers are not listed on Google."

Business owners can personalize their listing with photos, offers and other information that sets them apart. Include your website on the listing; that bumps your business up in search rankings, making it easier for potential customers to find you before a competitor.

Get started here. Google will walk you through the process step by step, including listing what products you sell; you can even specify Viasat satellite internet.

Once your listing is up, get some reviews to accompany it.

Reviews show up next to your business profile and, like adding your website, boosts your place in search rankings. They help your business stand out and let people know it's not only legitimate, but one others recommend.

The best way to get reviews? Ask your customers to write them.

"Get in the practice of asking after they do an install, or a sale," Watkins said. "Just call back and say, 'I just want to make sure everything was good. And could you fill out this review for me?'"

Don't be shy about asking. Statistics show most customers are willing to leave reviews. And don't worry if the reviews aren't all positive. According to Google, "Customers find a mix of positive and negative reviews more trustworthy."

Plus, business owners can respond to a negative review to provide additional context.

Create/build out your Facebook page.

A total of 1.82 billion people use Facebook every day, and a business listing is free. That makes Facebook a marketing tool too good to ignore.

It's easy to set up your **Facebook** page. The setup includes the option to choose business categories and write a short description. Like your personal Facebook page, you'll have the option to add a profile photo and a cover photo. You can also link readers to your website.

Be sure to keep in mind Viasat's **brand** guidelines when creating your page.

Don't stop with the basic listing. Keep your page active with regular postings. These don't have to be long or require much time. In fact, short is better. Share a photo of a happy customer

"Don't be shy about asking. Statistics show most customers are willing to leave reviews. And don't worry if the reviews aren't all positive. According to Google, "Customers find a mix of positive and negative reviews more trustworthy."

April Watkins

Director of Marketing,
PerfectVision

(with their permission) or from an installation, offer a quick tip about using your internet service or link to one of Viasat's **blogs**, Viasat's **Facebook** or **Instagram** pages.

The graphics you choose are as, if not more, important than the words — use eye-catching photos or illustrations and look for things that are likely to elicit a smile.

Check out this **article** for some great ideas on how to drive engagement.

Even better, since Facebook and Instagram are jointly owned, businesses can easily **cross-market** on both social media sites. That lets you reach Instagram's roughly one billion monthly active users with minimal effort.

All these efforts will add up to a boost in business, Watkins said.

"Yard signs are great but that is not a marketing strategy, and that is not going to get the kinds of sales that'll make you additional revenue long-term," she said. "Think of these as your digital yard signs."

PerfectVision can help retailers who are launching or seeking to improve their social media presence.

"You don't have to know how to do all this," Watkins said. "Our marketing team will help with ad copy and images and figuring out the best way to run ads on Facebook."



In the Colorado mountains, Viasat offers a critical link

Pub owner Leslie Murray relies on our service for work and home

FOR VIASAT SUBSCRIBER LESLIE

MURRAY, “community” is about much more than a place to live. Murray moved with her husband and three children to the small town of Conifer, CO in 2009. She fell instantly for its scenic beauty. Soon after, she also fell for its people.

“Everybody is super friendly, and the community here is very supportive,” she said. “But they’re not nosy. It’s a really nice balance.”

Since her arrival, Murray has learned repeatedly just how supportive her community is. It’s cemented her bond with the people she now calls both friends and customers, and deepened her certainty that this is where she belongs.

Having reliable, high-speed internet enhances the quality of her life here. She uses Viasat Internet at both her cabin and her business – a neighborhood pub just outside Conifer.

“Viasat has been absolutely wonderful,” she said. “I use internet almost the entire time I’m home. Even if I’m not at my computer, I always have music streaming. And at work, it keeps my computers, payment terminals, and printers all working — everything I need to keep my business running smoothly.”

Conifer is an unincorporated town in the foothills southwest of Denver. To passersby, it’s a wide spot in the road: a scattering of homes and businesses along U.S. 285 — one of the routes Front Rangers take for weekend escapes to the mountains. To those who live there, it’s



Leslie Murray talks with a customer at her bar in the small mountain town of Conifer, CO.

a refuge from the urban congestion of Denver, an active community of outdoor lovers who embrace the mountain lifestyle and those who share it.

Most, like Murray, are transplants from elsewhere who’ve chosen to make Conifer home. They’re bonded not by common history, but their passion for the place.

Murray joined the community in 2009. A native of the Midwest, she moved to Colorado in the 1980s. She later married Tony Robertazzi, gaining not only a husband but three stepsons.

“It was instant family,” she said. “We

were extremely happy. I was very close to the boys, and Tony was my best friend.”

