



Making and Receiving Calls

With iPhone, making a call is as simple as touching a name or number. In addition, you can easily construct a favorites list for your most frequently made calls, and quickly merge calls together to create conference calls.



How Making and Receiving Calls Help Sell iPhone

Offer these main features to potential iPhone customers.

Feature	Description	Benefit
Wireless	Connect to various networks over multiple wireless protocols	iPhone uses quad-band GSM, the global standard for wireless communications. It also supports AT&T's EDGE network, 802.11 b/g Wi-Fi, and Bluetooth 2.0 with EDR, which links to Apple's new, remarkably compact Bluetooth headset.
Easy to make calls	Dial any telephone number with the touch of a finger	You choose how you want to dial the phone: touch a name or number in your contact list, choose someone from your list of favorites, dial someone from your recent calls list, or just use the keypad to dial.
Create your list of favorites	Quickly access those you talk to often	Create and manage a list of the telephone numbers you call most, making it even quicker and easier to get a hold of them.
Context-sensitive screens	Onscreen controls change depending on what you are doing	Your screen is never cluttered with controls you don't need. When watching a video, your video plays using the entire screen. When you receive an incoming call, the screen shows you information about the caller and displays buttons to press to either answer or ignore the call. If you choose to answer the call, the video will pause and resume once the call ends.
Sync contacts from Mac or Windows PC	Automatically sync contacts from Mac or Windows PC	Who wants to enter their contacts into their phone when they may have already done that on their computer? Because iPhone syncs contact information from the computer to iPhone (from Address Book on a Mac or Outlook or Outlook Express on a Windows PC), you'll always have all of your contacts and their information with you at all times.
Built-in speakerphone	Participate in phone calls without holding the phone to your ear or using a headset	If you ever have been on a long call where you don't want to hold the phone up to your ear or have a headset available, you'll appreciate the built-in speakerphone.
Create three-way conference calls	Create a three-way call from numbers you dial or from incoming calls	There are times when it is useful to get three people on a call at the same time. Using iPhone, while on a call, you can use onscreen buttons to create a three-way conference call by dialing the number of the third person or by adding another incoming call to the conversation.
Manage multiple calls	Use onscreen displays to manage multiple calls	With a context-sensitive onscreen display, iPhone makes it easy to manage multiple callers, change between them, end a call, and even merge them together into a conference call.



Tips

- ① Rearranging your favorites list is as easy as touching one of the numbers on the list and dragging it to its new position.
- ② Telephone numbers are formatted automatically when using the numberpad to dial a number—this extends to international numbers as well—making it easy to see if you've dialed a properly formatted number.
- ③ Your recent calls are grouped together for easy access, with missed calls highlighted in red.



Identifying Customer Needs

Here are some sample questions to ask to identify potential customers.

Qualifying question	Why ask it?
How do you manage your phone's address book?	Many people enter the contact list into their phone manually. Finding it tedious, they don't enter everyone or complete information on their contacts. iPhone is integrated with iTunes, which will automatically synchronize contacts from your Mac (using Address Book) or Windows PC (using Outlook or Outlook Express).
Have you ever found it difficult to manage multiple callers?	Since most phones have a set number of buttons that can't change, they're hard to use for specialized purposes. Usually you press the Send button or use a soft key to deal with multiple calls. Because it has no permanent buttons, the iPhone can display onscreen buttons that are specific to the task at hand. This includes buttons to put a caller on hold, to end a call, or to merge calls together.
Would you find it useful to be able to talk to someone on the phone and look up information on the Internet at the same time?	While most people think of their mobile phone as a single-purpose device, when Wi-Fi access is available, iPhone lets you carry on a phone conversation while you simultaneously browse the Internet or send an email.



Overcoming Objections

Here are some objections you may hear along with recommended responses.

Objection	Response
Is there one-touch dialing?	You can dial a phone number in as few as 2 touches. Because of iPhone's context-sensitive display and user interface design, the top 20 tasks a customer typically uses their mobile phone for can be accomplished in about half the number of "clicks" it takes on a phone with a physical keypad.
Is there a vibrate mode?	Yes there is.
I don't want to scroll through a long list of contacts.	In the list of contacts there is an alphabet "index" down the right side of the screen so you can easily jump to another spot in the list without scrolling.



