



TRAINING MANUAL

**ZAGG NEW EMPLOYEE TRAINING
MANUAL**

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WELCOME TO OUR COMPANY



Welcome to our company! We are thrilled to have you join our team and embark on this exciting journey together. As a new employee, this training manual aims to provide you with the essential knowledge and resources to thrive in your role and contribute to our collective success. Our company is dedicated to fostering a culture of innovation, collaboration, and excellence. You will gain insights into our organizational structure, policies, and procedures, enabling you to navigate your way through your responsibilities with confidence. We encourage you to embrace our company's values, engage in continuous learning, and actively contribute to our vibrant and dynamic work environment.

Once again, welcome aboard, and we look forward to supporting your growth and development within our company.

INSTRUCTIONS FOR TRAINERS

- Take a few minutes at the beginning of the shift to **get to know the new hire**.
- **Don't try to teach new hires everything in one day.** Instead, work on only a few things and master those. You can be flexible with what sections you work on depending on how busy the store is and what type of things customers are coming into the store for that day. They don't necessarily need to be done in order, but don't lump too many days together!
- **Check in more often than you think you should.** Try to avoid asking yes or no questions whenever possible. For example, instead of asking "Do you have any questions?", ask "What questions do you have?"
- **Give new hires tasks.** Don't let them watch you do the job for the entire training. Show them how something is done one or two times, and then let them practice. Remember, the better they are trained, the easier it is to delegate work.
- **Provide feedback.** Validate them when they do something well, even if it's a simple task. Correct any bad practices in the beginning. If it is something they shouldn't be doing, they probably don't know that.
- **Review all the previous days' training material** at the start of every shift. Since multiple people will be training each new employee, it's important to review to make sure everything was covered by a previous trainer and that the trainee remembers what was taught.

INSTRUCTIONS FOR TRAINEES

- **Ask trainers for extra help** on anything you don't understand or on things you have a hard time with.
- **Learn as much as you can** about the products we sell. Product knowledge will help your ability to sell more than anything else.
- **Watch** what other employees say and do during interactions with customers.

SPECIAL NOTE FOR TRAINERS

- In this training manual the training segments will be broken up by days. For the most part, the trainings should go in order. Although, as the trainer you can decide to switch up the order or cover things from another day's training. The most important thing is that all new hires get trained on everything that is in this manual. Some things will be hard to practice because you don't have control over what customers are coming into the store for on the day you are training. Regardless, role play interactions with your trainee several times throughout the day even if they don't get to interact with a real customer about that day's training material. Things like store visits and phone repairs won't be done until the new hire is more experienced, but it's still important to explain what we do in case customers, carriers, or businesses have questions.
- For the first seven shifts a new hire has they will be assigned a trainer. If you are training someone, you'll be responsible for helping that trainee learn pertinent ZAGG information.

DAY-BY-DAY BREAKDOWN

1 DAY

- Why ZAGG?
- Phones
 - See Appendix
- Warranties
- Ringing up a customer

2 DAY

- Screen protectors
- ZAGG Flow Chart
- Bundles
- Upgrade path
- Installation
- Product Training Video:
 - InvisibleShield

3 DAY

- Upselling
- Compensation
- Product Training Video:
 - InvisibleShield OnDemand

4 DAY

- Company organization
- Handling upset customers
- B2B Referrals
- Product Training Video:
 - Gear4
 - iPhone Case Guide

5 DAY

- Opening the store
- Discounting
- Product Training Video:
 - Mophie

6 DAY

- Cleaning and closing the store
- Visiting carrier stores
- Product Training Videos:
 - ZAGG products

7 DAY

- When it's slow
- Repairs

DAY ONE: THE BASICS

● Why ZAGG?

What's our competitive edge? ZAGG offers more protection than any of the competing brands. ZAGG is sold at carrier stores and offers the widest range of total protection – screens, cases, portable power, antibacterial options, Visionguard, and privacy glass are only a few examples. ZAGG brands also offer a limited lifetime warranty, meaning they are under warranty for the lifetime of the device.

● Phones

Practice identifying different types of phones.
See Appendix for guidance.

● Warranties

- The ZAGG warranty applies to ZAGG products, InvisibleShield screen protectors, Mophie cases and chargers, and Gear4 cases.
- All products need to be registered at zagg.com prior to a warranty claim. For products that were purchased at a ZAGG store, they were registered at the time of purchase.
- A warranty covers defective materials and normal wear and tear.
- In order for a customer to come in for a warranty replacement they need to have their old product, this includes screen protectors. We submit all the damaged screen protectors to ZAGG and receive money back on those. We will not replace anything unless the damaged product is brought back in.
- Make sure that when a customer purchases an item that will be under warranty that they understand there will be a small cost when they come in to get it replaced. The warranty cost is as follows:

- The warranty cost is as follows:

| | | | | |
|-------------------|-----------------------|----------------------------------|--------------------------|-------------------------|
| \$15 iPads | \$12 Phones | \$10 Watches & Bumper | \$10 Watches | \$10 Camera Lens |
| \$10 Cases | \$10 Snap Ring | \$10 Mophie Cable & Brick | \$10 Other Mophie | \$15 Keyboards |

- If a customer comes in for a warranty screen protector replacement but the glass is not ZAGG glass, explain why it is not to the customer.
- **Limited Lifetime Warranty:** If the item is worn or damaged, we will replace it for the lifetime of the device.
- **Note that on watches with bumpers** we replace both each time regardless if the customer only wants to replace one. The screen protection is a different size with the bumper. Just explain to them it is the same price to replace both.

● Ringing up a Customer

- Before an employee's first day, they will receive an email with their RQ login information. Your RQ Login is first.lastname@zagg and the password is zagg123. After logging in you will be prompted to create a new password.
- When you're ringing up a transaction, review everything with the customer.
- To ring in a transaction, you'll need to get the following information from the customer:
 - **Name**
 - **Phone Number**
 - **Email Address**
- Always go off the pricing listed in the store, and make sure to adjust the system to match that price.

