

How 2 B a PHP Pro

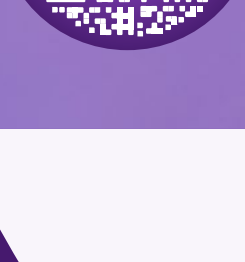
TIP OF THE MONTH CORNER

Protected customers are happy customers! With our monthly tips and stats, you'll be on your way to becoming a **PHP Pro**.

This holiday season, be jolly and give the gift of protection by offering **PHP** and **PHP Device Insurance** to all eligible customers. Help them protect their devices in case of loss, theft, accidental damage, and more, as well as safeguard them against online threats, viruses, data loss, and risky apps, depending on the program they choose.



Opt in now to become a PHP Pro. It's easy!



Scan this code or text MBTPHP to 1-833-959-2065.

#PHPStar:

Make it your turn to SHINE

We love to rave about our #PHPStars because they make a difference every day, they seek their customers' best interests, and they bring the value of device protection to life.

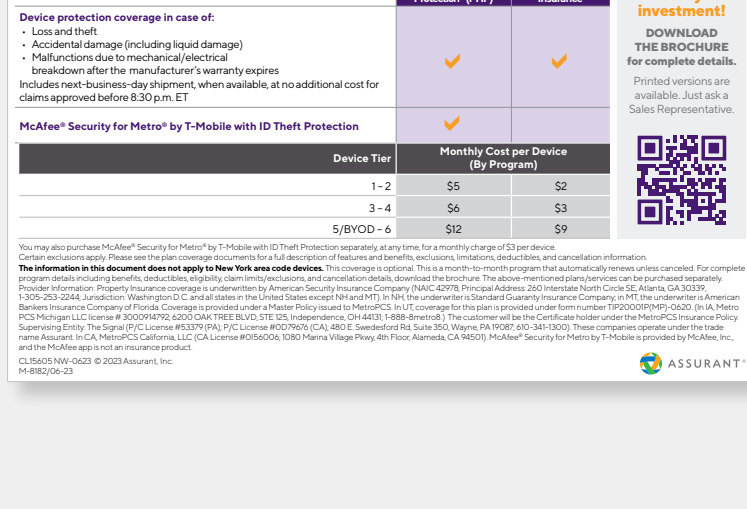
Meet **Rene Rivera**, Store Manager at a Metro by T-Mobile store in Philadelphia, and see what he says about being a #PHPStar.

Click to watch the video.

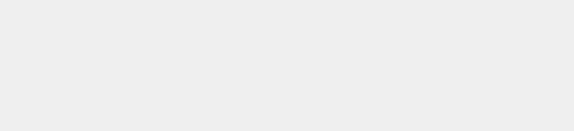
ProtectionNEWS

PHP countertop clings: the easiest way to promote device protection and present the program brochure to every eligible customer

- Use this tool when you offer device protection to every eligible customer.
- Always show them where to scan the QR code to get a copy of the most current PHP brochure.
- If the customer asks for a printed copy of the brochure, go to MVP: MBTM (Reference > Printable Collateral/PDFs > PHP).



It's that easy!

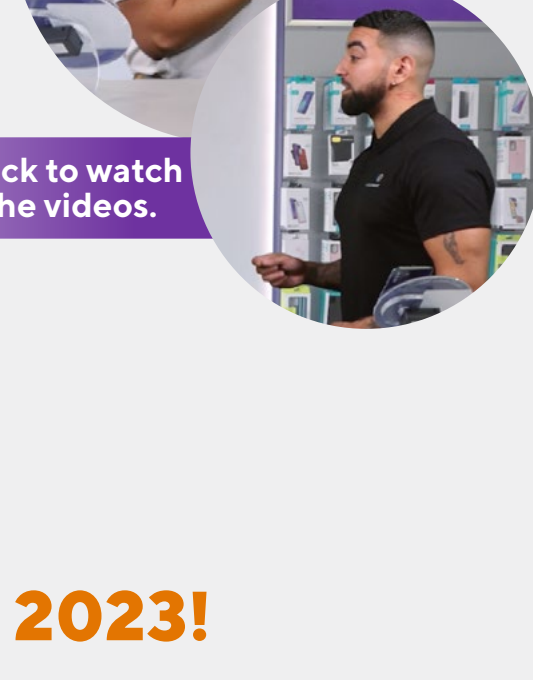


NEW!

PHP Best Practices Video Series

Introducing our new video series that highlights best practices for presenting device protection like a PHP Pro!

The series contains seven quick and informative videos with the most common customer concerns and how to best address them. It's a great tool for new hires as well as seasoned RSRs. The videos are available in RTPOS for all front-line staff. You can also watch them and download them here. Enjoy!



Click to watch the videos.

OPEN ENROLLMENT

Now available until December 31, 2023!

Open Enrollment is a great opportunity to increase your device protection sales. When helping a customer, check to see if they have protection. If they don't, just offer PHP or PHP Device Insurance, even if they're past 30 days from activation! Make sure their device passes the three-point inspection:

- No cracked screens
- No signs of liquid damage
- The device turns on and stays on

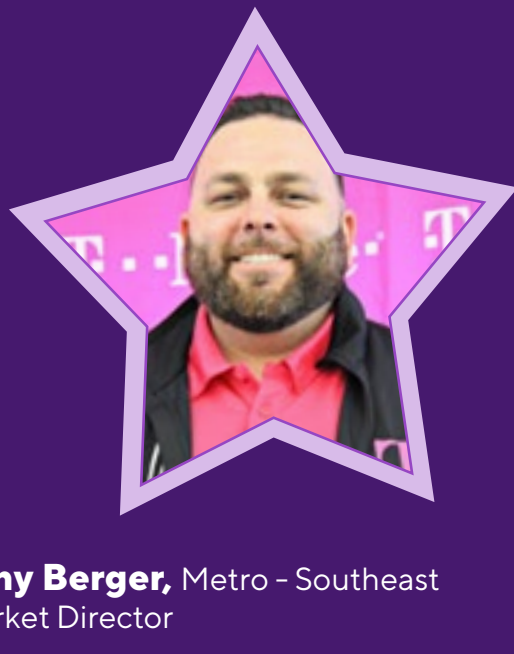
Keep the following recommendations in mind

If the customer's concerned about the plan price, break down the cost by cents per day (based on their phone tier and plans available) and build value by explaining the features and benefits of each plan.

