

Trade-ins drive more sales traffic and sales opportunities for you! Offer trade-in to every customer **EVERY** time.

Turn a trade-in into:

How you win

New 5G device sales





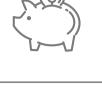


Add-a-lines

Accessory sales



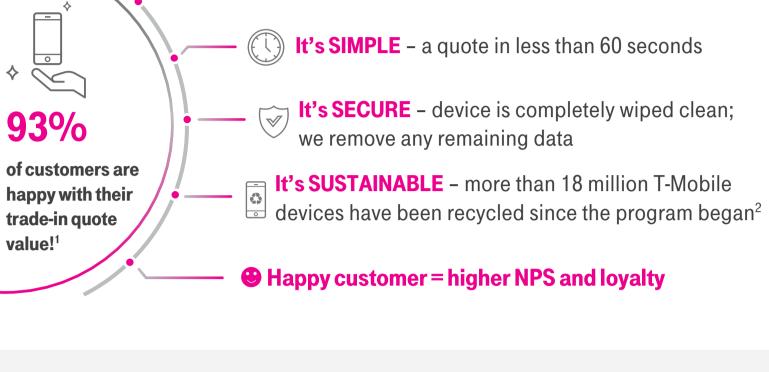
Credits toward features



These all lead to HIGHER potential compensation for YOU!



How your customer wins



The average trade-in value is

\$128

and that's not counting incremental value when

combined with a device promo with trade-in.3

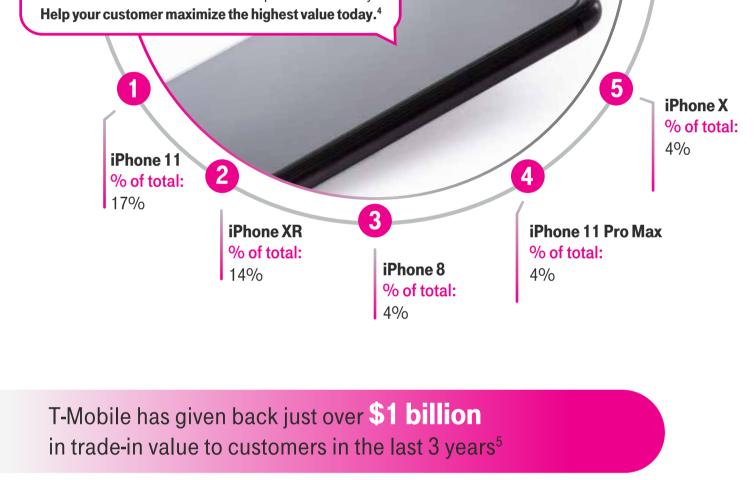
## **Pro Tip:**

Help your customer turn their old device into a new 5G device

or apply credit toward an existing EIP or accessories.



Top 5 devices customers are trading in



Tips to help position it to your customers <u>127</u>

T-Mobile is constantly monitoring industry trends on trade-in values.

Trade-in is a lever to unlock other retail key metrics:

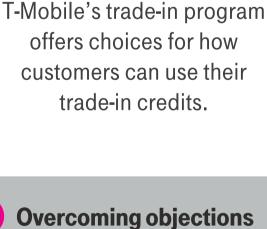
5G for all, accessory revenue, and NPS

## you combine them with customers trade in their a 5G device offer, your device(s) to get

Our values are highly

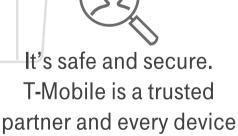
competitive and, when

customers save big!



| Talking about trade-in is easy!

Unlike other services,



Devices depreciate

quickly - help your

maximum value today.

goes through a stringent data removal process once received.

their trade-in with a device promotion.

It's all about savings and value, which every customer wants! Whether they want to use their trade-in dollars toward a new 5G device or accessories, to pay taxes and fees due at the

time of purchase, to pay down existing EIPs, or to receive as

a one-time bill credit — the choice is theirs!

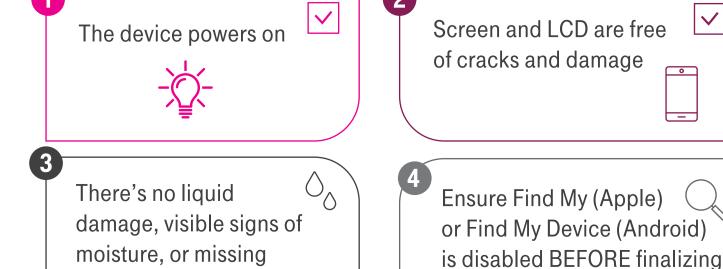
Say: "Let's find out what your phone's worth." In less than 60

seconds, you offer a quote and can quickly pivot to how they can

use their trade-in credits and how they can maximize the value of



4 simple steps to provide an accurate quote EVERY TIME



liquid damage indicators

For internal use only; not to be distributed to customers.

CL14012-1022 © 2022 Assurant, Inc.

the trade-in