Making the move

After the new family moved to Conifer, Murray opened a garden supply store, later expanding it to include a wine-tasting room.

“Tony and I really liked to socialize,” she said. “We used to throw parties at our home, and I thought it would be great to make a living doing that.”

The tasting room was so successful, Murray believed the area could support a full-service neighborhood pub. But

the gardening side of her business had fallen off. She was struggling just to stay afloat, much less to purchase the liquor license she’d need to open a bar.

That was the first of three times her new neighbors rallied around her.

“My friends and customers said, ‘You’re not going to close. We’re going to do what it takes to help you get your liquor license,’” Murray said.

They organized a silent auction with donated items. Bands that had performed at the wine-tasting room provided free entertainment.

“We raised enough money not only for my liquor license, but my first liquor order, too,” Murray said. “It was amazing. In the years since, I’ve seen this community do these kinds of things repeatedly. Not only for me, but for anyone who needs help.”

Murray opened The Well at Bradford Junction pub in a converted historic home in 2017. Since then, it has become a fixture in the area — a true community gathering place. The Well quickly gained a following not only with locals, but hikers, bikers, drivers passing along the U.S. 285 corridor.

The community’s support for both The Well and Murray grew even stronger when tragedy struck.

In 2018, Robertazzi was diagnosed with cancer, and the family was deluged with medical bills. Once again, the people of Conifer rallied around them, holding a fundraiser that kept the family afloat until Robertazzi qualified for Medicaid.

Robertazzi died on March 1, 2020 — the same day the first U.S. coronavirus death was confirmed. On March 16, Colorado Gov. Jared Polis mandated a stop to dining-in at restaurants and bars. Just days after it had hosted a robust celebration of Robertazzi’s life, The Well at Bradford Junction temporarily shut its doors.

In the aftermath of so much loss, Murray lapsed into depression. A Well staff member, whose fiancé had also passed away, came to Murray’s aid.

“She pulled me out of the gutter of despair,” she said. “She worked for tips

to help me stay afloat, and was helpful in every way. Once they allowed carryout orders, we worked the business together. I built a pizza kitchen outside so we could serve food outdoors, and people were tipping gobs of money. Things started to get better.”

Finding Viasat

Last year, Murray moved from the large house she’d shared with her husband into a remote cabin in the woods. The home is Murray’s sanctuary. The only thing it lacked was an internet connection.

“It wasn’t until I moved into the cabin and started seeking options for internet that I found Viasat. I had never heard of it,” she said. “Before then, I’d had fiber internet at my business and another satellite internet provider at our house. Both were horrible.

“I did my research, and I felt Viasat had the most favorable reviews of any that were out there.”

Her research paid off. Murray subscribed to the residential Platinum plan in August 2020.

“It’s been over a year since it was installed and I haven’t had any issues,” she said. “Viasat is my only source of anything. I don’t have DIRECTV. I don’t even have a landline phone.”

Murray discovered another benefit to satellite internet: In areas where phone service is spotty or non-existent, Voice over Internet Protocol (VoIP) phone service from Viasat enables that critical connection via satellite.

“I use Viasat to do Wi-Fi calling. I’m constantly booking bands and uploading events at the bar to social media. I download movies. And if I’m not watching a movie, I always have music streaming in my home.”

The service has worked so well, Murray decided to have it installed at her pub, too, replacing the inconsistent fiber service she’d had for years.

“Reliable internet is critical to my

business,” she said. “My previous provider cost me money over and over and over again. Every time the internet went out — which was a lot — it hurt my business.”

In one notable instance during the summer of 2021, Murray hosted a poker run to benefit veterans. About 150 bikers visited the pub that day.

“The internet went out for the whole day,” she said. “The ATM wouldn’t work, so people couldn’t get cash for payment. The payment terminals wouldn’t work, so credit-card processing couldn’t be done until the internet came back up.

“Several of the cards we were given were declined. But by the time we knew it, those customers were long gone. It was devastating for the business.”

Since Murray installed Viasat at the pub in fall 2021, her business has had no disruptions.

“There just hasn’t been any problem,” she said. “I even took out the landline at the bar and just use Viasat Wi-Fi calling now.”

Murray’s so happy with the service, she’s letting others know. Conifer-area residents regularly complain on local online forums about the fiber-internet provider most Conifer-area residents rely on. Murray never hesitates to chime in with her own experience and recommendation.

“I always refer them to Viasat,” she said.