Photos

iPhone features a 2.0-megapixel camera and includes a photo management application that goes far beyond anything on a phone today. Sync photos from your PC or Mac and then browse through them or email them with the flick of a finger.



How Photos Help Sell iPhone

Offer these main features to potential iPhone customers.

Feature	Description	Benefit
Syncs photos from Mac or Windows PC	Carry your favorite photos with you	Like an iPod, iPhone lets you have your favorite pictures with you wherever you go. It's more convenient than carrying prints with you. You can also carry more pictures than would fit in a wallet, plus they look great on the 3.5-inch widescreen display.
Great photo management	Sync photo libraries from the computer as well as manage photos taken with the iPhone's 2.0-megapixel camera	Whether pictures were taken by the iPhone or transferred from a computer, they are well organized and easily accessed on iPhone, making it easy to access and browse through your photo collection.
Easy viewing and navigation	Just swipe a finger across the picture in either direction to go to the next or previous picture	Using a finger to navigate is easier and more natural than clicking on a small, hard button. Plus, because there are no hard buttons taking up valuable screen real estate, you get to see your pictures at a larger size.
Easy to zoom in and out	Use a combination of gestures to zoom in or out	Using multi-touch, you can zoom in and out using two fingers to stretch or shrink an image. Or double-tap an image to zoom in. While zoomed in, touch and drag the image to reposition it to see the most important part of the picture.
Use your photos	Use photos in other iPhone applications	Your photos can be used for more than viewing. While viewing any photo, you can easily send it to someone in an email, or use a photo to personalize your iPhone by making it your wallpaper or setting it as the default picture for one of your contacts.
View in portrait or landscape mode	Choose the most appropriate orientation to view your pictures	Take advantage of the iPhone's widescreen display. Depending on the photo's orientation, you may want to turn the phone and view the picture in the wider, landscape mode so it will fill up the entire screen.



SMS Text Messaging

iPhone includes an SMS text messaging application with a predictive QWERTY soft keyboard that prevents and corrects mistakes, making it easier and more efficient to use than the small plastic keyboards on many devices.



How SMS Text Messaging Helps Sell iPhone

Offer these main features to potential iPhone customers.

Feature	Description	Benefit
Easy access from the Home screen	Get to SMS text messaging from the Home screen	There's no need to go through several menus to get to the text messaging features.
Visual indicator of new messages	Quickly see how many unread messages you have	The SMS text message button on the Home screen shows how many new messages are waiting to be read.
Threaded conversations	View text messages as conversations	This makes it easy to keep track of what was said because incoming and outgoing messages remain together. It also means that you can have multiple sessions going on, and you can see which ones have new messages waiting to be read.
Alert when new message is received	Hear an audio alert when a new message is received	You don't have to watch your phone to see when a new message arrives. The audio alert will let you know so you can reply when you have time.
Full QWERTY keyboard	Use a full QWERTY keyboard with error prevention and detection	With built-in error correction and prevention, the keyboard makes sending messages easier and faster than ever. And you'll never give up valuable screen real estate because the keyboard is only displayed when you need it.



Comparisons

How does this iPhone feature compare to existing offerings?

iPhone messaging will differ from current AT&T messaging offerings in the following ways:

- SMS text messages on the iPhone will "look" like instant messaging.
- iPhone users will not be able to conduct IM conversations with instant messaging users.
- iPhone doesn't support MMS messaging for photos or videos.



Identifying Customer Needs

Here are some sample questions to ask to identify potential customers.

Qualifying question	Why ask it?
How often do you use text messaging?	Just like many people use instant messaging instead of email on computers for short conversations, SMS text messages are an increasingly popular alternative.
If you don't use text messaging now, why aren't you?	Text messaging is a great way to communicate when a voice call isn't appropriate. The full keyboard makes creating messages easy. Also, seeing threaded conversations makes it easier to follow a conversation.