- If there are issues with RQ, right click on the icon for RQ and click “repair” to update the system. If it still doesn’t work, contact a store manager.
- When RQ is down, use Square. Square is an app that is installed on the iPads. Our Square account is the same across all locations. Keep track of all Square transaction amounts. At the end of the night email Ryan and Shaun with documentation of each of those transactions and the store they came from.
- If you make a mistake installing a screen protector and have to use two instead of one, you’ll need to document that in RQ so that inventory amounts are correct.
- Ask for a donation to the Soifua Foundation at every transaction. Make sure to scan the correct barcode. The Soifua Foundation is a nonprofit organization that was cofounded by Nyles Amelita, one of our employees. The foundation helps children in the Polynesian islands and locally get access to education and scholarships.



DAY TWO: ALL THINGS SCREEN PROTECTORS

START by reviewing training from the previous day and answer any questions.

● Screen Protectors

Glass Elite

- Ion exchange technology to increase durability.
- ClearPrint technology: aids in oil diffusion to decrease fingerprint marks
- Reinforced edges limit chipping

Glass Elite Privacy

- Two-way privacy glass
- Same perks as the other Glass Elite listed above

Glass Elite VisonGuard

- Filters harmful blue light to prevent eye strain
- Anti-bacterial, kills 99.9% of bacteria

Glass Fusion

- Hybrid of glass and HD film
- Protects like glass but doesn't shatter like glass
- Chip and glass protection
- Preserves screens touch

Glass Fusion+ with D3O

- Fingerprint scanner compatible
- Optically clear, looks like your phones original screen

XTR Glass

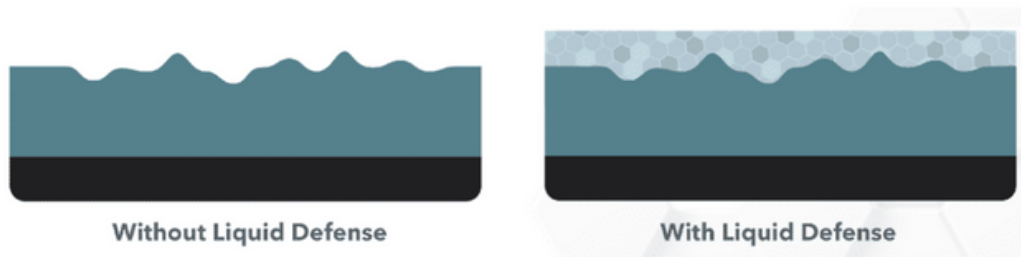
- Edge-to-edge protection with D3O
- Blue Light Filter
- Strongest glass screen protector-- handles 4 times the impact of competitors

Glass Elite Edge/ 360

- Black edges
- Anti-fingerprint technology

Liquid Defense+

- At first glance of your device, the glass screen looks and feels perfectly smooth but is that really the case? If you were to put that screen under a microscope you would see that it's not perfect and is full of valleys and ridges that make it susceptible to scratches, abrasions, and cracks! Liquid Defense+ is a liquid that helps fill in those ridges and valleys to improve the strength of your screen once applied.



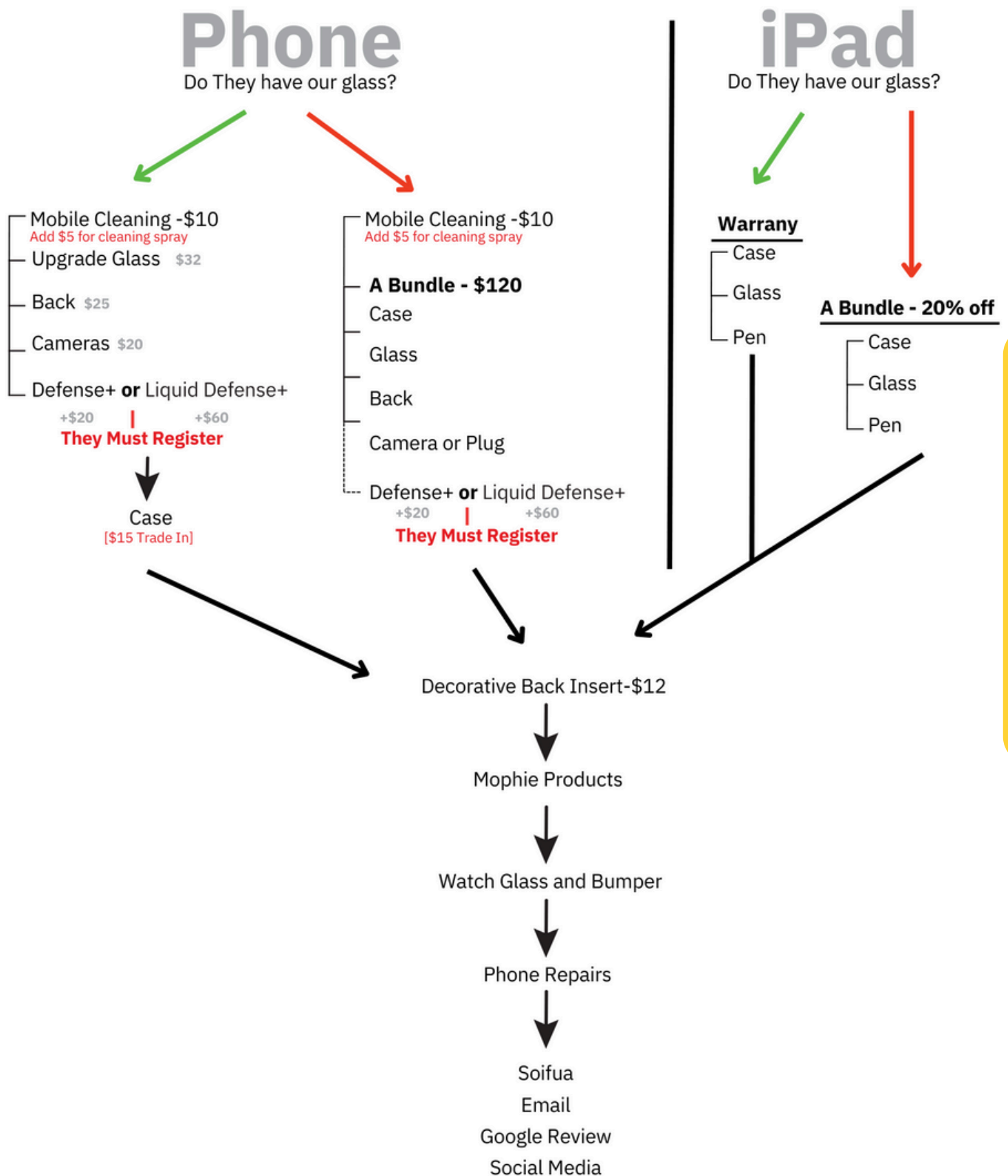
*Liquid Defense+ can reduce abrasions/scratches up to 47%

