



Know the VALUE of Trade-Ins

It's a win-win for you and your customers

Trade-ins drive more sales traffic and sales opportunities for you!

Offer trade-in to every customer **EVERY** time.

How you win

Turn a trade-in into:

<p>New 5G device sales</p>	<p>Add-a-lines</p>
<p>Accessory sales</p>	<p>Credits toward features</p>

These all lead to HIGHER potential compensation for YOU!

How your customer wins

93% of customers are happy with their trade-in quote value!¹

- They SAVE** – instant credit
- It's SIMPLE** – a quote in less than 60 seconds
- It's SECURE** – device is completely wiped clean; we remove any remaining data
- It's SUSTAINABLE** – more than 18 million T-Mobile devices have been recycled since the program began²

Happy customer = higher NPS and loyalty

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

Did you know? Devices depreciate quickly. Older devices lose up to 5% of their value and new iPhones up to 15% monthly. Help your customer maximize the highest value today.⁴

- 1** iPhone 11
% of total: 17%
- 2** iPhone XR
% of total: 14%
- 3** iPhone 8
% of total: 4%
- 4** iPhone 11 Pro Max
% of total: 4%
- 5** iPhone X
% of total: 4%

T-Mobile has given back just over **\$1 billion** in trade-in value to customers in the last 3 years⁵

Trade-in is a lever to unlock other retail key metrics: 5G for all, accessory revenue, and NPS

Tips to help position it to your customers

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

<p>Our values are highly competitive and, when you combine them with a 5G device offer, your customers save big!</p>	<p>Devices depreciate quickly — help your customers trade in their device(s) to get maximum value today.</p>
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<p>Unlike other services, T-Mobile's trade-in program offers choices for how customers can use their trade-in credits.</p>	<p>It's safe and secure. T-Mobile is a trusted partner and every device goes through a stringent data removal process once received.</p>
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Overcoming objections

Talking about trade-in is easy!

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 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!



Our top performers offer trade-in EVERY TIME. Offer it, quote it, trade it!

4 simple steps to provide an accurate quote EVERY TIME

- 1** The device powers on
- 2** Screen and LCD are free of cracks and damage
- 3** There's no liquid damage, visible signs of moisture, or missing liquid damage indicators
- 4** Ensure Find My (Apple) or Find My Device (Android) is disabled BEFORE finalizing the trade-in

¹Assurant Trade-In NPS Study, January 2020
²Assurant Data Analytics
³Assurant Data Analytics
⁴Assurant Trade-In NPS Study, January 2020
⁵Assurant Data Analytics

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