



ProtectCell Case Study

The Problem

“Dealer X,” a 16-door dealer, needed to increase gross profit to offset the loss of commissions due to carrier compensation changes. Dealer X identified ProtectCell as the key component to accomplishing this goal. By increasing ProtectCell attachment rates, and thereby gross profit, Dealer X could make up and exceed lost commissions. At the time, Dealer X had an attachment rate of 26% with gross profit of \$18,276 in revenue.

The Solution

Working with ProtectCell, Dealer X focused on quality group selling skills training each quarter, which included a heavy emphasis on individual role play, positioning ProtectCell and overcoming objections. Quarterly training sessions were then followed by a company performance contest to reinforce and reward ProtectCell sales performance. Over the last 9 months, Dealer X has increased attachment rates and gross profit each month and ended August with an 47% attachment rate and \$31,718 in gross profit.

Future Enhancements

In addition to quarterly training sessions, working side-by-side with Dealer X, ProtectCell will be adding group selling skills training sessions. Based on meetings with dealer sales management, key personnel from key locations will be handpicked to attend selling skills training to maximize the ROI for the dealer and its employees.

About ProtectCell

ProtectCell provides mobile protection services that safeguard your customer’s wireless lifestyle. There is no inventory cost and the extra revenue generated from ProtectCell helps wireless dealers protect their bottom line. Learn more about the ProtectCell’s integration with RQ4.

Contact ProtectCell

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