- Installation:
 - Step One:
 - Thoroughly clean screen with cleaning wipe.
 - Allow device to dry.
 - Wipe off all traces of the cleaner. Buff glass thoroughly.
 - Step Two:
 - Apply coating to device in circular motion.
 - Allow device to cure for at least 5 minutes.
 - Remove excess residue with microfiber cloth.
 - Step Three:
 - Thoroughly wash hands after installation because some may experience irritation on the hands after installing.
- Screen Repair Guarantee
 - Registration of the Liquid Defense+ is **required** to qualify for the ZAGG Screen Repair Guarantee and has to be done within 30 days from purchase. Instructions are on the package.
 - The guarantee is valid as a **one year, one-time coverage** for up to \$250 in screen repair costs if your screen is damaged from the purchase date of the Liquid Defense+ product

Defense+

- Defense+ is the screen repair guarantee **only**. They have to have a screen protector on their phone in order to purchase it; preferably a ZAGG screen protector.

● ZAGG Flow Chart



***Review Warranty \$12 and A Reminder to Register Defense+/Liquid Defense+**

TRAINERS: Be sure to explain the Flow Chart thoroughly to the trainee. 11

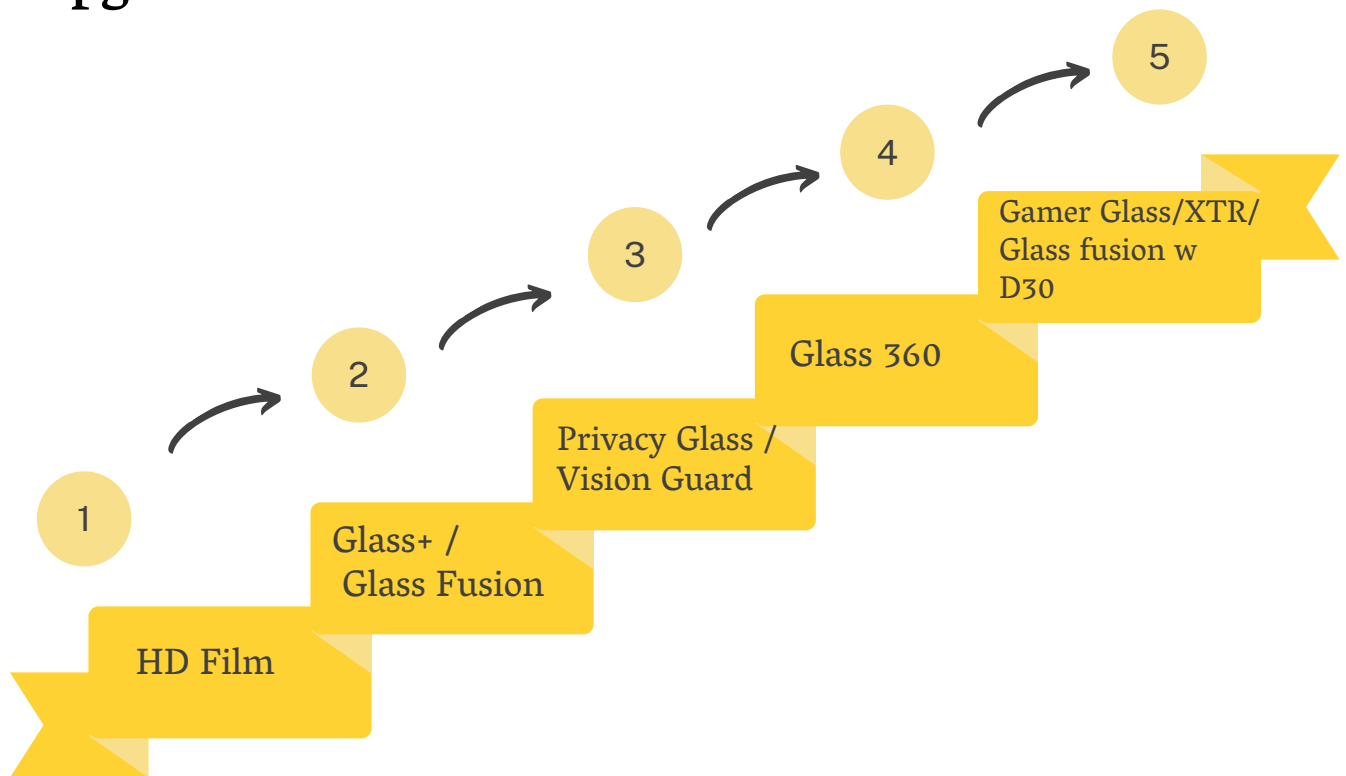
● Bundles

- It's important to let customers know all their options when it comes to the protection we offer for their phones. Nowadays, phones cost us anywhere from 500-1200 dollars. It pays to invest in protection for the most important devices in our lives. When a customer comes into ZAGG for the first time, it is important to offer them the **bundle**. Before offering the bundle, ask a few questions about the customer's experience with phones in the past. If they have broken a phone before or work in a harsh environment that may impact their phone, this will help suggest products for them that they will benefit from (liquid defense/xtr/denali). The bundle is the gift that keeps on giving. Once a customer has the bundle, they are more likely to come back for warranties for all the products on their phone at once. Helps turn a \$10 transaction into a \$35-40 transaction.

