

JUMP START ONLINE CERTIFICATION

TURN YOUR ROOKIES INTO VETERANS IN 30 DAYS



"People freaking love this program!"

| **Steve** - Owner, Sioux City, IA

"It is a must. I have been in the wireless industry for 19 years. This has been the best course by far. In fact, we will have 40 managers and sales reps sign up for the course."

| **John** - Store Manager, Arnold, PA

"I thought that there were a lot of things that helped me to sell more accessories per phone. Not only the knowledge of the products but the different sales techniques [were] very helpful. I've tried a few different approaches that I have learned and sold three accessories each time."

| **Nicholas** - Sales Representative, Cedar City, UT

"People who don't get the opportunity to participate in the program are really missing out. There is a definite value associated with the Jump Start program."

| **Jamey** - Training Manager, Garden City, ID

JUMP START STATISTICS

- Over 3000 sold to date
- Overall rating to date: **8.8 out of 10**
- Overall completion rate with credit: **95%**
- Of the participants that have completed the Jump Start Program, 89% feel that the training should be made available to new hires within the first three months and the remaining 11% feel the training should be made available within three to six months.

"I have been in the wireless industry for nine years and I think I learned more in this training than I have learned in the last nine years."

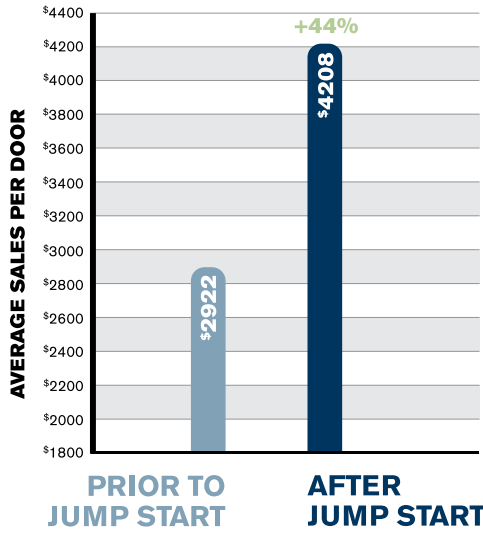
| **Ann** - Store Manager, Sioux City, IA

"I have taken and helped design many training programs over my 15 years in wireless, and after completing your courses, they were the best I have ever seen."

| **Jenn** - Regional Store Manager

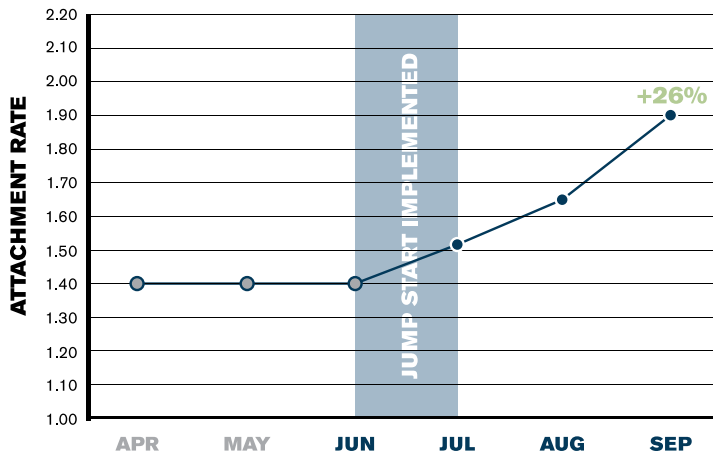
CONTACT YOUR OFFWIRE ACCOUNT MANAGER FOR DETAILS.

Actual Jump Start Results*



Prior to participating in the OFFWIRE Jump Start Program, average sales per door was \$2922.

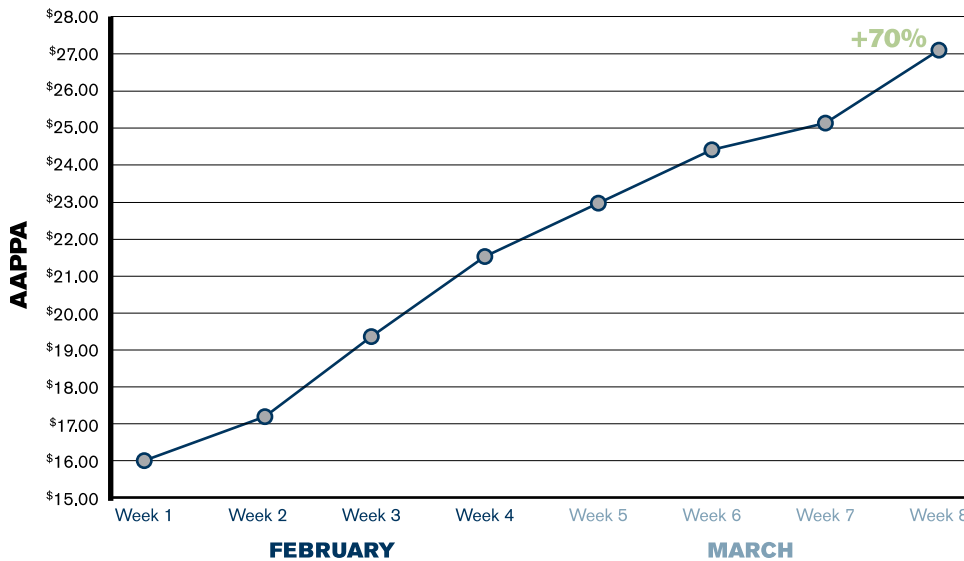
Following the completion of OFFWIRE's Jump Start Program, average sales per door jumped to \$4208 for an increase of 44%.



Three months prior to participating in the OFFWIRE Jump Start Program, average attachment rate was **1.4**.

Two months following the completion of OFFWIRE's Jump Start Program, attachment rate increased to **1.9**.

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



Following implementation of the Jump Start program for staff, overall attachment rate increased by .4 and Average Accessory Profit Per Activation (AAPPA) increased from \$15.97 to \$27.13 for a total of 70%.

$$\frac{\text{total accessory revenue} - \text{cost of goods sold}}{\text{number of phones moved}} = \text{AAPPA}^{\text{SM}}$$

*Based on actual client data. References and referrals available upon request. Contact your account manager for details.