If the customer's concerned about deductible pricing, let them know that deductibles are based on tiers (and type of loss for NY area code devices), and they're a fraction of the retail price. You can find the latest device tier schedule at fastclaim.com/metro/general/my-deductible.

Spotlight STAR

True partnerships are vital! This quarter, we're putting the spotlight on a team whose efforts and collaboration exemplify the true spirit of partnerships. The spotlight's on:



Tony Berger, Metro - Southeast Market Director

Tony has done a phenomenal job prioritizing PHP and device protection in his area. Through his leadership, the southeast area saw a 10% growth in protection sales from Q2 to Q3 this year: a testament to Tony's commitment to the product. His team continues to promote the value of PHP and all device protection plans and leads from the front. Thank you for your continued support!



Talk A Lot (Top 15 Nationwide Dealer)

Talk A Lot has been an invaluable ally and advocate for PHP and device protection. The effective partnership with Scott Kachi and his team, together with Alma Vazquez, Assurant RAM for the west coast, has played a pivotal role in driving their Q3 achievements. Through collaborative field visits, multiple virtual learning sessions to close knowledge gaps in the field, and a monthly business review to target areas of opportunity, Talk A Lot saw a 6% QoQ growth and continues to strive for more. Thank you, Talk A Lot. We appreciate your partnership and support for the Assurant program.

In your own words ...

It's all about the relationships we build together and the heartwarming feeling of seeing the results of hard work through teamwork!

Here are two testimonials we wanted to share in this edition. Thank you for the awesome support and partnership. We couldn't do it without you!

TONY THAI & PAUL LEE
Metro - Southwest Senior Managers

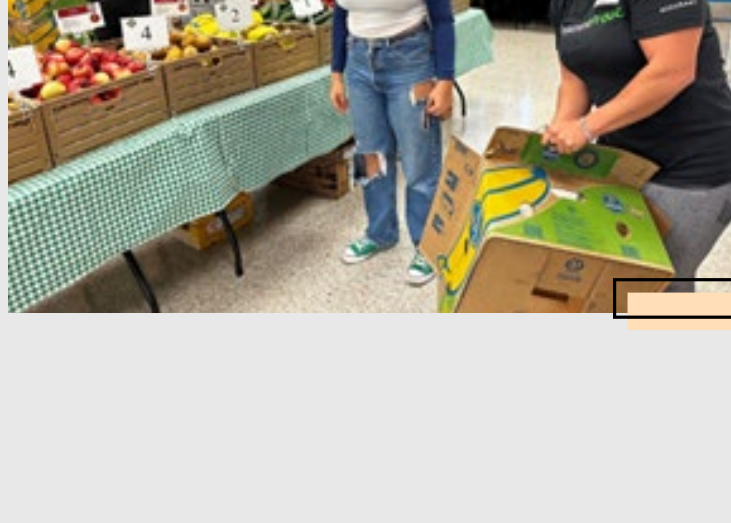
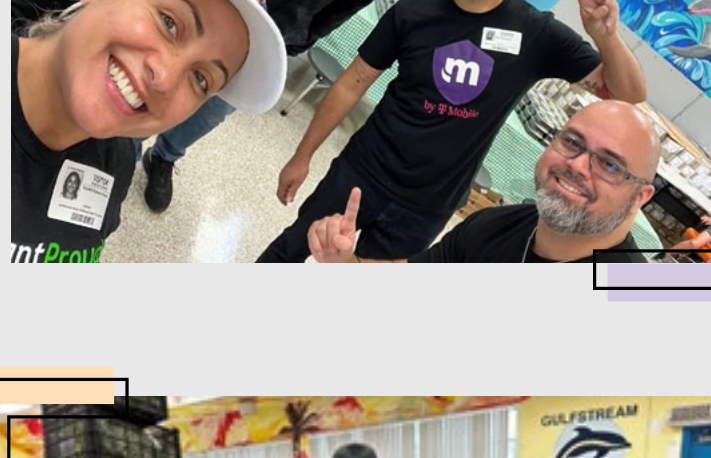
Click to watch the video.



In the Spirit of Giving

Helping make a positive impact in southeast Florida

This past September, we're happy to have joined hands with our Metro partners Matt Jones, Clara Ospina, and Eric Echeverri from the SE Florida region for a very special volunteer day. We spent the day at Gulfstream Early Learning Center in Hallandale Beach, Florida, to help support their Mobile School Pantry and their mission to give back to their community and the families in need.



Contact Us

Central East
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Alma Vazquez
Gabrielle Sarsok
Benny Gomez
Dan Leach
Charles Bautista
Violeta Romero
Rico Yuen
Laura Gold

alma.vazquez@assurant.com
gabrielle.sarsok@assurant.com
benny.gomez.jr@assurant.com
daniel.leach@assurant.com
charles.gregorie.bautista@assurant.com
violeta.romero@assurant.com
rico.yuen@assurant.com
laura.gold@assurant.com