● Visiting Referral Cards

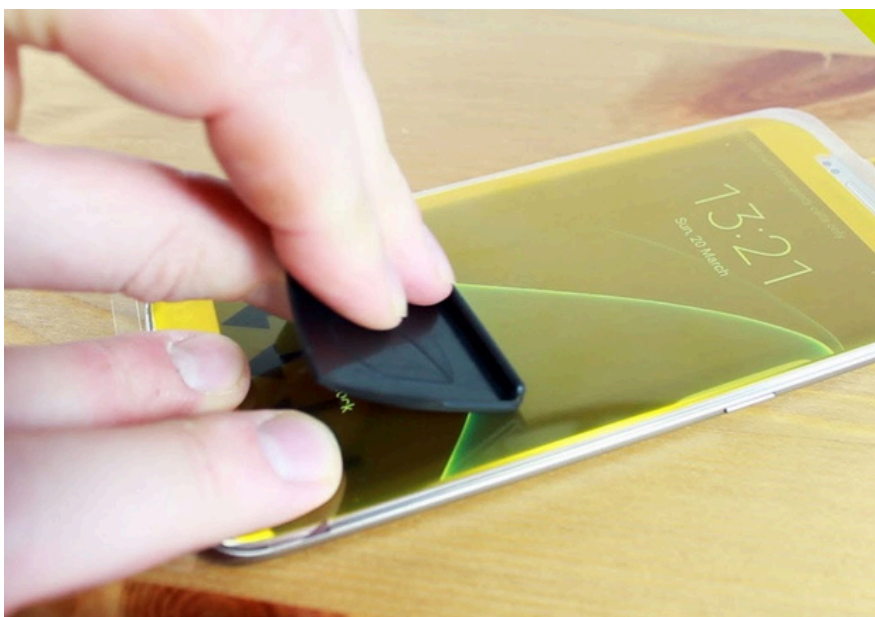
- When a customer brings in a referral card from a carrier store, we need to write the carrier info, location, reps name, and what we did for the customer on the card. We give these reps cash/gift cards/lunch when they send in people for repairs. We cannot reward them if we don't have their information from that referral card! We save every referral card that comes into our stores in the carrier box.

● Upgrade Path



- For a warranty upgrade, customers will pay \$32 for the upgraded glass. Any time the glass is switched out after that they will be charged the normal \$12 fee.

● Installations



- **Make sure we have the right glass in stock before pulling the old screen protector off the phone!**
- Always have the customer take the case off of their phone, never do it for them. You could break it.
- Clean the device: spray and wipe off oils and dust particles.
- Use a dust sticker to remove any dust particles left on the screen.
- Place the device in the tray and line up the screen protector.
- Place the screen protector on the phone.
- Use the squeegee or your fingers to get the bubbles out.
- Remove the tray and then the sheet.
- Use the squeegee or your fingers to work out bubbles on the edge.

Any bubbles that remain won't go away with time, other than when using the HD film. All bubbles need to be worked out before the device is handed back to the customer. If it is an HD film, the customer shouldn't put the device back in a case or tight space for 24 to 48 hours or until the solution completely clears out. Putting a phone in a case sooner will cause the edges to lift.

● **Product Training Video: InvisibleShield**

- Review product knowledge that would be useful when selling.
- Role play selling InvisibleShield.
- Click here for the product training video from Bridge.
- <https://zagg.bridgeapp.com/learner/courses/233/slide/233>

DAY THREE: MAXIMIZING SALES POTENTIAL

START by reviewing training from the previous day and answer any questions.

● Upselling

Upselling is persuading a customer to purchase an additional item or a more expensive item. Many customers come into the store for warranty screen protector replacements, but while they are in the store, we have the opportunity to sell other products that we offer. Using the term “I Recommend” is a great way to upsell without being pushy and without just simply selling. Sharing information and recommending products will help you sell more. The key to upselling is paying attention to the customer and recommending new products. For example:

- Ask them about their phone case, camera glass, backs, battery, and phone accessories.
- Always ask about back protectors and camera protectors. Carrier stores don't offer back protectors, so this is an easy upsell for us.
- Notice if the customer is wearing a watch or using air pods.
- Mention that we sell used phones.
- Look for business logos on their apparel to see if we could create a relationship with their company.
- Ask about what they do for work. You never know what they do in life and how it can help grow our business.
- If you speak with someone that has control of purchasing/managing phones or devices for a company, make sure to offer a business discount for all their employees' phones.

- Educate and then sell. While it is important that we are upfront and honest about pricing, don't talk about the cost first. Talk about the qualities the product has to offer and then go from there.

● Compensation

Each employee will receive their hourly wage, plus bonus pay in the form of SPIFs and commissions.

What are SPIFS?

- SPIF = **Sales Performance Incentive Fund**
- SPIFs are incentives to sell a certain product or hit a certain goal. If all SPIF goals are met by the end of the month for which that SPIF is occurring, employees will have their SPIF bonus added to their pay. If all the SPIF goals aren't met, employees will not receive SPIF compensation.
- To see current or past SPIF goals, go to the ZAGG tab of the employee portal at <https://gossatech.com/employee-portal/>

How does commission work for new employees?

