



"No question that ProtectionPro has increased my sales."

SUCCESS STORY

Trimm Cellular, a Total Wireless exclusive mobile phone retailer and repair shop in Lakeland, FL, enjoys an increase in customer spending and sales of mobile phone accessories with the introduction of ProtectionPro. Now that Trimm Cellular offers ProtectionPro, they have something for everyone, says owner Nate Trimm. Trimm Cellular operates two stores that were chosen to be part of the Total Wireless pilot program, which proved successful for all stores involved and led to a long-term relationship with ProtectionPro.

HOW THEY DID IT

Trimm says he wanted to attract new customers to his two mobile phone sales and repair shops, so he volunteered his stores to be a part of the ProtectionPro pilot program. He now operates a ProtectionPro Lite machine in each of his shops. "Everyone has a smartphone now, and with so many different devices on the market it made it impossible to have an accessory for all. Now with ProtectionPro I have something for everyone," Trimm says.

Trimm chose to be a part of the pilot program with ProtectionPro because of its ability to create a screen protector that covers all phones even legacy devices, in less than 5 minutes. He says the technology was easy to learn, and the ProtectionPro app increased his sales providing fast and easy ROI. "The product sells itself," Trimm said. "Any device, any customer, any time." He hit the jackpot with ProtectionPro when he realized how it cleared up shelf space and decreased the amount of SKU's in his system. Another way Trimm increases sales using the ProtectionPro Lite machine is by promoting it through his established services. "We do repairs in my shop as well and prompting the customer to protect their phones after we have repaired them is the easiest way to sell ProtectionPro." Trimm said. He installed the Ultra screen protection on his phone and encouraged his employees to do the same, another tactic that he uses to promote ProtectionPro.

HOW YOU CAN DO IT TOO

Trimm suggests thinking of ProtectionPro as having the ability to offer a protection device for every phone on the market. His experience has taught him that ProtectionPro is a great way to clear up real estate on the shelves, allowing him to remove screen protectors and fill them with higher revenue generating items.

- GENERATE SALES IMMEDIATELY 
- FREE UP SHELF SPACE 
- SIMPLIFY INVENTORY 
- ANY DEVICE, ON-DEMAND 

