

## 2012 SPG Authorized Retailer In-Store Audit Checklist

Date: \_\_\_\_\_ Store Name: \_\_\_\_\_

Store Address: \_\_\_\_\_ City: \_\_\_\_\_ St: \_\_\_\_\_ Zip: \_\_\_\_\_

		Applies to			
Store Criteria Policy Audit Checklist		BR (Branded Retailer) Locations	AR Locations	Store Meets Criteria	Store Does Not Meet Criteria (use Action Plan document to gain compliance)
1	Is the showroom space appropriately assigned to SPG's products (50%* or 100% for BRs; 25% for ARs)	x	x		
2	Are the hours of operation posted on the store front and do they meet the minimum SPG requirements? Was the store open during posted hours?	x	x		
3	Does the store meet interior merchandising/signage guidelines?	x	x		
4	Does the store meet exterior merchandising/signage guidelines?	x	x		
5	Does the store have handsets/devices in stock?	x	x		
6	Is the Sales Portal being used for ALL SPG transactions?	x	x		
8	Are all accessories compliant (i.e. only official accessories from Technocel may carry SPG branding; other accessory packagings may not contain SPG logos or make reference to SPG brands)	x	x		
9	Are all demo lines that exist on a store's demo account in the store, accounted for and available for customer use?	x			
10	Is the store actively protecting customer and SPG proprietary information, such as personal information and/or logins and passwords?	x	x		
11	Does the store represent the SPG prepaid brands in a positive manner?	x	x		
12	Store does not sell SPG products and services on its Website or online in any form and does not use SPG brands on social networking sites	x	x		
14	Is store staff wearing acceptable attire (official clothing from spggoods.com; clean, black shirts, or vendor-branded shirts with name tags)?	x	x		
15	Is current collateral accessible to customers?	x	x		
16	Is BR only selling approved SPG products and services?	x			
17	Has AT LEAST 1 employee completed the required training courses on www.cyberscholar.com? Be prepared to show course transcript from CyberScholar.	x	x		
18	Were employees able to successfully demonstrate proficiency skills gained from the required training courses on www.cyberscholar.com? (two employees will be tested)	x	x		

\* 50% min. store space for SRs that joined the SR program prior to August 1st, 2011.

Store Owner Signature: \_\_\_\_\_



**Thank You For Your Never-Ending Commitment to Excellence!**



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### STORE ENVIRONMENT

The following section does not earn or deduct any points from a store's audit score. However, the items below are in line with SPG's initiative to provide an excellent Customer experience in every authorized location. Auditors will make notes if any of the categories below stand out -- positively or negatively.

1	<b>Is the store environment equivalent to its surroundings?</b> (Auditor will look at your store's exterior and determine whether or not there are any issues that negatively impacts the impression it makes on your neighborhood).
2	<b>Were fixtures, show cases and electronics display cases working and in good condition?</b> (distressed and/or incomplete furniture with missing handles, hinges, etc. will be noted by the Auditor)
3	<b>Are marketing materials and interior branding signs current?</b>
4	<b>Were carpets and/or flooring in good condition?</b> (stains, tears and signs of excessive wear will be noted by the Auditor)
5	<b>Were walls in good condition?</b> (noticeable gouges and marks will be noted by the Auditor)
6	<b>Was the 3G coverage satisfactory in-store?</b> (Auditor will test cellular coverage and ask staff for feedback)
7	<b>Was the store free of any other environmental factors that may negatively impact the customer/employee experience and/or the Sprint brand?</b> (a few example would be lack of air conditioning on a hot summer day, visible leaks and/or offensive odors)

## "ACE-AN-AUDIT" ACTION PLAN!

Action Needed For Best Results?

Date To  
Be Done?

Point  
Person?

1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

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Store Owner Signature: \_\_\_\_\_



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## “ACE-AN-AUDIT” TIPS AND TRICKS

From time to time, SPG conducts audits of its authorized locations. These audits will check to ensure that your location measures up to the high standards that lead to more confident store staff, more happy customers, and more referral sales.

