

MISE EN SITUATION

Apple music pricing : individual, family, and student plans, and how to save

	Student ⁴ \$4.99/mo.	Individual \$9.99/mo.	Family ⁵ \$14.99/mo.
	Try it free	Try it free	Try it free
Play tracks in Dolby Atmos and hear over 75 million songs in lossless audio, ad-free ¹	✓	✓	✓
Access your entire library from any device and listen online or off	✓	✓	✓
Free trial with no commitment*	✓	✓	✓
Stream ad-free music and music videos	✓	✓	✓
Download 100,000 songs to your library	✓	✓	✓
See what your friends are listening to	✓	✓	✓
Original shows, concerts, and exclusives	✓	✓	✓
Live and on-demand radio stations hosted by artists	✓	✓	✓
Access for up to six people			✓
A personal account for each family member			✓
Share your existing music library however you want			✓

Situation:

You work as a customer service assistant at Apple music.

You are meeting a potential customer who is hesitating to sign up for an Apple music account for his large family.

- Talk about the customer's needs.
- Find the offer that could best meet his/her needs.
- How would you convince the customer to choose Apple rather than one of its competitors ?