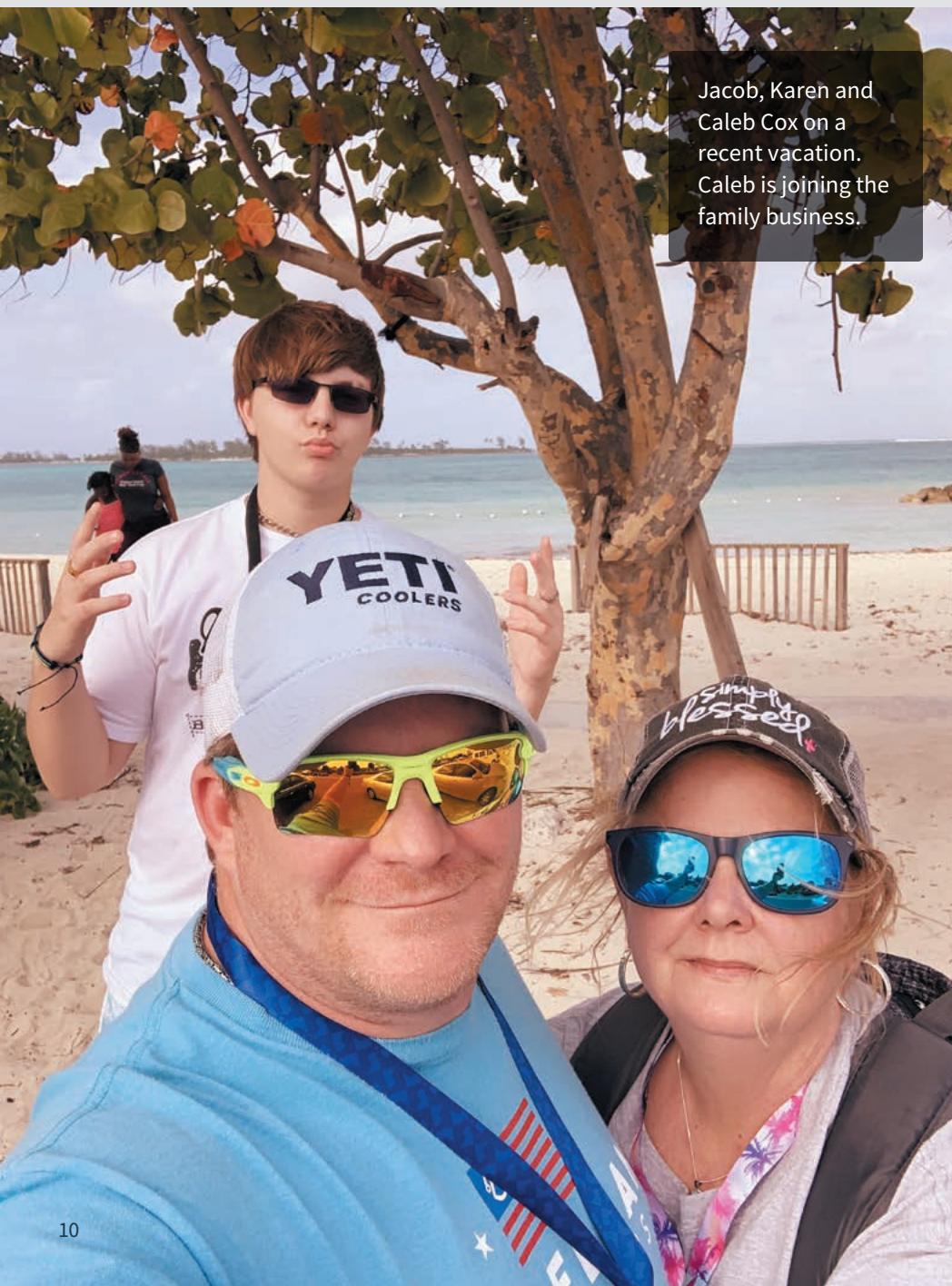
Out There is a series of stories about how Viasat customers use our service to stay online in some of the more remote areas of the world.



The Well bar at Bradford Junction, Murray’s bar in Conifer, CO

Focused on quality

Mississippi retailer says honesty and hard work is the formula for his successful business



Jacob, Karen and Caleb Cox on a recent vacation. Caleb is joining the family business.

JACOB COX BELIEVES in doing quality work and selling quality products. His dedication to the former has made him a successful self-installing retailer, and his belief in the latter is why he only sells Viasat.

Cox runs Mississippi-based Blue Star 1 Communications with his wife, Karen.

"I wouldn't be doing this if I didn't believe in Viasat," he said. "Some people want us to install (the competing satellite internet service provider). We won't do it because the product isn't good, and I won't put my name on it. We want the customers to be happy, and Viasat is my favorite. It's a good product, and we really just want to focus on it."

A native of Mississippi, Cox got into satellite work in his 20s through a friend of the family. He took to it naturally.