Your Hyperlink Team is here to help your location pass with flying colors! Here are some “Tips and Tricks” to prepare for the audit, and for when the auditors arrive:

- Your store should be clean and inviting, and free of clutter. Ask yourself, “Would I shop here”?
- Staff should be professionally dressed in appropriate SPG attire, music should be appropriate and at an acceptable level.
- “Sweat the Details” - Walk through your store each morning before it opens and prepare the store for the day. Ensure all collateral and inventory is replenished and accessible for Customers.
- When the auditor arrives, ask them for identification to ensure they are with the Sprint Audit Team
- Allow them to enter your location and begin their audit
- It is OK to walk around with them to assist them in the audit process, but don't be overbearing.
- If they ask a question, answer that question only. Don't offer information that isn't relevant to the audit.
- Don't vent to the auditor about items that are not relevant to the audit. Represent the SPG brand in the most professional way.
- If the auditor sees something that is missing, they will give you the option to correct it while in the store (for example, maybe you just received updated brochures, but hadn't put them out yet. You will be given the opportunity to rectify that while the auditor is there)
- If your store has demo lines provided by SPG, the auditor will ask to see them and verify the phone numbers of them. Demo lines are provided for use inside the store, so please ensure the correct phone numbers and models are available for the auditor. They will know which phone numbers are on file at SPG as demo lines.
- Because proprietary information must be protected, be sure there are no Door ID's, codes, user names or passwords, Customer Care phone numbers or Customer information around the store. The best solution is to put all of these items in a reference binder to be kept behind the counter for your staff to use

Hyperlink is **PROUD** that you've chosen us as a partner, and we're super-excited that the SPG auditors will soon see and report on the results of all your hard work and dedication first-hand!



***Thank You For Your Never-Ending Commitment to Excellence!***



Store Criteria Policy  
(External Version)  
August 2011

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Sprint Prepaid Group  
Store Criteria Policy

**I. Overview**

The purpose of the Sprint Prepaid Group (SPG) Store Criteria & Grading Policy is to create a standard to which all SPG authorized retail locations must adhere.

SPG authorized retailer locations consist of:

Branded SPG Locations		
SPG Exclusive Retailers (ER)	Owned and operated by SPG Master Agents (MA) or Direct Retailer (DR)	Source product directly from SPG
SPG Select Retailers (SR)	Independently owned and operated	Source product from one chosen MA
Non Branded SPG Locations		
SPG Authorized Retailers (AR)	Independently owned and operated	Source product from one chosen MA
Convenience doors	Independently owned and operated to sell Paylo Only	Source product from any SPG MA

Each designation has its own set of standards, benefits and opportunities, including but not limited to dealer demonstration phones, additional point of purchase materials and unique displays. Location classification is subject to continual review by the SPG field sales team.

**II. Branded locations**

Branded locations agree to only sell, promote or otherwise endorse wireless products and service plans offered by SPG. This includes but is not restricted to used/unlocked handsets.

- Branded locations must be 100% wireless products, services & accessories
- Branded locations cannot carry any non-SPG or Sprint products
  - Prior approval must be obtained from SPG Regional Prepaid Director to carry other non-wireless products, including but not limited to clothing, electronics, and convenience products
  - Branded locations will be allowed to carry non-SPG branded wireless accessories and prepaid wireless replenishment as a standing exception without written approval from an SPG representative
- Branded locations must not repackage SPG approved branded accessories
- Branded locations must source SPG product from one authorized SPG Master Agent (excludes direct retail locations)
- Branded locations are to be open during the hours indicated on store front window. Recommended minimum of 6 days a week for both ER and SR locations. In the event that they must close during business hours, there must be a clearly posted sign on the store front window with the approximate date and time of return.
- Branded locations' customer facing employees must wear clean and presentable SPG attire. This consists of:
  - SPG branded shirt (polo or tee) along with presentable pants and shoes.
  - Dual branded Vendor/Master Agent apparel with either the Boost Mobile or Virgin Mobile brands visible
  - SPG Handset Vendor only branded apparel is allowed providing employee is wearing SPG approved name tag
  - Black shirt with presentable pants and shoes. No torn clothing or shorts are acceptable. Recommended to be accompanied with SPG approved name tag.
    - Approved name tags will be available via spggoods.com and will be recommended to be worn effective 11/1/2011

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- Branded Locations recommended to use the naming convention of “Boost Mobile Store by XXX” or “Virgin Mobile Store by XXX” in salesforce.com.

**Interior Presence**

- All SPG fixtures must be sourced and installed by an SPG approved vendor.
- All Branded locations must have at least the required fixtures as determined by SPG and in accordance with SPG Merchandising guidelines available on the sales portal. Other fixtures and displays are acceptable within the store location.
- All collateral and graphics are provided by SPG and must be maintained in the designated areas as directed by SPG and must be put in place within one day of receipt. If a location is running low on collateral, Branded locations must contact their Territory Representative or Master Agent to replenish. Any old or outdated materials must be disposed of upon SPG notification, which includes direct shipment of replacement collateral and graphics.

