



# **TRAINING MANUAL FOR VISITING**

ZAGG NEW VISITING TRAINING MANUAL

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# CARRIER VISITS:

## ● What's the Goal?

The goal of a carrier visit is to establish a strong relationship with local ZAGG resellers.

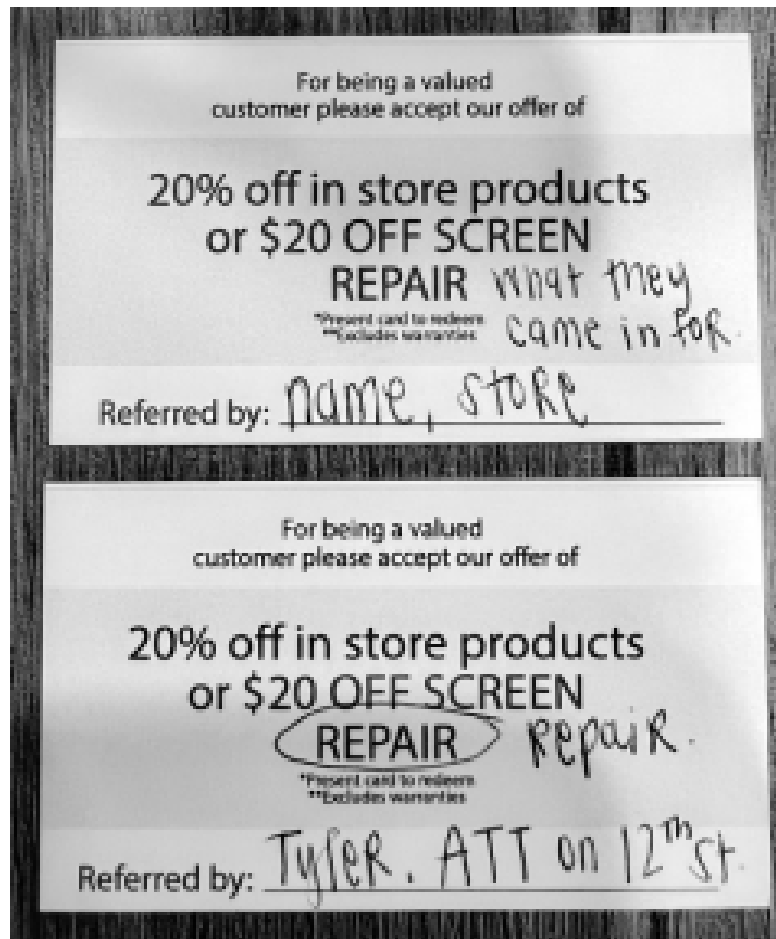
## ● During the Visit:

- Always ask to speak to the manager first if you're visiting the store for the first time. If the manager isn't there, ask to speak to an assistant manager. If neither the manager or assistant manager are available, ask when they'll be in and come back another time. After a relationship has been established with the carrier you may speak to a sales rep instead of the manager.
- Determine the following:
  - if they sell ZAGG products
  - where they currently send repairs to, and if they are contracted with anyone
  - if they'd let us incentivize referrals from their employees with cash, gift cards, etc.
- Explain what ZAGG offers with products and warranties.
- See if there's a sales meeting coming up that we could sit in on, or set up a time to bring lunch to their team.
- Emphasize how we can add value to what they do. Avoid appearing like competition.
- We are able to offer them inventory support on everything, except for new phones.
- Try to get business for phone repairs. Carrier stores often offer insurance options, so do not undermine those. Customers can have ZAGG repair their phone to get a higher trade in value at the carrier stores.

## ● ZAGG Referral Cards:

- Leave the manager with a handful of referral cards.
- Referral cards need to include the following:
  - carrier info location
  - the reps name
  - what we did for the customer
- If a carrier isn't allowed to hand out our ZAGG cards, they need to send their business card with the customer instead with the same info.

**This is a referral card that has been filled out correctly:**



## ● Incentives For Customers:

- \$20 off screen repairs
- 20% off all accessories

The customer must bring in the referral card or business card from the carrier store in order to receive any discounts.

## ● Incentives For Carrier Reps:

- Free screen protectors (front, back, and cameras) for all employees, managers, and their spouses.
- 30% off accessories
- Cash or gift cards for every referral they send over. NOTE: we can't pay them if we don't have their information on the referral card.
- Periodically bring a treat with you when visiting carriers that regularly send referrals.

Reps need to bring in their name badge or business card from the carrier store in order to receive any discounts.

# WHO CARRIES ZAGG PRODUCTS?

Below is a list of the companies that typically carry ZAGG products in their stores. Depending on your area there may be additional stores for you to visit to solicit phone repair business, such as Boost Mobile, Metro, and Cricket.

# DOCUMENTING CARRIER VISITS:

## ● Spreadsheets

- All visits need to be documented on the company's visiting spreadsheet. This sheet will be shared with you when you start doing carrier visits. The spreadsheet has all of the carriers you need to visit, sorted by area.
- After you've completed your visits, update each store you visited with the most current information. Weekly visiting meetings will be held with Shaun to review the spreadsheet.

### Example of the Visiting Spreadsheet:

Store Manager	Corporate/Non Corporate	Repairs	Sell Zagg?	Date of Sales Meeting	Last Visit	Result of Last Visit	Talked to Last
Zaden	Reseller	no	yes		10/10/22	Dropped off cards and brought crumbl	Riley
Johnathan	Reseller	no	yes		10/10/22	Dropped off cards and brought crumbl	Joel

## ● Reimbursement:

- If your area has a company car, use that while doing carrier visits. If you don't have access to a company car, use your own.
- You'll be reimbursed for gas. You'll be reimbursed for the treats you bring to carriers.

To receive reimbursement for your expenses, text Shaun Steel a picture of your receipt and send him a Venmo request for the exact amount.

- Shaun's Venmo: @shaunsteel
- Shaun's Number: 435-218-2727

## ● Questions?

- Contact Madi Mower with any questions you have on carrier visits
- 801-231-0892
- Madisonm@gossatech.com