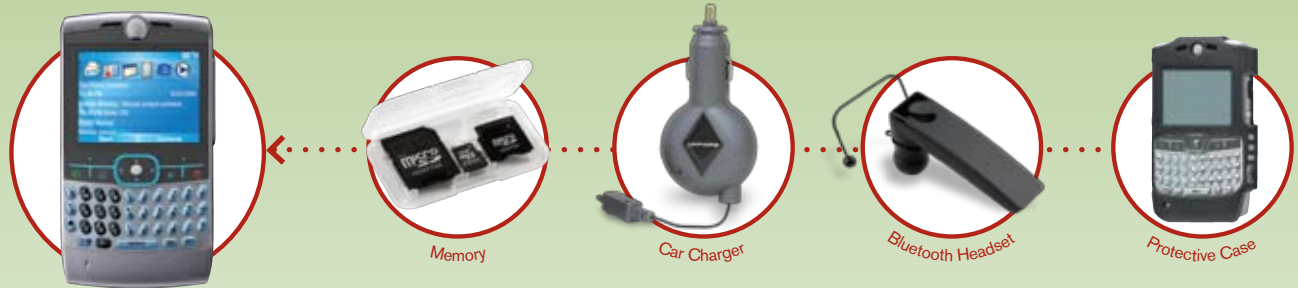


If we could help you increase your attachment rate and profit at no cost to you, would you be interested?



$$\frac{\text{total accessories sold}}{\text{total phones sold}} = \text{Average Attachment Rate}$$

GETTING STARTED:

1. Gather your employee list including employees' first and last name, email address, cell phone number and job description.
2. Establish benchmarks for your company based on your previous month's average accessory attachment rate found using the above formula
3. Average Attachment Rates need to be determined at the following levels:
 - a. Company Level
 - b. Store Level
 - c. Sales Rep Level
4. Completion of Online Training by all staff members – 80% of staff must take the online training in order for your company to be eligible for the prizes.

HOW WE SUPPORT YOU:

- Prizes (VISA Gift Cards)
- Online Training for the following categories for all staff members enrolled:
 - Bluetooth
 - ONE Universal and Fitted Cases
 - OFFWIRE Retractable Chargers
 - eProfit Solution – Sales Guide to Success
 - Consultative Selling
- Weekly promotion reminders and sales tips sent to each staff member in the form of email and/or prerecorded phone messages

- *Each 0.1 increase in attachment rate is worth \$100/month/per store*
- *A five-store chain adding one sale per opportunity will create an additional \$60k in margin per year*

THE BOTTOM LINE:

Our goal is to increase your attachment rate during the promotion by 30% to win the predetermined prizes.