



How do I generate more repeat customers?

Sales Training

Proven Promotions

Risk-Free Inventory

Increased Referrals

90-Day Profit Guarantee

Improved Sales Performance

Right Product at the Right Time

Increased Customer Satisfaction

12 Things

that will double accessory sales

1. Display consistent and professional packaging
2. Conduct inventory weekly
3. Order accessory products weekly
4. Conduct stock balancing every 90-120 days
5. Implement new product training within a month of the product arriving
6. Offer ongoing sales training
7. Provide quarterly promotions for employees
8. Introduce 2-4 new product categories each quarter to keep up with the latest trends
9. Compensate 15%-25% of GM on accessories for commission
10. Communicate attachment rate goals and AAPPASSM (Average Accessory Profit Per Activation) each week to every sales consultant
 - a. **Goal:** An average of 3 accessories per gross add
 - b. **Goal:** An average of \$45 in accessory profits per gross add
11. Use eProfit Solution for special orders. Encourage the attitude of "Never Say No to a Customer!"
12. Consistently evaluate and update inventory and goals

For more information on proven tools for pre-employment, sales training, and motivational tips, call OFFWIRE today!

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