

A 3D-rendered scene featuring a bright red carpet that leads from the foreground towards a white door in the background. The door has a gold star mounted on it. On either side of the carpet, there are gold stanchions connected by red velvet ropes, creating a formal entrance. The floor is a light, reflective surface, and the walls are a pale blue. The overall atmosphere is one of a high-end, exclusive event.

***Welcome  
to the  
GOLDEN DOOR  
Program***

# ***What is a GOLDEN DOOR?***

- A Genuine Sales Performer
- Exterior and Interior Brand Presence
- High Volume Prepaid Terminal
- Multi-tier support for customers
- Full line of handsets
- Accessorized.....



# What is a Sales PERFORMER?

- A store *MUST* produce a minimum of **24** handset activations per month to be considered for GOLDEN Door.
- The store's location must be a leader within the community in which it serves and maintain a consistent level of incremental gross activations.
- The Account Executive will consider the market trends and help the store reach its performance goals for increased net activations.



# Exterior and Interior Brand Presence

- The store **MUST** have a set area dedicated to the selling of Cricket Prepaid cellular phones.
- Both the inside and outside of the store **MUST** show definitive awareness to the consumer that the merchant is a reseller for Cricket PAYGo brand of cellular phones.
- The store **MUST** maintain current Point of Sale materials for the customer to select from and must use their best judgment in removing such older Point of Sale materials as to not confuse the customer.



# High Volume Prepaid Terminal

- The store **MUST** sell a minimum of \$2,000 in Prepaid Airtime Sales per month.
- The store **MUST** use one of ALLEET's preferred Prepaid Terminals as its primary selling terminal for the redemption of airtime. More than 60% of all gross airtime sales must be sold through this terminal.
- Choose between WEB-Based or Terminal Based Program.



# Full Line of Handsets

- The store **MUST** carry at least **3 Handsets** out of the entire lineup of handsets available.
- The store must keep sufficient stock of these handsets at all times.



**FACT:** Merchants that carry a complete line of phones; sell 25% more phones than their competitors.



cricket®  
paygo

# Get Accessorized

- The store **MUST** carry and sell the supporting HOME and VEHICLE chargers for the phones that they are carrying in their stores currently and in the recent past.
- The store **MUST** use one of ALLEET's preferred vendors or purchase directly from Alleet for such accessories.



# Benefits of Being GOLDEN?

\$\$\$MONEY\$\$\$ \$\$\$MONEY\$\$\$ \$\$\$MONEY\$\$\$ \$\$\$MONEY\$\$\$

- **Golden Door** - Preferential Handset Pricing (save \$\$\$\$\$)
- **Golden Door** - Favored treatment.... get equipment, accessories, marketing materials **FIRST**... You're first, everyone else gets the leftovers.
- **Golden Door** - Preferential Accessory Pricing (save \$\$\$\$\$)
- **Golden Door** - Superior treatment.... Twice a year get a fantastic 4 HOUR TENT SALE event at your store. Fully manned by Cricket and Alleet...



# Benefits of Being GOLDEN?

PROMOTIONS\$\$\$      DISCOUNTS\$\$\$      SERVICE\$\$\$

- **Golden Door** - DEMO Cellular Phone Accounts - up to 2 handsets per store.
- **Golden Door** - Preferential treatment.... Branded fixtures, flags, table-toppers, floor mats, Shirts, lanyards, posters, banners, exterior signage, counter-mats, floor signage, pop-up tents, ceiling danglers.... All branded to the Cricket & Cricket PAYGo Logo.



# Benefits of Being GOLDEN?

EXCLUSIVES\$\$\$    DISCOUNTS\$\$\$    SERVICE\$\$\$

- **Golden Door** - Favored treatment.... Exclusive Sales Events and Competition for GOLDEN DOOR only stores.
- **Golden Door** - Privileged treatment.... **BEST** Discount Rates on Prepaid Terminal pricing, choose FREE Terminal or Web-based and get an Exclusive GOLDEN DOOR only discount.
- **Golden Door** - and more ....



# Where do I Sign?

I agree and wholly accept responsibility for my store being a GOLDEN DOOR store. Our store will;

- a. Obtain a monthly activation volume for Cricket PAYGo that exceeds **24** handsets per month.
- b. Maintain an adequate inventory of at least 3 different model of phones and display these phones in an area that will promote the sale of all 3 phones. These 3 different models will have an minimum inventory level not less than 1 full box quantity of each available handset.
- c. Use and promote using the Alleet preferred brand of Prepaid Terminal and meet the **\$2,000** minimum processing per month required to achieve the premium discounts given to only Golden Door applicants.
- d. Maintain accessories including home and vehicle charges, that work with the current and recent models of the Cricket PAYGo handset lineup.
- e. Promote the Cricket PAYGo brand, the Brand's integrity and the carriers airtime plans in a way that distinguishes Cricket PAYGo as the stores "preferred" brand to sell.
- f. Keep the store's Cricket PAYGo merchandising materials in an orderly condition to promote the continued sale of the Cricket brand. Remove all signage and materials that does not reflect the current Cricket PAYGo offer as it may cause general confusion with potential customers.
- g. Require all store employees and owners to wear and promote the Cricket PAYGo brand at least **2** days per month.
- h. The store's will serve as a GOLDEN Cricket PAYGo store within a store, as such the store will provide a level of customer service that will be helpful to most customers.

Location#: \_\_\_\_\_ Store Name: \_\_\_\_\_

Owner (Printed name): \_\_\_\_\_ Owner (Printed name): \_\_\_\_\_

Date: \_\_\_\_\_ Account Executive: \_\_\_\_\_