Music and Video

Scroll through your songs, artists, albums, and playlists with just a flick of a finger. Album artwork is dramatically presented on the large display. And now use Cover Flow to browse your music library by album artwork for the first time on an iPod.

iPhone's stunning 3.5-inch widescreen display is the ultimate way to watch TV shows, movies, music videos, and podcasts from the iTunes Store on a device you can carry in your pocket. Just tap the touch controls for play/pause, chapter forward/backward, and volume.



How Music and Video Help Sell iPhone

Offer these main features to potential iPhone customers.

Feature	Description	Benefit
Touch your music	Use the most natural pointing device, your finger, to quickly scroll through your music.	No need to get out and then put away a stylus or other pointing device each time you want to control your music. Plus, you don't have to keep track of or worry about losing any special pointing device.
See your music	See album artwork while listening to your music.	Know at a glance which album you are listening to. The interface provides easy access to the track listings to play any song on the album at any time.
Browse your albums using Cover Flow	Rotate iPhone while listening to music to get to the Cover Flow view.	Cover Flow displays all the album art from your iPhone's music collection in an easy-to-navigate interface that mimics a CD collection or jukebox selection. Swipe your finger forward or backward to move between covers. When you find what you want, tap the artwork to start playing that album.
Context-sensitive screens	Onscreen controls change depending on what you are doing.	With only the controls you need on screen, it's easy to pause, fast forward, rewind, and adjust the volume with the touch of a finger.
Widescreen video	See everything in great color and detail on iPhone's 3.5-inch widescreen display.	All videos play in landscape mode to take advantage of the widescreen display.
Choose between widescreen or fullscreen video	Select the way you want to view your video.	If you prefer your widescreen content to take up the entire screen (instead of having black bars at the top and bottom), you can double-tap the video and iPhone will automatically scale the video to take up the entire screen.
iTunes integration	Sync music using iTunes on a Mac or Windows PC the same way as any other iPod.	iTunes makes it easy to manage all of your music collection. By maintaining only one music library in iTunes containing music you've copied from your own CDs or purchased from the iTunes Store, you can then listen to that music on your computer, iPod, iPhone, or Apple TV.



Tips

- To listen to their music, customers start by tapping the iPod button on the home screen. From there, they can select how they want to see their music sorted—by playlist, artist, songs, or more. Starting a song is as easy as tapping the one they want to hear.
- Like other iPod models, you can sort your music in a number of ways: by album, artist, song title, playlist, genre, and more.
- The iTunes Store allows customers to purchase movies and TV shows—both individual episodes and entire seasons—from leading studios and networks.
- Customers who create their own home movies can easily transfer them to their iPhone and have them wherever they go.
- Many free video podcasts are available, including news programs from the leading national TV networks.



Comparisons

How does this iPhone feature compare to existing offerings?

For current AT&T customers, music applications on iPhone will differ from current music offerings in the following ways:

- Only content compatible with iTunes can be used on iPhone.
- The AT&T music folder will not be utilized by iPhone.
- MEdia Mall will not be used by iPhone for Ringtone and Answertone downloads.
- Additional services such as MEdia Net, MobiTV, or Cellular Video are not available for iPhone.
- A much more extensive selection of movies and TV shows are available through iTunes.



Identifying Customer Needs

Here are some sample questions to ask to identify potential customers.

Qualifying question	Why ask it?
Do you use a portable digital music player? If so, what kind?	If they already have an iPod or use iTunes, they will understand how easy it is to purchase from the iTunes Store and then have their content automatically synced to their iPod. It also helps identify their familiarity with digital music devices and digital music libraries.
How many portable devices do you keep charged and carry with you each day?	A main iPhone benefit is its ability to replace multiple devices, such as a mobile phone, music player, or media player, with one, integrated device. It cuts down on the number of items customers have to carry in their purse or on their belt and the number of items they have to keep charged and synchronized.
Does your current mobile phone support music?	Find out how they are currently using music on their phone, including which features they use and how they load music.
Could you tell me about a time when you were away from home but wished you had a way to watch a TV show or movie?	While portable music devices go back a few decades, the ability to watch a collection of TV shows or movies is new. There are times when someone is traveling or is waiting that they could watch their favorite program or keep up with the current news.
Do you own a digital video camera?	iPhone is a perfect way for someone who has digital home video to bring it along and share with their friends and family.