- Month 1: The new employee will be guaranteed commission pay.
- Month 2: The new employee will need to be signed off by their managers on all ZAGG training material and will need to reach the minimum average transaction for the month to receive commission pay.

What are Bundles?

- Selling bundles are a great way to help customers get the best deal and help you receive more commission. Bundle packages are listed by the register at each store.
- Commission from bundles are paid through Venmo from Shaun. Request the amount the bundles pay from Shaun on Venmo and text him a picture of the receipt. Shaun's Venmo is @shaunsteel33

● Product Training Video: InvisibleShield On Demand

- Review product knowledge that would be useful when selling.
- Go over how to operate the machine and install.
- Role play selling InvisibleShield On Demand.

DAY FOUR: NAVIGATING THE COMPANY

● Company Organization

- Most questions can and should be answered by a fellow employee or manager. Store matters should be escalated to your manager. Escalations will be handled by managers. In personal matters or special circumstances you can reach out to Shaun directly.
- Never give out the personal phone numbers of any employee to any carrier or customer! If a customer would like to speak with Shaun or a manager who isn't on duty, take down the customer's information and relay that to the manager. Also never give out the schedule of any employees.

● Handling Upset Customers

- As an employee, one of the key aspects of your role is to provide exceptional service to customers. While most interactions will be positive, there may be occasions when customers become upset or dissatisfied with their experience. In these moments, it is crucial to handle the situation with professionalism, empathy, and efficiency. This section of the training manual will provide you with valuable strategies and techniques to effectively handle upset customers and turn their negative experiences into positive ones.

Stay Calm and Composed:

- When confronted with an upset customer, it's essential to remain calm and composed. Take a deep breath and focus on maintaining a professional demeanor throughout the interaction. Remember that the customer's frustration is not personal; they are upset about a particular issue and are looking for a solution. By remaining calm, you can create a more productive environment for finding a resolution.

Listen with Empathy:

- Active listening is a fundamental skill when dealing with upset customers. Give them your undivided attention, maintain eye contact, and display empathy by acknowledging their feelings and concerns. Let them express their frustrations without interruption, allowing them to feel heard and understood. Demonstrating empathy can go a long way in diffusing tension.

Apologize and Take Ownership:

- Offer a sincere apology on behalf of the company, even if the issue may not be directly your fault. Taking ownership of the situation demonstrates your commitment to resolving the problem and shows the customer that their concerns are taken seriously. Apologizing helps to validate their emotions and sets a positive tone for finding a resolution together.

Seek a Solution:

- Once you have listened to the customer's concerns and apologized, it's time to work towards finding a solution. Assess the situation and explore possible options for resolving the issue. If necessary, consult with a manager to ensure you offer appropriate solutions within your authority.

Customers on the phone:

- If the customer is yelling at you on the phone, warn them that you are going to hang up if they don't calm down. If they don't calm down after you have warned them, go ahead and hang up.

If you feel threatened:

- If anyone ever threatens you, call 911 immediately and then call your manager or Shaun. Go lock yourself in a room if possible until the police come in extreme situations.

● **Business to Business Referrals**

- Business to business referral forms are to be filled out when we have the opportunity to provide ZAGG products to another business in the area. Since these orders are larger in scale, your manager will handle B2B orders.
- In each location there are B2B papers located at the front.
- If a customer is interested in using ZAGG products for their company, we will have them fill out a B2B form. Always try to set up an appointment with the customer right there. During that appointment, your manager will call and offer the company discount after they have quoted prices and found the best deal.
- After the form is filled out and the appointment is set up, contact your manager and pass B2B leads onto them.

● **Product Training Video: Gear4**

- Review product knowledge that would be useful when selling.
- Role play selling cases, asking for Soifua donations, and asking for reviews.
- <https://zagg.bridgeapp.com/learner/courses/1a43c7f3/enroll>

DAY FIVE: SETTING THE STAGE

● Opening the Store

- Show up at least 15 minutes before the store opens to get things ready.
- Turn on the lights and switch on the open sign.
- Turn on the computer and start up RQ.
- Sign in and clock in. If this is not done the system will not let you do any sales.
- Cash In:
 - Click “Sales” on the right, “Cash Management” on the top, and then “New Cash-In”.
 - Count all cash and enter it into the system, then click “Save.” There should be \$300 in each till. You are now ready to sell.
- Make sure everything is cleaned and wiped down properly. Make sure counters are clean and carpets are vacuumed.
- Make sure we are fully stocked in the front. Check all glass and if we are low, check in the back to fulfill the inventory.
- Get the speakers going and make sure they are charged, as well as the iPad.

● Discounting

- The more you discount, the less money you will make. Once you pass the training and become able to work on the ZAGG floor alone, you can have a second option to discount any new product or new screen protector to help sell the product. Keep in the mind, the more you discount, the less money you make. But if it's the reason someone is going to buy the product or not, you should discount the item.
- Remember: You cannot discount warranties or upgrades. The exception to discounting warranties is for carriers stores. You can discount warranties to \$10 if they ask for it and say the carrier store sent them (this is dependent by store so check with manager). Also remember: LiquidDefense and Defense+ cannot be discounted and screen protectors cannot be discounted when sold with defense plus.
- You have the autonomy to discount **up to 20% off**.
- Discounting is often a great way to save a sale where the customer is on the edge of buying. It is not a bad idea to let the customer say no and then offer the discount as a way to persuade them to buy.
- If a friend of Shaun's comes in, check with a manager before you offer a discount.

