



800 Co-op Response

INBOUND SALES APPLICATION

Increasing Sales and ROI by selling over the telephone

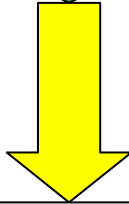
Is there another sales channel out there you can tap into quickly and easily? Did you know that you can close up to 20% of all inbound calls from your advertising over the telephone for delivery? How do you increase sales and expand your market area without adding additional retail stores? Let's address how the 800 Co-op Response Program can do just that by reviewing the benefits along with a sample Inbound call flow chart.

The TracPoint Wireless Inbound Sales Program is designed to increase over all sales results and ROI by helping you combine the efforts and expertise of your Wireless Dealer retail store locations and an inbound tele-sales staff. A significant return on Advertising & Coop dollars is achieved by using Targeted Direct Mail and other types of traditional advertising which includes the addresses of your retail stores and one central 800# to handle all telephone inquiries. Interested consumers respond by calling your wireless vanity 800# to "your company name and custom greeting" where they are given the option of pressing 1 (to be automatically connected to your closest retail store), or pressing 2 for information about the current promotion and next day delivery options (connects the caller to your inside sales people). By channeling sales calls to the appropriate destination you accomplish several key objectives:

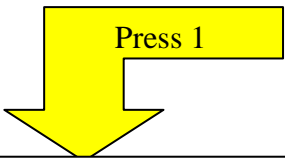
- **Increase sales up to 20% with no additional spending in Advertising.** Generate retail walk in sales while expanding your sales reach by selling to consumers who would like to purchase over the telephone. Capture sales from people who do not wish to go to a retail store, including those who do not have transportation or who may be too far away.
(Please view our Inbound Sales Projections Calculator on our web site)
- **Make the sale when the consumer is hot.** Give the consumer the ability to call your company and place an order when they have the Direct Mail piece or advertisement in their hand. Eliminate the chance of having the consumer go to the competition before he/she actually gets a chance to visit your store.
- **Sell to consumers outside the traditional shopping radius of your stores.** Offer the flexibility to conveniently deliver a phone to those who may see your compelling offer, but are too far away from your location to justify the drive. (Examples of this include advertising in the Newspaper or Radio where many consumers see/hear your ad but you may not have a store within their local shopping area).
- **Measure Advertising Effectiveness.** Accurately measure the specific response rates from advertising through the call volume generated via the online web based reports. Finally understand what promotions, and advertising mediums are working for you. Adjust and modify your spending based on measurable results and watch your profits grow!
- **Create Another Sales Channel.** With inbound sales capability, you will now have another viable sales channel. Take orders from your advertising, process credit and ship phones to your customers..... even when your stores are closed. Never again miss another opportunity to improve your ROI
- **Professional Image.** Using a wireless vanity 800 # automatically gives you credibility. All calls into your 800 # digitally voice recorded for your review and evaluation. Your retail staff can now focus on selling walk-in customers without interruption, and work on other outbound revenue producing activities during slow periods.

**800-NEXT-CALL 800-NEW-CELL 800-NEW-RING 800-NEW-PREPAID
800-NEW-TALK 800-NEXTEL3 800-NEXT-PLAN 800-NEW-LINE
800-NEW-BOOST 800-SHOP-SMART 800-NEW-SERVICE & many more!**

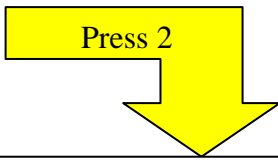
Inbound Sales Application & Sample Flow Chart



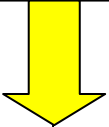
Callers hear your custom greeting: *"Thank you for calling ABC Wireless. To speak to a sales representative about our current promotion and convenient next day delivery options Press 1. To be connected to our closest retail store to you Press 2."*



IVR *"This call may be recorded for quality assurance"*



IVR *"This call may be recorded for quality assurance"*



Callers are routed directly to your inside sales staff

Inside Sales Dept

"ABC Wireless, this is Linda, how may I assist you today?"

"Yes, we deliver"

"Let's go ahead and process your application"

"ABC Wireless, this is John, how may I assist you today?"

"I'd like to invite you down to my store, we are located at..."

- Store #1
- Store #2
- Store #3
- Store #4
- Store #5
- Store #6
- Store #7
- Store #8
- Store #9
- Store #100

Callers are automatically routed to the closest retail location to the caller