

# JUMP START ONLINE CERTIFICATION

## TURN YOUR ROOKIES INTO VETERANS IN 30 DAYS

OFFWIRE University's Online Certification Program is a virtual learning system offering timely information at your fingertips to help increase overall knowledge in three key areas:

**Wireless Industry Knowledge, Selling Strategies & Techniques, and Product Knowledge.**

AS SEEN ON **amazon.com**

**LOOK FOR US IN THE BOOK SECTION!**



### OVERVIEW

The program consists of over 20 courses designed to teach you the basic skills needed to understand the wireless industry, provide you with up-to-date information on new products and trends and help you increase your sales. Content stays relevant as information is automatically updated to reflect the industry's most current news.

### WHO SHOULD ENROLL?

This program is designed for individuals who work in the wireless retail industry and would like to become more knowledgeable in retail sales techniques and industry-specific product information to improve sales potential and increase commission streams.

### WHAT EACH PARTICIPANT RECEIVES

- OFFWIRE University Success Workbook valued at \$29<sup>99</sup>
- Access to more than 20 trainings valued at \$299<sup>99</sup>
- One voicemail reminder and four email reminders, including selling tips and great articles.
- Certificate of Completion - Upon completion of all courses and survey.
- FREE products for their phone:

**VALUE**

1. WriteRight (single sheet) ..... \$4<sup>99</sup>
2. Bracketron Mounting Solution ..... \$9<sup>99</sup>
3. Wireless Wipes..... \$9<sup>99</sup>
4. Micro USB Charger (Egg) ..... \$14<sup>99</sup>
5. Rechargeable Speaker ..... \$14<sup>99</sup>
6. Wired Stereo Headset..... \$19<sup>99</sup>

OPTIONS	RETAIL VALUE	NON-CLIENT COST	CLIENT COST	VMI & KEY CLIENT final completion credit*	VMI & KEY CLIENT final cost*
<b>GOOD</b> includes six products listed above	\$404 <sup>92</sup>	\$199 <sup>00</sup>	\$99 <sup>00</sup>	\$50	\$49 <sup>00</sup>
<b>BETTER</b> includes six products listed above and <b>Jabra EasyGo</b> (\$39.99 value)	\$444 <sup>91</sup>	\$219 <sup>00</sup>	\$119 <sup>00</sup>	\$50	\$69 <sup>00</sup>
<b>BEST</b> includes six products listed above and <b>Jabra Extreme 2</b> (\$79.99 value)	\$484 <sup>91</sup>	\$249 <sup>00</sup>	\$149 <sup>00</sup>	\$50	\$99 <sup>00</sup>

\*Completion credit applies only if employee completes program within 30 days.





\*Key wholesale client purchases at least 70% of their overall product line from OFFWIRE.



COURSE LEVEL	COURSE TITLE	DESCRIPTION
<b>PREREQUISITE</b>	<b>CELLULAR 101</b>	This course describes the different networks available, how calls are transmitted and received by networks and some of the latest innovations in the ever-changing cellular network industry.
	<b>BLUETOOTH ACCESSORIES</b>	This is an introduction on the technology of Bluetooth. You will learn what Bluetooth is and how it works.
	<b>LIFETIME VALUE OF A CUSTOMER</b>	Learn about the value of building customer relationships, the 10 year value of each customer, how repeat business affects your pocketbook and how you gain referrals from satisfied customers.
	<b>INCREASING ATTACHMENT RATE</b>	This training is designed to teach you the value of your Attachment Rate, what it is, and how you can increase sales commissions.
<b>100 LEVEL</b>	<b>SALES 1: TRUSTED ADVISOR INTRO</b>	This is the first in a series of sales courses designed to teach you the importance of becoming a Trusted Advisor to your customers. You will learn what a Trusted Advisor is, the levels of sales categories leading up to becoming a Trusted Advisor, and gain insight on how to begin taking your skills to the next level.
	<b>GOAL SETTING</b>	Learn three simple steps to help you define, set, and achieve your goals.
	<b>PRODUCT TRAININGS</b>	Courses include OFFWIRE Core Products, Smartseries and OFFWIRE Retractable.
<b>200 LEVEL</b>	<b>SALES 2: THE OPPORTUNITY</b>	Review the current retail environment and show the vast opportunity available to anyone in customer service to WOW their clients.
	<b>THE PHONE ECOSYSTEM</b>	Learn how to "walk around" the phone with your customer and show them all the accessories available for each feature in the phone's ecosystem.
	<b>MEMORY TRAINING</b>	In this training, you will learn about the importance of memory, why everyone needs it and how it adds extra value to nearly all electronic devices..
	<b>PRODUCT TRAININGS</b>	Includes Plantronics and Jabra courses.
<b>300 LEVEL</b>	<b>SALES 3: OPEN-ENDED QUESTIONS</b>	This course is designed to show the importance of using open-ended questions to learn about the client's needs and meet those needs easily and accurately, thereby building long-term relationships with customers.
	<b>HANDLING UPSET CUSTOMERS</b>	When dealing with upset customers, it is important to approach each situation properly. Follow the outlined steps to help you get to the real issues your customers are having, while letting them express how they feel so you can then offer a solution that truly meets their need and corrects the situation. In doing this, you will create the ultimate in customer loyalty by delighting your customers every time.
	<b>PRODUCT TRAININGS</b>	Courses include Case-mate, Body Glove, Trident and OtterBox.
<b>400 LEVEL</b>	<b>SALES 4: MAKE BUYING EASY</b>	This course focuses on bringing all the information together into an intelligent solution that can easily be proposed to your client and make buying easy.
	<b>10 FOR 3 TECHNIQUE</b>	We talk a lot about the ultimate sales goal of 3 and 45—selling 3 accessories and \$45 in profit for every phone out the door. By showing a customer at least 10 accessories, on average the customer will pick three or more. Learn how to effectively accomplish this in the least amount of time while still delighting the customer.
	<b>PRODUCT TRAININGS</b>	Products covered include Specialty Products and Bracketron Mounting Solutions.
	<b>SALES 5: OVERCOMING OBJECTIONS</b>	Should an objection arise, this course outlines how to "shelf" an objection and ultimately overcome it.
	<b>FINAL EXAM</b>	Fifty question exam covering questions from all sales techniques and prerequisite courses.

\* Courses may be added or deleted as product lines and programs change and are updated to reflect the industry's most current information.

**COURSE EXAMPLES**

<b>PREREQ</b>		<b>Increasing Attachment Rate</b> Increasing your attachment rate makes achieving your commission goals MUCH easier.	<b>100 LEVEL</b>		<b>Trusted Advisor Introduction</b> Which category do you fall into? Are you a clerk, a salesperson or a consultant? Ultimately, you want to become a Trusted Advisor.
		<b>Handling Upset Customers</b> Studies show that customers who have their problem handled in a positive and timely manner will become twice as loyal as other customers.			<b>Make Buying Easy</b> Customers want their sales experience to be easy and comprehensive. This could be the single most important aspect of creating the "wow" experience.