



The New York Times

Acquisition Training

Acquisition

- What is Acquisition?
- Acquisition Chat flow
- Acquisition Skills
- Subscriptions Overview
- Home Delivery
- Digital
- B2B

Acquisition Team

The Acquisition team specializes in assisting customers who are looking to subscribe to The New York Times in their subscription journey. This group of Advocates are experts in turning our potential customers into paying Subscribers. The Acquisition team is split into two sub-teams with slightly different functions:

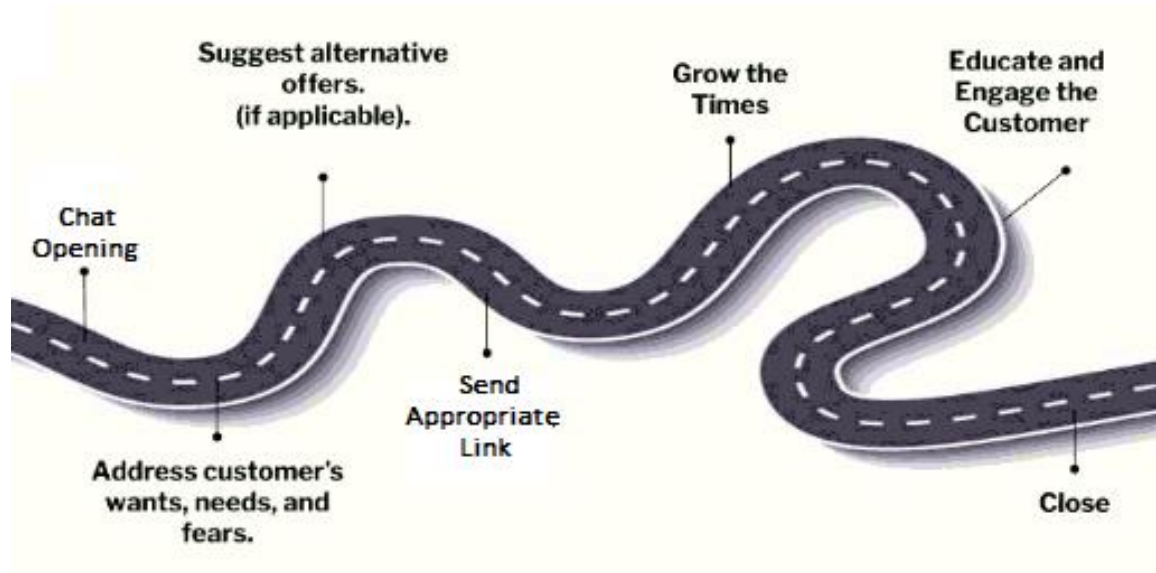
- Acquisition Voice
- Acquisition Chat.

Acquisition Chat Team

The Acquisition Chat team helps customers on their journey to become a Subscriber with The New York Times. These Advocates can help answer customer questions related to New York Times's product, help to show the customer of The New York Times's value, and guide the customer through the purchasing process.

However, Acquisition Chat Advocates are unable to process sales in Sugar. The customer must complete the transaction through the website.

Acquisition Chat Flow



Acquisition Skills



Be Assumptive

What does that mean?

- Assuming something will happen (in this case we are assuming a customer will subscribe to The Times).
- Leading the conversation towards this assumption (if we assume it will happen we make it so).

The ABCs of Sales

Acknowledge

The first step is always to acknowledge why the customer may have objections.

Use the same reason they give you in your response. This shows the customer that you are listening and understanding, and that you are not a bot.

Benefits

After acknowledging why the customer is not interested in a subscription, explain the benefits of the product.

Saving time, convenience, and saving money are three common benefits of Home Delivery.

Close

After giving additional benefits the customer may or may not know about, close the sale.

“With that in mind, let’s get The New York Times headed your way as early as (what their first delivery date would be) this weekend. What day would you like your delivery to begin?”

Subscriptions Overview

What do we offer?

- Home Delivery subscriptions
- Digital Subscriptions
- B2B (Business to Business)
- Gift subscriptions



Home Delivery subscriptions

The Home Delivery subscription provides convenience and reliability of having the printed newspaper delivered first thing in the morning plus a free full digital experience.

The customer has the option to pick the most convenient days for them:

- Sunday only
- Three day (Friday-Sunday)
- Weekends (Saturday-Sunday)
- Weekday (Monday-Friday)
- Daily (Monday-Sunday)

Be at Home in the World with Home Delivery. As low as \$2 per week for 8 weeks.