● Product Training Video: Mophie

- Review product knowledge that would be useful when selling.
- Role play selling mophie Products.
- <https://zagg.bridgeapp.com/learner/courses/4ef0feb7/enroll>

DAY SIX: CLOSING UP & DRIVING IN BUSINESS

● Cleaning the Store & Closing

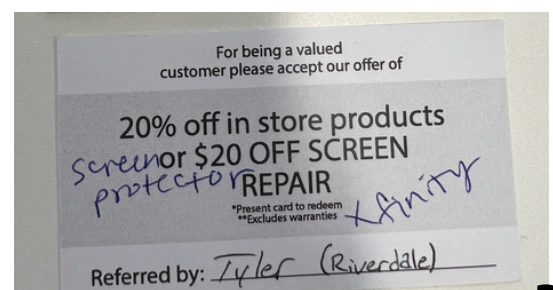
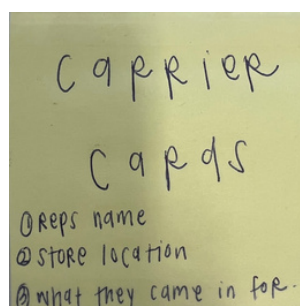
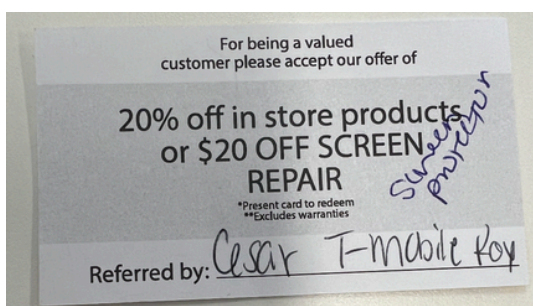
- Sweep the floors. Sweep under the couches, lift up the rugs and sweep, etc.
- Use the steam mop and mop the floor. Change the mop heads out every night!
- Vacuum the rugs.
- Wipe down the counters and clean the windows.
- Stock all products that are low and empty if we have more in the back.
- Make sure waters and candy are fully stocked.
- Turn off open signs.
- Perform cash-out.
 - Click Sales icon on the left column then click Cash Management on the top row then drop down menu and click New Cash Out.
 - Count Cash, click ➡
 - Float retained (already applied-should be \$300) ➡
 - Verify Cash Out : deposit # not needed, comments not needed
 - Input name for Employee Verification, then Authorize
 - Take out deposit and put in envelope.
 - Save and print receipt to put in envelope with cash deposit.
 - Seal envelope and put in the top slip of the safe.
 - Lock cash register and close RQ, laptop, ISOD, and iPad.
- Take out all trash from all trash bins around the office, back room and bathrooms included.
- Make sure heater/AC is turned off before leaving.

- Plug in the speakers and iPad to charge overnight.
- Make sure any locations that have a backdoor are locked.
- Make sure all warranties in the front are separated into the bins.
- Turn off all lights.
- Lock the front door on the way out.

● Visiting Carrier Stores

- After you are familiar with ZAGG products and have been working for a few months, you could be asked to start visiting carrier stores to help build relationships and drive in more business.
- Visit all carrier stores: Verizon, T-Mobile, Best Buy, Target, AT&T, Boost, Metro, Cricket, Costco, Sams Club, etc. We go out to all the places in the area that carry ZAGG products.
- Always talk to the manager first. See if the carrier has a sales meeting that you could sit in on. If they do, bring breakfast or lunch with you.
- Carrier stores don't do warranties. They don't sell camera protectors either. This is a great opportunity for our stores.
- Make sure not to appear as competitors. We need to add value to what they are doing. Show them how it will benefit them. If we mess up the relationship in the beginning, it is hard to regain trust.
- Try to get business for phone repairs. These carrier stores all offer insurance options, so do not undermine those. Make sure they know to offer their insurance plan, and as a second option send phone repairs to us for those customers who won't pay for insurance. We can incentivize the stores to send us repairs with gift cards, lunch, etc. to the employee who sends them into the store as long as it is cleared by the store manager.

- Offer free phone screen protectors for all employees, reps, and managers and their spouses and 30% off accessories. They need to bring in their badge or business card to verify where they work when they come into our store.
- We can offer them inventory support for everything, except new phones. This usually comes in the form of swapping a screen protector they sell to the customer for the right size.
- The phone repairs we do can help improve the trade in value at their store. A customer is more willing to trade in their phone for a higher discount price if the phone is in good condition.
- We will discount customers 20% off all accessories when they're sent over from a carrier store. The customer will bring in a card that was given to them. It will either be on one of our ZAGG cards, or on a business card of the carriers if that store isn't allowed to give out our cards.
- **IMPORTANT:** When a customer brings in a referral card from a carrier store, we need to write the carrier info, location, reps name, and what we did for the customer on the card. We give these reps cash/gift cards/ lunch when they send in people for repairs. We cannot reward them if we don't have their information from that referral card! We save every referral card that comes into our stores in the carrier box.



● Product training video: ZAGG Product Video (Keyboards)

- Review product knowledge that would be useful during selling.
- Role play selling ZAGG products.

DAY SEVEN: OPTIMIZING PRODUCTIVITY

● When it's Slow

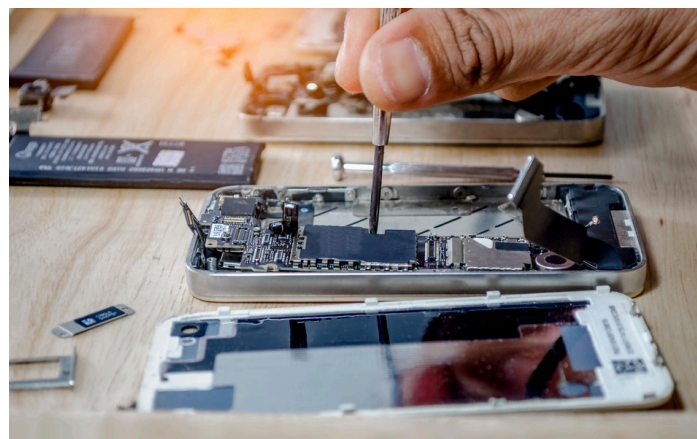
- Do not do homework or anything that is not work related while you're on the clock. There is always something to do:
 - Separate warranties in the bin in the back room.
 - Zero-dollar warranties.
 - Unbox any products that came in and price them out.
 - Clean the store, there is always things to clean (wash the windows, clean the counters, clean the bathroom, clean the food area, dust the shelves)
 - Make calls for the SSA Technology side of the business. This is another way to make money when it's slow.
 - If all is complete and you still have no customers, call management and they will assign a new task.
 - DO NOT use your phone, watch videos, or play games.

