

Associate Buyer, Telecom



Beverly Powell
Sears Holdings Corporation
3333 Beverly Road
Hoffman Estates, Illinois 60179

Date 10/25/2010

TO: Store Coach and/or ASC -BC

RE: Jitterbug (GreatCall) Cell Phone Vendor Visits

We will be changing the appearance of the Jitterbug display and introducing their new/exciting brand GreatCall along with the addition of a new lower cost phone – The Samsung SCH - r100.

The new SCH - r100 phone will join the Jitterbug J phones (red and graphite) and replace on the planogram the Jitterbug accessories (protective case and A/C Charger) stores have been carrying. This note is to advise you as to how the transition will take place.

The stores that have been displaying Jitterbug phones in-line for the past 2 years and since the program started will have a new display (replacing existing display) installed with new signing and a mock SCH – r100 added (replacing the Jitterbug J Graphite mock).

The stores who had the new in-line display installed (was stand alone previous) during the past June reset will keep their current display and have installed new signing and a mock SCH - r100.

Timing:

A representative from Jitterbug will be visiting your store between 10/25/10 and 11/12/10. The rep will follow the direction per the 10/25/10 POG which shows GreatCall refreshing/installing its in-line display which is part of the prepaid cellular phones. The rep will install the new GreatCall signing and set up a sch r-100 mockup replacing the Graphite mock up.

The store is responsible for the following:

- Store planogram (POG) should be printed and available to the rep.
- Have space in-line empty and ready for Jitterbug to set. Jitterbug is going into 2' of space previously used for Unlocked Cell Phones. The other 2' previously used for unlocked phones (displays were 4') should be used as Flex.
- Have inventory out of stock room and ready to be put on the display: graphite phone (#03-33614), red phone (33616), sch-r100 phone (#33619).
- Labels (SKU tag) for the GreatCall products.
- Graphite mocks being replaced by the new r-100 are to be destroyed in field.

Guidelines:

- The Jitterbug Reps will enter (and leave) through merchandise pick-up (MPU), sign in on the security log, and announce themselves to the ASC-BC (Store Coach, if ASC-BC is not available) and all associates.
- They will also be clearly identified as GreatCall, Mosaic or Quest Services representative (name tag).

The GreatCall (Providers of the Jitterbug Cell Phone) brand is an exciting new addition to our Cell Phone assortment. Thank you for your assistance in working with the GreatCall reps to making these changes.

Sincerely,

Beverly Powell
Associate Buyer-Telecom – Sears Holdings

Sears Vendor Visit Guidelines

- ◆ Schedule an appointment with the Assistant Store Coach (ASC), Brand Central of each store before visiting that store. Coach involvement and support is critical to the success of your store visit. This will also allow you to schedule your visit at a time when conflicts are at a minimum.
- ◆ After arriving at the Sears Store, enter through the Merchandise Pickup entrance and sign in as a visitor. Then go immediately to the Home Electronics Department and ask for the ASC Brand Central. Identify yourself to the ASC Brand Central and give them an outline of what you will be doing during this visit.
- ◆ Check GreatCall on displays to ensure proper condition. As needed, train the sales associates on how to properly sell these products. Any concerns about location, operation, or condition of these fixtures should be conveyed to the ASC Brand Central. ***NEVER** relocate or reposition any product or fixture without the permission of the ASC Brand Central.
- ◆ ***NEVER** interfere with a sales associate interacting with a customer. Always remember that customers are more important than you are.
- ◆ While visiting with the sales associates and the ASC Brand Central, always be positive and enthusiastic about Sears and all the products Sears carries. ***NEVER** be negative about any competitor or their products.
- ◆ Check for the appropriate consumer literature for GreatCall.