

Why Accessories for Customers?

Accessories are an important part of every sale. Accessories help customers to get more from their device experience and protect their investment.

Store Rep Checklist

Sell the device. Sell the accessories. Sell the plan.

Assess Accessory Needs

- ✓ Sell accessories to all customers – not only new activations and upgrades, but also customers inquiring about their bill, or sending a phone in for repair
- ✓ Ask open ended questions to get to know the customer and assess his/her needs

Recommend Accessories

- ✓ Bring out 4 compatible accessories when you bring out the customer's selected device or walk the customer to the accessory wall
- ✓ Present the customer with a screen protector, one or more cases, and one or more chargers/batteries
- ✓ A screen protector should be sold with every device, as every customer needs to protect their screen

Close the Sale

- ✓ Be persistent if a customer says no or has objections
- ✓ Use personal stories about how an accessory protected or charged your phone in a time of need, or any facts you can share to help to overcome objections (see 'Close the Sale' on the next page)
- ✓ Know what promotions are available

Open-Ended Accessory Questions

- Q: What do you do for work and in your spare time?
- Q: How do you commute to work/school?
- Q: What level of protection do you need for your device?
- Q: What charging solutions do you own for this device?






"I'll come back later"

- It only takes a second to scratch/damage a phone
- Don't let your battery die when you need your phone the most!

Merchandising Tip

Keep your accessory section clean, organized and well stocked. Price stickers should be placed on the top right corner of the box and one row should be dedicated to clearance items.

Selling Accessories

	Why It's Important	Qualifying the Customer	Recommend The Right Product	Close the Sale
Cases 	Protection from drops, dirt, and scratches (some are waterproof) Personalization.	What level of protection do you need for your device? What do you do for work? What do you do in your spare time (outdoor activity, sports, cottage etc.)? Do you have small kids? How important is style to you?	Recommend a case that fits the customer's needs for protection and style. Does their lifestyle warrant a waterproof/dustproof case?	All it takes is one drop to crack/scratch your screen. 30% of iPhone users damage their phone in first 12 months. Screens cost from \$100-\$250 to replace. Removing dirt from device buttons can cost from \$75-\$100. Protect your investment.
Screen Protectors 	A scratched screen not only looks bad, but lowers the resale value of your device.	What level of protection do you need for your device?	Understand the different types of screen protectors: anti-glare/anti-fingerprint vs. ultra clear.	Screen protectors should be an assumed sale. A customer with a new device shouldn't leave the store without one.
Chargers 	Multiple chargers provide convenience and peace of mind that your device will never run out of power.	What charging solutions do you own for this device? How do you commute to work/school (by car or by public transportation)? Do you travel a lot?	Customers should have a charger for every floor of the house, for the office, for the cottage, for the commute and for on the go. If the customer commutes by car, recommend a car charger. If the customer commutes by public transport recommend a removable battery (if the device supports it), or a portable charger.	Give an example of when you were waiting for an important call, but almost missed it because your battery was low and how you were saved by your charger.
Memory Cards 	For storing photos, videos, songs, etc.	What do you want to do with your device (e.g. listen to music, watch videos, etc.)? How much content do you want to store?	8GB = 40 Music Albums + 200 Photos + 60 min of HD Video. 16GB = 80 Music Albums + 400 Photos + 120 min of HD Video.	Higher quality cameras require more space for detailed photos. Instead of carrying around an MP3 player, use your phone for music too!
Bluetooth Headsets 	For safe, hands-free driving Can also be used on the go and in and around the house.	How do you commute to work/school (by car or by public transportation)? How important is sound quality to you.	Recommend the right level of noise reduction and sound quality. Not all headsets are made alike.	A ticket for driving while talking on a cell phone can cost from \$100 to \$400 as well as up to 4 demerit points (varies by province).
Smart Accessories	Smart Accessories are app-enabled accessories that interact wirelessly with your smartphone to provide richer features and functionality. Each Smart Accessory is unique and requires a different sales approach.			