● Repairs

- **Make sure to learn from a trainer before doing any phone repairs.**
- We only repair iPhone 8 and above and Note 20 and S20 and above.
- We are more flexible here as far as price. If someone comes in for a repair, do whatever you need to have them let us fix it. You cannot go lower than \$50 off.
- Watch YouTube videos (Jerry Rig Everything or iFixIt videos) while doing the first couple of repairs on your own, **even after being trained.**
- **DO NOT** skip any steps. All steps are there for a reason (i.e. making sure to unplug the battery first).
- Test everything **before** you do the repair. Use the check list on repair sheet (i.e. make a call and check the speaker, check the front and back camera and the home button).
- Test everything after the repair and make sure whatever was working prior to the repair is still working.
- We do not keep the repair parts in stock for the S8-S20's and the Note 8-10, but we can still repair them. We will just need to order them in.
- We ask that only managers send in repair orders. So the employee that helps the customer needs to make sure the part is paid for before ordering and tell the manager what they need to submit the request. Shannon is in charge of taking repair orders.



- Quoting repairs over the phone: when a customer calls in about a phone repair, we quote ten dollars under our published price. If they are calling for a quote, it means they are still shopping us, and we want to offer them a deal. Always ask to set up an appointment for them in the store. In most cases we can beat our competitors' prices.
- Repairs we offer: back repair, screen repairs (only iPhone 8 and above, Samsung S20 and above, and Samsung Note 20 and above), cameras, and batteries. On Samsung, we repair screens, batteries, and backs only. Blvd, Layton, Ammon, and Twin are the only stores that do back repairs.
- If you are not sure if we are able to fix something specific (i.e. speakers, cameras, backs) ask one of your managers.
- Always offer a screen protector, defense+ or liquid defense+ and case after a repair. This will keep the phone in good condition and is an easy upsell for us.
- If a repair goes wrong, call a manager before you return the phone to the customer saying we cannot fix it.



● Additional Services We Offer

- Mobile Device Cleaning- \$10
- Apple ID/Password Reset- \$30
- Bluetooth Setup- \$15
- Clean Camera (Dust Removal)- \$20
- Data Transfer- \$99.99
- Device Maintenance/Checkup- \$50
- Device Training (1 Hour)- \$50

Work with your trainer to guide you through the process of using and performing these services effectively. This training will ensure you can offer these services confidently and help our customers make the most of their devices. Additionally, these services can help you increase your average transaction and increase your commission.

APPENDIX

● Phones

Practice identifying different types of phones:



● iPhone Guide:

6/ 7/ 8/ 2020 SE

- The 6/6+ and the 6s/6s+ will say on the back of the phone which phone it is. They also have a white line on the back of the phone at the top and bottom, with a metal back.
- The 7 has a metal back and one circle camera. The 7+ has a metal back and a horizontal oval camera.
- The 8 has a glass back and a circle camera. The 8+ has a glass back and a horizontal oval camera.
- The SE 2020 looks exactly like the 8, just with newer software.

X/ Xs/ Xs Max/ XR

- The X has a vertical oval camera and is offered in the colors silver/white and space gray.
- The Xs is the same size as the X and is offered in colors silver/white, space gray, and rose gold. It has a vertical oval camera.
- *The only time you need to differentiate between the two is for repairs. Always check the settings.
- The Xs Max is just like the Xs, only bigger.
- The XR comes in a lot of bright colors and has one circle camera on the back. It looks a little like an 8 only bigger and no home button.

11/ 11 Pro/ 11 Pro Max

- The 11 has rounded sides and two cameras on the back, with a glossy glass back.
- The 11 pro is smaller than the 11. It has rounded sides and the back is matte instead of glossy. It has 3 cameras.
- The 11 pro max is just like the pro but much larger.

12/ 12 Pro/ 12 Pro Max/ 12 Mini

- The 12/12 Pro have flat sides. They are the same size, however the 12 has 2 cameras and the 12 pro has 3. The speaker is towards the top of the screen but not touching the edge.
- The 12 pro max is much larger and has 3 cameras.
- The mini is much smaller and has 2 cameras.
- 12s & above have magsafe.

13/ 13 pro/ 13 Pro Max/ 13 mini

- The 13 is the same size as the 12, however the speaker is at the very top edge of the phone. The cameras are much bigger than the cameras on the 12's. It has two cameras on the back, and flat edges. It has a polished glass back. The speakers are at the top of the screen touching the edge for all 13s.
- The 13 Pro has 3 cameras. The camera portion on the back is bigger than the regular 13, so cases between the two are not interchangeable. It has a matte glass back.
- The 13 Pro Max has 3 cameras, but is much bigger than the regular 13 Pro. It has a matte glass back.
- The 13 mini has 2 cameras and is much smaller than the regular 13.

14/ 14 Pro/ 14 Plus/ 14 Pro Max

- The 14 is the same size as the 13, however the cameras are slightly bigger. There are two cameras and they are diagonal. They come in lavender, baby blue, yellow, black, & white. The speaker is at the top edge of all 14s. It has a polished glass back.
- The 14 pro is the same size as the 13 pro. It has three cameras. They are bigger than the 13 pro. It has the dynamic Island. It looks like a black pill towards the top of the screen. It has a matte glass back.
- The 14 plus is the same size as the 14 pro max. It only has 2 cameras. It has a polished glass back.
- The 14 pro max is the same size as the 13 pro max. It has three bigger cameras, the dynamic island, speaker at the top, and the matte glass back.

