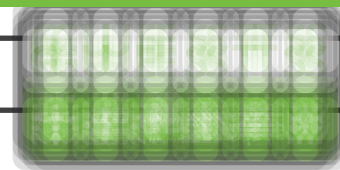




Step 1



At the Store: "Hello I'm _____. What's your name? What brings you in today?"

On the Aisle: "Have you had your account checked to ensure you're not paying too much for your rate plan?"

Phone Demo: "I see you found the Phone line-up, are you ready to get a couple?"

Step 2



Always access the account quickly and take notes on an MPG:

"Let me ask you a couple of questions to see what you qualify for! What carrier do you have?"

Discover through your questions:

- Do they have the right carrier?
- How many lines do they have and are they ready for new phones?
- What does this member value most? Savings or functionality?
- What value points can you create for them through the products and services we offer?

Walk them over to the Phone demos:

- "What do you use your phone for the most?"
- "Have you seen the Phone series?"

Show them the Phone line-up and talk about the device you think will fit them best.

Identify potential opportunities for a well-rounded solution by bringing up and asking about accessories and protection plans used in the past.

- "Which protection plan have you used in the past?"
- "What have you used for a case and protector in the past?"

Using what you learned, recommend and present the appropriate accessory bundle and protection plan option.

Step 3

Narrow down two solution options:

Safe Play: What the customer came in for initially.

Home Run Play: Maximizing the opportunity with a well-rounded solution.

Example: Upgrading all the lines on the account with applicable accessories and protection plans.

Step 4



Based on what you told me...

"I recommend taking advantage of the Phone. The Phone would hit all the bases you are looking for in a device and we can get you fully protected with the Best Bundle and a protection plan to ensure you're getting the best experience."

Step 5



Ask for the Sale:

- "Let's get you set up, which colors would you like?"
- "Would you like me to get you set up today?"

Step 6



Set your customer up for the best experience:

- Ask for referrals
- Cover the value points your solution created
- Cover any promotional or other paperwork

