

# Handling client objections



## Deliver solutions—with confidence

At Crown Castle, we understand that recommending a network provider is a big decision—your reputation is on the line, and you want to ensure your customers are set up for long-term success. Help them get to know Crown Castle and how our solutions support that success. Be prepared to answer their questions while positioning us as a reliable, purpose-built partner with the scale, expertise and dependability to meet their evolving network needs.

**Crown Castle's unique, nationwide portfolio of fiber solutions creates endless possibilities for you and your customers.** We've built one of the largest, densest fiber networks in the country with approximately 90,000 route miles in 23 of the top 25 US markets. Add to that ~44,000 on-net buildings served, more than 50 cloud access points, and over 1,100 connected data centers, PoPs and COs—and there's a good chance we're already where your customers need us.

**"I'm not familiar with Crown Castle."**

**"We want to work with someone who offers more product options."**

We deliver networks that support your customer's needs from the ground up—building a strong foundation, then securing and optimizing it for long-term performance. From traditional Internet Access and Ethernet circuits delivered directly to your customer suite to advanced Managed Private Optical Networks (MPON) that require deep technical expertise, we offer a comprehensive range of custom solutions for even the most complex and unique network requirements.

Our network is always expanding and includes all owned, operated and leased infrastructure. We offer solutions and connectivity to both on-net and off-net (Type 2) locations throughout the United States. And with approximately 50 offices nationwide, our team of local experts are ready to help you find the solution that's right for your unique needs.

**"I need a provider that has a bigger footprint"**

**"Other providers are cheaper."**

**We're not like other providers—and don't want to be.** We're solely focused on customizing networks and singularly invested in our solutions and services. We know downtime costs a lot and offer up to 99.999%<sup>1</sup> network availability and 24/7 support from our nationwide team of locally based service professionals and state-of-the-art, U.S.-based Network Operations Center (NOC). And, unlike many of our competitors, we provide full transparency in our fiber routes, so you and your customers always know where your data is headed.

**Every build is different, and we'll work out a plan together.**

From Day 1, we're honest about our timelines and deliver on what we say. Our networks are designed and built with reliability in mind and we're investing the time today to give you and your customers a future-proof network. In addition, we're always thinking about innovative ways to build fiber faster without sacrificing the critical performance your customers need. And where we already have fiber, we'll do everything we can to get those locations on-net faster.

**"I don't want to wait that long for installation."**

1. Offered on protected circuits

## Let's win together.

Discover how partnering with Crown Castle can build your business.



Crown Castle owns, operates and leases more than 40,000 cell towers and approximately 90,000 route miles of fiber supporting small cells and fiber solutions across every major US market. This nationwide portfolio of communications infrastructure connects cities and communities to essential data, technology and wireless service—bringing information, ideas and innovations to the people and businesses that need them.