15/ 15 Pro/ 15 Plus/ 15 Pro Max

- All 15s have USB-C charging ports instead of lightning.
- The 15 is same size as the 14. The camera lenses are bigger. It also has the dynamic island unlike the 14. They come in pastel pink, light blue, mint green, yellow, and black. They have glossy glass backs with two diagonal cameras.
- The 15 pro is the same size as the 14 pro. They come in black, white, dark blue, and beige. They have matte glass backs and three cameras. They are made of titanium so they are lighter.
- The 15 plus is the same size as the 14 plus. They come in the same colors as the 15. They have glossy glass backs with two diagonal cameras.
- The 15 pro max is the same size as the 14 pro max. They come in the same colors as the 15 pro. They are also made of titanium and have the same matte glass backs and three cameras.

Samsung Guide:

S SERIES

S8-S10+

- It says on the back of the phone which phone it is, so just take it out of the case to check.

S20/ S20+/ S20Ultra/ S20FE

- The S20 has the black glass rectangle on the back with 3 cameras and the flash in the upper right corner.
- The S20+ has the black glass rectangle on the back with 4 cameras and the flash on the top right. It's slightly bigger than the S20.
- The S21 Ultra has a large camera display on the back. It says "Space Zoom 100X" on the camera display next to the bottom camera.
- The S20FE is about the same size as the S20+. The camera display has 3 cameras and the flash but is much bigger than the regular S20. The cameras within the display are bigger and more distinct than any of the S20's.

S21/ S21+/ S21Ultra/ S21FE

- The S21 has three cameras on the back that are not covered with glass. You can put lens protectors on the 3 individual lenses.
- The S21+ looks the same as the 21, only bigger.
- The S21 Ultra has a much larger camera display on the back with 5 cameras instead of 3. 3 of those cameras you can put lens protectors on.
- The S21FE is never two-toned. Camera portion and rest of the phone are the same color. The Back of the phone is matte instead of metallic. The S21FE is slightly larger than the s21, but smaller than the s21+.

S22/ S22+/ S22 Ultra

- The S21 and S22 phones have no visual differences so check the settings in the phone.
- The S22 ultra has a stylus.

S23/ S23+/ S23 Ultra/S23FE

- The S23 cameras are 3 individual cameras with nothing surrounding them. The cameras are bigger too.
- The S23+ has the same back as the S23 but the screen is bigger. It has rounded edges.
- The S23 Ultra is bigger than the S23+. It has square edges. It has 3 big cameras, the flash, and two other sensors. It looks like 5 cameras. It also has a stylus.
- The S23FE is difficult to tell apart from the S23 so you'll need to check the settings.

S24/ S24+/ S24 Ultra

- The S24 cameras are 3 individual cameras with nothing surrounding them. The cameras are bigger compared to the previous model. It has isolated camera lenses.
- The S24+ has the same back design as the S24 but with a larger screen. It features rounded edges. The overall build is slightly bigger than the S24 to accommodate the larger display.
- The S24 Ultra is bigger than the S24+. It has square edges, giving it a more boxy and solid look. It has 3 big cameras, the flash, and two additional sensors, which makes it appear as if it has 5 cameras. The S24 Ultra comes with a stylus.

NOTE SERIES

Note 8/ Note 9

- The Note 8 and 9 cameras are vertical on the back of the phone. The Note 8 will also say it's a not 8 on the back, while the note 9 will not.

Note 10

- The Note 10 has a horizontal oval shaped camera display on the back.

Note 20

- The Note 20 has a much bigger camera display that is a rectangle.

*All the notes have a stylus in the bottom or a hole for a stylus pen. That's how you can tell the difference between a Note Series and S series.

A SERIES

- The A series phones will usually have some iridescent pattern on the back of the phone. They feel much cheaper than any of the other Samsung's. Refer to settings to tell which A series phone it is. They are all too similar to visually see the difference.

● Screen Protectors You May See

There will be ZAGG screen protectors that people can order online that we do not stock in the store. Be sure to always check that we have the same screen protector in stock that they have on their phone. Here are some examples of some types you may see:

Glass Elite Anti-Glare+

- Disperses the light that hits the screen
- Same perks as the other Elite Glass
- Compatible with iPhone 12/ SE (second generation)

Glass Fusion+

- Anti-bacterial treatment kills 99.9% of bacteria
- Beveled edges

Glass Fusion Visionguard+

- Filters out blue light, while maintaining true colors that are displayed

Glass Curve Elite

- Offers full screen adhesion
- Additional shock absorbent layer
- Enhanced touch sensitivity to ensure the screen responds to input
- Handles 3 times the impact of competitors
- Scratch resistant
- Note: We do not carry this in most stores any more, but it will be a screen protector you will see on older Samsung phones.

● iPhone Case Guide

- 6.7 Pro 2023= 15 Pro Max
- 6.7 2023= 15 Plus
- 6.1 Pro 2023= 15 Pro
- 6.1 2023= 15
- 6.7 Pro 2022= 14 Pro Max
- 6.7 2022= 14 Plus
- 6.1 Pro 2022= 14 Pro
- 6.1 2022= 14
- 6.7 2021=13 Pro Max
- 6.1 Pro 2021=13 Pro
- 6.1 2021=13
- 5.4 2021=13 mini
- 6.7 2020=12 Pro Max
- 6.1 2020=12/12 Pro
- 5.4 2020=12 mini
- 6.5=11 Pro max
- 6.1=11 (square camera)
- 6.1=XR (circle camera)
- 5.8=11 Pro (square camera)
- 5.8=X/XS (oval camera)