



# ProtectCell Case Study

## The Problem

The West Region has a new dealer partner that is highly engaged and wants to accelerate their knowledge and sales confidence in selling ProtectCell. The upfront membership was a new product that needs to be maximized to increase overall dealer revenues. In May and June 2012, this dealer averaged 6 ProtectCell plan sales per door, a 6% attachment rate during the first two months.

## The Solution

The dealer partner requested we deliver a fresh, new training method to test knowledge, which kept them engaged during the presentation and included role play. The perfect solution was to create a competitive game that allowed reps to test their ProtectCell knowledge and provide real, day-to-day scenarios for role play – making it completely interactive. Not only did it make training fun, it made it engaging and competitive.

The “Jeopardy Game™” was the solution and it was created by Omar Tapia, West Region Sales Support. Jeopardy satisfied each request made by the dealer, including prep work that would benefit both parties. Team ProtectCell was the prerequisite for attending the training. The results were phenomenal as the dealer doubled its prior performance in August (from 6% to 22% attachment rate) and further increases in membership sales are forecasted.

**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 ProtectCell’s integration with RQ4.

**Contact ProtectCell**

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## Future Enhancements

Going forward, the West Team will create new games (Boggle is in the discussion!) to be added to the ProtectCell training lineup. Jeopardy will be added as the second-stage “refresher” training game for dealer employees. Finally, as a warm-up to the “Selling Skills/Overcoming Objections Training,” trainers can kick off the meeting with Jeopardy to reinforce knowledge prior to the role-play portion of the training.

