

HyperLink

Important Facebook Promo Update from David Kim

Dear Hyperlink Retailer, Please Read: Facebook Promotion (Important Message from David Kim!)

From: David Kim

Sent: Wednesday, June 13, 2018 3:29 PM

Subject: Fwd: Please Read: Facebook Promotion

There have been a few questions on our incredible Facebook promotion and your ability to share this with customers.

Here is the deal. For THIS promotion only, I am allowing you to share it with every customer who walks into your door as a coupon to close more sales! To be crystal clear: This has to be incremental (more) sales!

That means: Every customer, every time, every customer who comes in to make a payment, you can offer them this 1 time use code by sharing the link with them when they PORT to Boost.

Add a lines! New lines! Use this amazing tool to close!!!

Think of it like when you are at the grocery store and you don't have their discount card - YOU have the power to give them the coupon and drive these high 3rd month engagement devices!

High engagement is driven off of platinum selling - ports, families, strong devices - don't lose your discipline focused on 3rd month engagement. But, use this share-ability I am giving you to drive more quality volume.

What I expect from YOU:

MORE sales! Yesterday was incredibly slow. When I look at payment traffic, nothing has changed, but your conversion is down!

If sales don't improve, I won't offer this again.

So, you have this alert from me. Share it. Drive ports from the competition. Get your tents out. Get your balloons out. Get your "Own the mile" activities going. Get your social media moving. Get the word out!

Tell customers to hurry into your stores as this is the only time I am allowing you to do this.

Why:

This drives high engagement devices like Samsung J7, Galaxy GS7 to be put in the hands of our customers. Yes it is incredibly expensive for us. It's my gift to you as our partners. I'll ask for a favor later :)

Be smart. Sell more. Sell early. Sell often!

Your partner,

-David Kim

Boost Mobile's Vice President, Prepaid Sales Strategy and Operations