

PROTECTION PLANS FOR DEVICES BETWEEN 30 AND 365 DAYS OLD

ProtectCELL's OPEN ENROLLMENT program allows dealers to sell ProtectCELL plans for phones and tablets over 30 days old and less than one year old. This program includes the same features and benefits as **ProtectCELL COMPLETE** at the same pricing and commission structure. Now you can take advantage of the holiday rush by offering additional plans for the many unprotected devices your customer has at home or at the office. We believe it's a great way to maximize your sales while providing better service.

Dates

- Monday 11/25/13 thru 3/31/14

Details

- Must be devices listed within the customer's Verizon network
- Make sure to only use the new **ProtectCELL OPEN** SKU
- Customers receive the same protection as **ProtectCELL COMPLETE**
- RQ dealers will have to add OPEN SKU in RQ and re-sync
- My**ProtectCELL** dealers will have it automatically added
- New phones and tablet sales will be attached to **ProtectCELL COMPLETE** as usual

Promotion

- Special collateral will be sent to each store location
- Expect a Social media and PR campaign to push customers to dealer locations

ProtectCELL[®]

a Fortegra company

OPEN ENROLLMENT