"I had a child to take care of, so the money was part of my motivation," he said. "But I've also always been mechanically and technically inclined. It was a good fit and easy for me. I got into it and excelled."

Cox worked for years in the satellite industry, managing DIRECTV offices and selling a variety of products, including Viasat.

He also worked as a territory supervisor for Viasat, hiring and training technicians. It was an ideal job for him.

"I'm very precise in how I do things," he said. "An install has to look a certain way. Everything has to be nice and neat, connections correct, grounding correct.

I don't like problems or service calls, and if it's installed correctly, it's going to work correctly.

"I also enjoy doing it. Every install is different based on the house, the cabling, line of sight. Sometimes it's a challenge, but I've run into most issues already and I know how to fix them."

In 2009, Cox met and married Karen, who became his business partner.

In 2016, he became a Viasat retailer. Cox says they haven't stopped working since.

By their second quarter in business, the two had earned elite retailer status. They qualified for and attended the June 2018 Retailer Incentive Trip to Cancun, Mexico, and qualified for the 2020 Costa Rica trip.

Cox attributes his success to a combination of hard work and great need for the service. While he lives on the coast near a major city, many people in the state live in remote locations.

"Mississippi has a lot of rural areas," he said. "If you go just north of Gulfport, you're out in the country. And there's nothing out there — no AT&T, no cable. But it's densely populated for being rural. We focus on serving them."

Karen Cox has a background in customer service, marketing and social media, and she handles that aspect of the business. While Jacob taught her about the satellite industry, Karen learned how to target areas through social media, then saturate those same areas with mailers and yard signs.

In addition, Cox will occasionally market directly by setting up Blue Star 1's event tent at busy intersections.

"There are certain areas I know are hot," he said. "Just by setting up a tent where there's a lot of traffic, I may get up



"ViaSat-3 could be a game changer for us, people are moving away from cable, and a lot of people here just don't like their cable service. That would give us a product that could challenge cable."

— Jacob Cox

to five sales a day."

The two also share a common customer service philosophy.

"Karen is excellent with customer service and the customers love her," Cox said. "We get a lot of referrals because of how we deal with the customers. We're very polite and explain everything to them. If you're honest and do good, quality installs, customers will stick with you."

Cox has taken that theory and his belief in Viasat far and wide. His territory includes not only his home state, but also Tennessee, Alabama and Louisiana. And he handles it without any staff.

"I like doing it myself because I know the jobs are being done correctly on every job."

Nevertheless, Cox doesn't rule out hiring technicians in the future.

"I've had technicians work for us before, and if we were to get fulfillment here, or if business is booming

after ViaSat-3, I can pull guys to help."

Like many retailers, Cox is eagerly anticipating the launch of service from ViaSat-3.

"ViaSat-3 could be a game changer for us," he said. "People are moving away from cable, and a lot of people here just don't like their cable service.

That would give us a product that could challenge cable.

"Regardless, we're not going anywhere. Viasat is how we make our living and we love it. I wouldn't want to do anything else."

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Improved EasyStart makes onboarding simpler for technicians and customers

EasyStart is back, and better than ever

The customer onboarding process, recently updated and improved, is a guide for both technicians and customers during an installation.

EasyStart is a two-part customer onboarding process that includes a technician checklist and a Welcome Guide.

The checklist is a one-page, double-sided document that outlines what the technician does during the installation. Technicians review it with the customer. The flip side of the checklist provides information about Viasat360 Solutions products.

The Welcome Guide is an additional one-page, double-sided document the technician leaves with each new customer when the installation is done. It includes information that helps customers access their MyViasat account via the app or at my.viasat.com.

For technicians who've used EasyStart in the past, the most notable change in the updated process is helping customers log into their MyViasat account using the customer's billing account number. The 16-digit account number previously started with a 300 and now begins with a 500. That change has been updated in the FSM mobile and desktop work order, requiring no additional work for the technician.

EasyStart is also simpler for technicians to use.

"The EasyStart process has been streamlined and takes no more than a few minutes for technicians to complete, and the checklist and Welcome Guide are free to order," said Viasat operations manager Adam Cutler.

Improvements have also been made to MyViasat. Using the app, customers can make plan changes, check data usage by device and do system troubleshooting.

"MyViasat functionality has improved so customers are getting a better experience when using self-help tools," Cutler said. "So tasks like using the app to reset the modem are easy for customers to do themselves. As a result, fewer unnecessary phone calls and service calls occur."

Statistics show using the onboarding program helps reduce both customer service calls and churn — two of the most time-consuming and costly issues retailers face — even as it increases customer satisfaction.

