

Rep: _____ Date: _____

Activation ___ Upgrade ___ ABP ___ \$50+ ___ CP ___ DZR ___ DTV ___

Value Worksheet

Make an Impression

Step 1: Warmly Welcome

Greet your customer with a warm, genuine smile!

Name: _____

Phone number: _____

Step 2: Uncover Needs

Give your customer your undivided attention

Current Carrier: _____ # of lines: _____ Monthly cost: _____

How do you use your phone? (streaming music/video, social media, games, pictures, etc.)

What's your typical day like?

Personal or business use?

Likes/dislikes about current phone/carrier?

What features would you like new phone to have?

Are you shopping for yourself or your family?

Make a Match

Step 3: Personalize Solution

Connect the solution to what you discovered about your customer

Cricket Advantage

- Great phones
- Flat rates
- Unlimited calls to Mexico and Canada
- No contracts
- Nationwide LTE Coverage
- So many discounts available!

Group Save

# of lines	\$30	\$40	\$55 Unlimited 2	\$60 Unlimited
2	\$60	\$70	\$80	\$110
3	\$90	\$90	\$105	\$150
4	\$120	\$110	\$130	\$190
5	\$150	\$130	\$155	\$230

Auto Pay

- \$5 off/month on qualifying plans
- Peace of mind: no late or missed payments

Features

Deezer \$6	Cricket Protect \$7
DirectVNow	Add a line \$25
Hot Spot \$10	International Features \$5/\$15

Two Phones, Two Ways to Pay

- Present your customer with two phones that meet their needs.
- Your customer can choose to pay now, or pay over time.

PPP -	12-month Lease	90-day Option	Early Buyout
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Accessories

Offer a customized accessory bundle to every customer. Make sure that your recommendations match your customers' needs and wants.

Step 4: Gain Agreement

Help your customer understand the solution, address any concerns/objections, and excite the customer about the solution.

Trade Up quote: _____

Types of phones: _____

Rate plan: _____

Accessories:

- ◇ Bluetooth headset
- ◇ Wireless speaker
- ◇ Case
- ◇ Car charger
- ◇ Screen protector
- ◇ SD card

Make a Friend

Step 5: Thoroughly Educate

Put the device in customer's hands and teach them the basics. Personalize the experience by helping them download/set up their favorite apps.

Go over:

- Plan
- Discounts
- Basic product functionality

Set Up:

- Email
- My Cricket App
- Voicemail
- Other essential apps

Step 6: Sincerely Thank

Sincerely thank your customer, ask for referrals, and invite them back to see you!

- Make sure your customer leaves happy
- Ask if they are completely satisfied with your service
- Walk them to the door and open it for them to leave a lasting, positive, impression
- Remind customer one more time about survey and encourage them to participate.