Overcoming Objections

Here are some objections you may hear along with recommended responses.

Objection	Response
I need more than 4GB or 8GB to hold my music collection.	iTunes offers sophisticated features to help manage the content for your iPhone. For instance, you can sync certain playlists or only unwatched TV shows or podcasts, so you can refresh your content every time you sync/charge with your computer.



Email

iPhone features a rich HTML email client that connects to most POP3 or IMAP mail services and displays photos and graphics right along with the text.



How Email Helps Sell iPhone

Offer these main features to potential iPhone customers.

Feature	Description	Benefit
Rich formatting in email	Create email messages with more than just plain text	The iPhone is able to run desktop-class applications because it uses OS X. This allows for formatting options not seen on many mobile devices.
Support for IMAP and POP3	Access the most popular types of email accounts	iPhone works with the two most popular mail services—IMAP and POP3. This includes email accounts from Yahoo! Mail, Google's Gmail, AOL mail, MS Exchange (if configured for IMAP), Mac mail, as well as most mail from other Internet Service Providers (ISPs). This allows customers to receive email on their iPhone from AT&T's EDGE network or via Wi-Fi.
Yahoo! Push Email	View email that is delivered automatically from Yahoo!	The Yahoo! Push email service will automatically send all new email messages to iPhone, allowing customers to stay connected throughout the day. A data plan is required.
Displays photos inline	View photos in the body of the message	Most people are used to pictures sent as attachments that need to be saved and then opened with a separate program. The mail program built into iPhone makes seeing pictures sent by email easier by displaying images right inside of the mail message.
Easy scrolling in long messages	Scroll through long messages with the flick of a finger	Scroll through messages as quickly or as slowly as you want using the touch of your finger.
Automatic recognition of phone numbers	Dial telephone numbers that iPhone automatically recognizes in the body of an email message	This means users can call someone back simply by pressing the telephone number that appears in the body of the email message.
Good use of screen real estate	See more of your message when reading your email	You don't need a keyboard when you are reading messages. So iPhone uses the entire screen when you are reading your mail. But when you choose to reply to or create a new message, the keyboard appears automatically. In addition to predictive text entry and error prevention while typing, the email application also includes automatic address completing, detecting the recipient from your list of contacts and filling in their address as you type.



Safari

With its advanced Safari browser, iPhone lets you see any web page the way it was designed to be seen, then easily zoom in by simply tapping on the multi-touch display with your finger.



How Safari Helps Sell iPhone

Offer these main features to potential iPhone customers.

Feature	Description	Benefit
See full versions of websites	See web pages the same way they look on your computer	By using the same Safari engine that is used on every Mac, users can see the full versions of websites, which are richer than traditional mobile WAP sites.
Zoom in to what you want to see	Use multi-touch to zoom in to a specific area of the page	Once you're on a website and see something interesting, you can then use your fingers to stretch the screen to zoom in on a particular area. Or double-tap an object to make it fill the screen.
View pages in landscape mode	Turn the iPhone for landscape mode	For a wider view of a web page, turn the iPhone on its side. Safari will automatically detect the change and show the website using this wider configuration.
Easy navigation	Use your finger to scroll through a page	Scroll through any page using your finger. Your finger is also used to click on links. Using your finger as a pointing and selection device is an easier and faster way to navigate than clicking arrows and buttons.
Google search built in	Searching is just a tap away	With a dedicated Google search box, finding information is quick and easy. Tap in the location bar and the keyboard appears. You can then either enter a web address or click into the Google search box to enter something you are looking for.
Multi-tasking built in	Surf the web using Wi-Fi access while you talk on the phone (or download your email)	With Wi-Fi access, you aren't forced to choose whether you want to talk on the phone or surf the web. You can do both simultaneously. Perhaps you're on a call and need to find out when a movie plays or whether a store is open. You can switch to Safari to look up that information while you remain on the phone call.
Multiple web pages	Keep multiple web pages open at one time	Do you find yourself switching between websites? With Safari, you can have multiple websites open at once and switch between them. This way you can save your spot on multiple sites.
Use Bookmarks	Have instant access to your favorite websites	When you sync through iTunes, the websites you have bookmarked on your computer will be transferred to your iPhone from your Mac or Windows PC.