**Exterior Presence**

- The exterior appearance and messaging of all Branded locations must create the perception to the consumer that the location is exclusive to SPG’s products and services. No other wireless carrier logos or trademarks may be displayed, with the exception of advertising Replenishment services only.
  - Competitive carriers’ trademarks and logos advertising replenishment services will no longer be allowed at the earlier of June 1, 2012 or after 30 days written notice from Supplier.
- Acceptable exterior signage for Branded locations are standardized Boost Mobile or Virgin Mobile channel lettering sign or an alternative sign including but not limited to awnings, marquees, or light boxes approved by SPG Merchandising per the guidelines stated in the SPG Branded Retailer Acknowledgment. Signs may vary in size, back lit versus non back lit, blade sign, awning as mandated by property management guidelines.

**Customer Experience**

- Branded locations must provide the highest customer service and create an enjoyable retail experience.
- Training
  - All Branded location agree that staff will be fully trained on SPG’s product offerings and recommend that all staff complete the online training programs offered by SPG. Furthermore, the Branded location will make available staff for onsite trainings as agreed upon with prepaid field staff.
- Activations
  - All Branded locations agree to completely enter all customer information into the Sales Portal activation system (unless it’s unavailable) and provide the customer all necessary information inclusive of the account PIN.
- All Branded locations must adequately meet the following customer experience principles, including but not limited to:
  - Provide clarity and simplicity in presenting and providing SPG’s products and services
  - Offer customers choices, flexibility and convenience in selecting SPG’s products and services
  - Offer each prepaid brand’s value proposition
  - Act with transparency and consistency in all interactions with customers

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- Branded locations must ensure that proprietary and customer information is not visible to customers in the showroom. If customer information is permanently collected and stored at a branded location it must be on a computer only accessible by store employees. If soft copies of customer information are collected they must be stored out of customer sight or shredded with a paper shredder to dispose of the customer information by the end of each business day. All system log-ins, passwords, or any SPG proprietary information must be secured and out of the customer's sight.
  - Customer information includes: Name, Address, City, State, Zip, Mobile Number, ESN/IMEI, Account Numbers and PINs.
  - Retailers are prohibited from storing customer credit card information.
- Recycling program currently on hold.

### **Dealer Demo Phone Program**

All Branded locations have the ability to receive an SPG demo service; please refer to the SR/ER Demo Program policy for more details. Demo phones are not required and are at the sole discretion of the Branded location.

### **Branded Kiosk Guidelines**

*(Do not need to follow all the branded interior and exterior guidelines listed above)*

- Branded Kiosks must have a minimum of Priority 1 and 2 messaging as defined in the current SPG merchandising grid; this messaging can be in the form of a tent card, poster or on counter display.
- Kiosk must prominently display SPG approved devices; this display can be in a glass display case or hanging dedicated peg space.
- Kiosk must have SPG Brand Identifier signage, this can be a hung lightbox or a SPG approved sign.
- Branded Kiosk location account name must end in "Kiosk" in Salesforce.com

### **III. SPG Authorized Retailers (AR)**

- AR locations may carry non SPG Wireless prepaid products.
- AR must source SPG products from one authorized SPG Master Agent. Business hours must be clearly posted on the store front window. In the event that an AR must close during business hours, there must be a clearly posted sign on the store front window with the approximate date and time of return.
- AR store employee's attire must be clean and presentable.
- AR door must carry a minimum of one SPG device.

### **Interior Presence**

- AR Locations must dedicate a minimum of 25% of the store's interior display space exclusively to SPG. SPG materials must be centralized and located within a prominent location inside the retailer location. The retailer will allow SPG to define, set up and merchandise the space as deemed reasonable by the Territory Representative and/or Territory Manager.
- Point of purchase materials utilized within said 25% area of store will consist of priority messaging consisting of but not restricted to posters, tent cards, floor displays and counter top displays; exact items will be at the sole discretion of SPG. Retailer will be expected to comply with removal of old

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Store Criteria Policy

/out of date POP materials as instructed by SPG. Each location will support the brand's presence within the location.

- The authorized retail location will use its best efforts to promote and maximize SPG sales—this may be audited via random “secret shopping” activities.