Get The Times Print Edition, The Times Sunday Magazine, T: The Times Style Magazine and The New York Times Book Review delivered right to your home.

You'll also enjoy unlimited app and online access plus Times Insider access, which provides firsthand accounts of Times journalism direct from Times staffers.



Find out what's available in your area.

Home Delivery is available in most major markets across the United States. For availability and prices in your area, please enter your zip code now.

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Special rates for [Students](#), [Faculty](#), [Teachers](#)

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[View Subscription Options](#)

Special rates for [Students](#), [Faculty](#), [Teachers](#)

Choose your subscription.

Get 2 digital subscriptions to share.

Sunday for just \$2.00 per week.

Includes Sunday Magazine, Book Review, Travel, Sunday Styles and Sunday Review

Three Day (Friday - Sunday) for just \$2.00 per week.

Includes Weekend Arts Friday, Saturday Profile, Sunday Magazine, Book Review, Travel, Sunday Styles and more

Weekday (Monday - Friday) for just \$2.00 per week.

With Media column Mondays, Science Times Tuesdays, Food Wednesdays, Thursday Styles, Weekend Arts Fridays, more

Daily (Monday - Sunday) for just \$4.00 per week.

The full Times experience, including Science Times Tuesdays, Food Wednesdays, Sunday Magazine, much more

[Continue](#)


Let's get started


Email Address


By selecting Continue, you agree to the [Terms of Service](#) and acknowledge our [Privacy Policy](#).

Continue

or

 **Continue with Google**

 **Continue with Facebook**

 **Continue with Apple**

 Secure transaction

FRIDAY-SUNDAY

\$8.00

Includes digital access, as well as NYT Cooking, the NYTimes Crossword, and two complimentary digital subscriptions to share.

PAYMENT INFORMATION

Your payment method will be automatically charged \$8.00 every 4 weeks for the first 8 weeks (\$2.00 per week).

It will then be automatically charged \$60.00 every 4 weeks thereafter, starting on July 26, 2020 (\$15.00 per week). We estimate your first paper will arrive on May 31, 2020.

Your subscription will continue until you cancel. You can cancel anytime.

Sales tax may apply.

TOTAL

~~\$60.00~~ \$8.00

Digital Subscriptions

- Basic Digital
- All Access
- All Access Plus
- Cooking
- Crosswords

Digital subscriptions rates

As an Acquisition advocates we need to take into consideration that rates may vary for:

- International subscribers vs US subscribers
- Students vs Educators/Faculty members
- Veterans

The New York Times

Enjoy unlimited access
online and in our app.

Support independent journalism.

~~\$8.00~~ \$1.00/month

You can cancel anytime.

SUBSCRIBE NOW

[Student? Get a special rate](#) • [Interested in digital + print?](#)

No commitment required. Cancel anytime.

Your payment method will automatically be charged in advance every 30 days. You will be charged the introductory rate for the introductory period, and thereafter will be charged the standard rate. All subscriptions renew automatically. You can cancel anytime. Mobile apps are not supported on all devices. These offers are not available for current subscribers. Other restrictions and taxes may apply. Offers and pricing are subject to change without notice.




Let's get started


Email Address


By selecting Continue, you agree to the [Terms of Service](#) and acknowledge our [Privacy Policy](#).

Continue

or

 **Continue with Google**

 **Continue with Facebook**

 **Continue with Apple**

 Secure transaction

BASIC DIGITAL ACCESS

\$1.00

Enjoy unlimited articles, podcasts, videos and more on NYTimes.com and the NYTimes app.

PAYMENT INFORMATION

Your payment method will be automatically charged \$1.00 every 4 weeks for the first year (\$0.25 per week).

It will then be automatically charged \$8.00 every 4 weeks thereafter, starting on May 27, 2021 (\$2.00 per week).

Your subscription will continue until you cancel. You can cancel anytime.

Sales tax may apply.

TOTAL

~~\$8.00~~ \$1.00



Account

Billing

Review

First Name

Last Name

Credit or Debit Card

 Card Number	MM/YY CVC
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Country

Dominican Republic ▾

Zip/Postal Code

Review Order

 Secure transaction

Need help?

 [Email Customer Care](#)

NYTimes Digital Subscription Order Confirmation

Today at 9:42 PM

The New York Times

[Help](#) [My Account](#)

This email confirms your New York Times subscription.

Thank you for choosing The New York Times. We're excited to see you join the ranks of our subscriber base. Here are some important details about your subscription:

Order Details

Subscription:

All Access
Unlimited access to all NYTimes.com content and The New York Times Crossword on Web & Mobile.

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