Widgets

Widgets are mini-applications that provide fast access to information like stock reports and weather information in real time with data from the Internet.



How Widgets Help Sell iPhone

Offer these main features to potential iPhone customers.

Feature	Description	Benefit
Weather	Check the weather in your hometown or in any city around the world	View the current temperature, expected high and low, and a six-day forecast. You can open multiple weather widgets for various cities and scroll through them with the swipe of a finger.
Stocks	Track your favorite stock or funds	How's your portfolio doing? The stock widget allows you to track changes in your favorite domestic and international stock funds, including recent prices and activity.



Tips

- Widgets are specialized applications with a single purpose. They allow you to quickly get some piece of information and then move on.
- The weather widget will also visually indicate the time of day as well as the current weather conditions, allowing you to see at a glance the current conditions for any city you are interested in.



Comparisons

How does this iPhone feature compare to existing offerings?

Widgets in iPhone differ from currently available information offerings on AT&T in the following way:

- The Media Net application is not used to receive information such as stocks or weather.



Identifying Customer Needs

Here are some sample questions to ask to identify potential customers.

Qualifying question	Why ask it?
How often do you start your web browser to check a specific piece of information like the weather or the price of a stock?	The more often they do this sort of activity, the more beneficial widgets are since they are designed to provide specific pieces of information quickly without having to start a web browser and navigate to a website.



Google Maps

With Google Maps and iPhone's amazing Maps application, you can view maps and satellite images using iPhone's remarkable, easy-to-use touch interface.



How Google Maps Help Sell iPhone

Offer these main features to potential iPhone customers.

Feature	Description	Benefit
Multiple views of locations	Choose between seeing locations in the map view or satellite view	Choose the map view if you want to see the street names. If you want to see actual pictures of locations, use the satellite view.
Find locations quickly	Click in the dedicated Google Maps search field and enter the name or address of a location	Clicking in the search field will bring up the iPhone keyboard, allowing you to enter the name or address of the location you are interested in. You have the ability to enter in the name of a city, the name of a landmark, or a street address. Narrow our search down by adding additional terms. For example, add your favorite pizza place to your original search term of San Francisco to see their locations in San Francisco.
Use list view to see various map locations	Change to the list view to see additional information about your search results	Select one item from the list view to see additional information about it. You can even touch its phone number to call it.
Zoom in and out with ease	Use multi-touch to zoom in and out	Easily zoom in and out using two finger gestures to pinch and stretch the screen. Or double-tap to zoom in on an area of the map.
Bookmark saved locations	Bookmark your favorite map locations, just like you bookmark your favorite websites	Save interesting map locations you want to show others or frequently visited locations that you can access with a single click instead of searching for it over and over.

Tips



- When using the Google Maps feature, you can always switch between the Maps and Satellite views with the tap of a finger.
- You can click on any of the locations found by your search to get more information about it (including its address and telephone number).
- As you zoom in to a location, you can touch and drag the image or map that is displayed to adjust its onscreen position.



Comparisons

How does this iPhone feature compare to existing offerings?

Google Maps on iPhone differs from current AT&T location tracking services in the following ways:

- Media Net is not used to access Google Maps or any other location-based services.
- iPhone will not support the TeleNav solutions currently offered for other AT&T devices.



Identifying Customer Needs

Here are some sample questions to ask to identify potential customers.

Qualifying question	Why ask it?
If you're not at your computer and need to find a location (maybe you're looking for a place to eat or a movie theater), what do you do?	Whether you are in your hometown or traveling, you can search for locations with the Google Maps service. Find a street address and even initiate a call from its listing for additional information.
Do you ever hear people talking about a location they've been to that sounds interesting?	With the Satellite view in Google Maps, you can see what that location looks like.



Overcoming Objections

Here are some objections you may hear along with recommended responses.

Objection	Response
Why doesn't iPhone have GPS capabilities?	GPS is not part of the iPhone feature set. Thanks for the feedback. We'll let Apple know this is of interest to you.