#### **Exterior Presence**

- The exterior appearance and messaging of the AR retail location must create the perception to the consumer that the location sells SPG products and services.
- An Authorized Retailer (AR) door may or may not have an exterior sign above the store front. However, the Authorized Retailer (AR) door is required to have brand identification on its store front window space. If an exterior channel lettering sign or approved alternative is not present the store shall have at least one brand identifier as the minimum requirement. Brand identifiers include but are not limited to banners, light boxes, door clings, authorized dealer sticker or Tent card for kiosks (please refer to the SPG Merchandising Grid).

### **IV. Brand Acceptance / Integrity**

#### **Applies to All Branded and AR locations**

- All locations must have a current email address on file for communications from SPG.
- All locations must be conducive to the SPG experience defined by visual, operational, and customer service standards that make the location a destination for SPG products and services as determined by the Territory Representative and/or Territory Manager. This includes, but is not limited to, the retailer's location within the market place, location in comparison to key competitors, and complementary product lines carried by the retailer.
- All locations must have internet access and are required to register and use the SPG Sales Portal ([www.boostmobilesales.com](http://www.boostmobilesales.com)) for all activations and utilize the tools available on this site, trainings, Phone specs, how to guides, etc. It is also recommended that the store register for the SPG Ad Builder ([www.boostmobilecoop.com](http://www.boostmobilecoop.com)).
- The Territory Representative and/or Territory Manager will ensure each location meets the needs of the SPG business and is a desired destination for its products and services.
- A location may not sell SPG products and services via a website or online store. A store may not use as its business name (including but not limited to in the sales portal) an active URL, including but not limited to store names that end in “.com”.
- SPG Approved Locations cannot represent themselves as Boost or Virgin Mobile (this includes the use of the naming convention of “Boost Mobile Store by XXX” or “Virgin Mobile Store by XXX”) on any social networking/media or websites.
  - They cannot create a SPG Branded page or create applications within any social media and/or social networking communities; these include but are not restricted to Facebook, Twitter, MySpace, You Tube or Flickr.
  - All Business cards must include the approved location's name. Approved business cards with SPG logos are available to purchase via SPG Ad Builder. Use of SPG logos must be pre-approved by SPG marketing prior to production.

### **V. PayLo Only Stores**

*The following describes the minimum requirements for a Convenience store:*

Confidential

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Store Criteria Policy

- Must display PayLo Brochures in store.
- Must display PayLo Window Cling on the store front/window as defined in the SPG merchandising grid.
- Store will offer PayLo Replenishment only
  - Does not authorize location to sell Boost replenishment – unless location is already approved as a Replenishment only Boost location
- Store should be clean and have “dedicated” wireless section/peg space
  - If store doesn’t carry wireless products must be willing to create dedicated area/space for PayLo product
- Store should be knowledgeable on wireless prepaid products

## **VI. SPG Retail Store On-Boarding**

### **Master Agent Responsibilities**

All new retail locations must be submitted to the local market Territory Manager on a weekly basis for approval and to qualify for the following month’s additions to the SPG master list. Each location must include store name, complete address, phone number, email address and point of contact. Location(s) submitted without this information will NOT be accepted—NO exceptions will be made.

Master Agent must ensure that locations submitted to the Territory Manager are willing to meet the requirements set forth in this policy, including but not limited to required point of purchase materials and fixtures.

Location submissions must also utilize the current submission template provided by SPG. The template is subject to change from time to time, so please check with your Territory Manager to ensure the current version is being utilized.

For detailed On-Boarding instructions MA should refer to [Indirect\\_Onboard\\_New\\_Retailer\\_-\\_Door\\_level\\_-\\_External.pdf](#)

### **Placement and Proximity Guidelines**

- All new submitted locations must maintain a minimum of a 0.5 mile distance from all existing approved, authorized SPG locations as a guideline - these include ER, SR, AR and Sprint locations, unless approved by SPG field team.
- Malls – location must not be on the same level as an existing approved location as a guideline, unless approved by SPG field team.

## **VII. Retailer Acknowledgment/ Branded Retail Acknowledgment**

- Master Agent is responsible for delivering the “Terms and Conditions of Supply for Authorized Retailers” to all AR locations. In conjunction, the Master Agent must maintain on file a signed copy with photo ID of the “Retailer Acknowledgment” (Attachment H of the Prepaid Wireless Product Agreement).
- Master Agent is responsible for submitting (via fax or email) the signed Branded Retail Acknowledgment form for all submitted and nominated SR locations.