

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.

IN-STORE ASSEMBLY INSTRUCTIONS – GREAT CALL NEW IN-LINE DISPLAY



CONTENTS

Great Call In-Line Display Unit with Rate Plan and Features/ Benefits Inserts - Qty 1

Hardware Bar - Qty 1

Materials Folder - Qty 1

Includes:

- Gray Backer Panel w/ Adhesive Back - Qty 1
- Coverage Map w/ Adhesive Back - Qty 1

If there are accessories in this row, please give to store personnel to return to GreatCall

Assembly Instructions Starting Point



1

Remove all existing display. Put aside peg hooks and product boxes to replace after new install.



2

Unpack Hardware Bar.



3

Remove In-Line Display unit from box and poly bag.



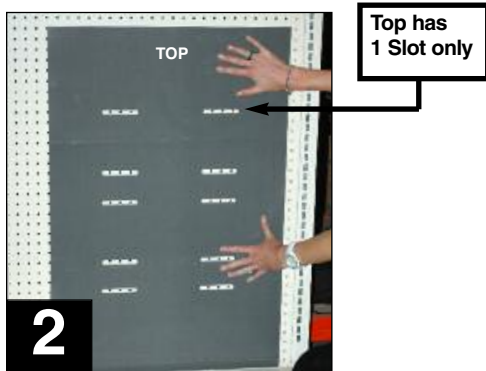
4

Unpack Gray Backer Panel and Floor Map from Materials Folder.

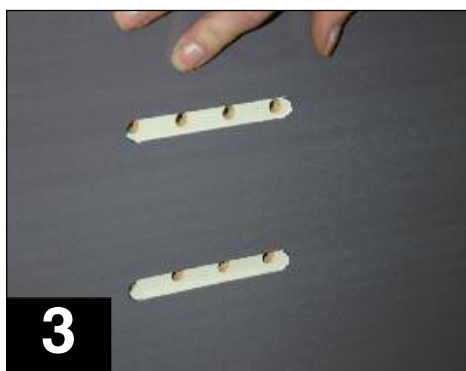
IN-STORE ASSEMBLY INSTRUCTIONS – GREAT CALL NEW IN-LINE DISPLAY

Slat Wall/Peg Board Assembly

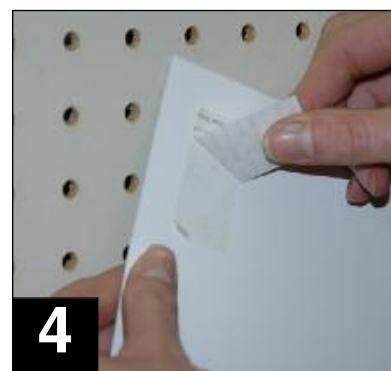
- 1** Make sure that display area is clear – Remove existing in-line.
(Please see a store associate to remove.)



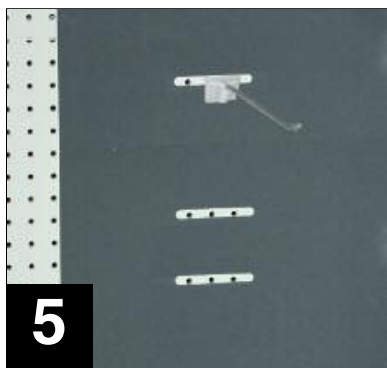
2 Pre-position the Gray Backer Panel on pegboard or slat wall before removing adhesive. Ensure that the Gray Backer Panel is as close to the floor pedestal as possible. (It may not rest on pedestal.)



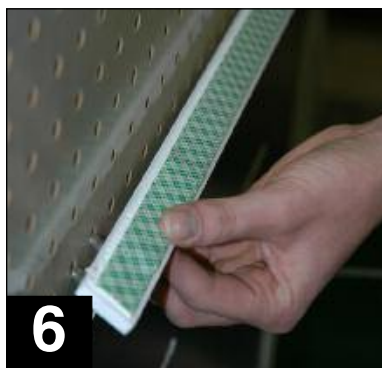
3 Line up cutouts on Gray Backer Panel with peg holes or slats. (Some stores may have slat wall/peg board that does not line up with the gray backer panel cut outs. Please carefully cut into the backer panel and create a larger opening to accommodate these situations.)



4 Remove adhesive backing on Gray Backer Panel and attach to wall.



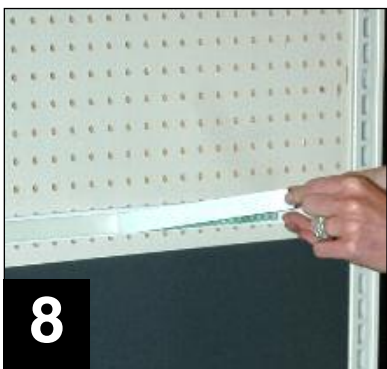
5 Insert 2 hooks into top cut outs as shown (you will not be able to insert these once Display Unit is attached).



6 Insert brackets on hardware bar into peg holes or slats directly above Gray Backer Panel as shown.



7 Position Display Unit into top peg holes or slats on wall. Tilt Display Unit up and in. Make sure Display Unit sits flush against wall.



8 Remove adhesive backing on hardware bar.



9 Use pressure to firmly attach hardware bar to Display Unit. (This prevents the Display Unit from pulling away from the wall.)



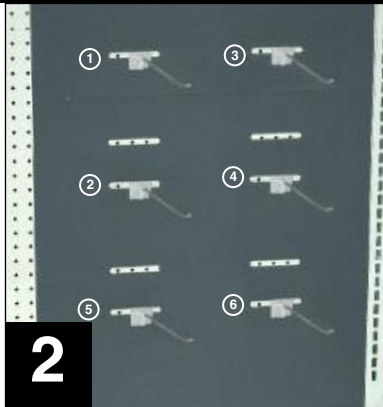
10 Place Coverage Map on floor pedestal flush below Gray Backer Panel. Remove Adhesive backing and attach to floor.

IN-STORE ASSEMBLY INSTRUCTIONS – GREAT CALL NEW IN-LINE DISPLAY

Final Steps



1 Remove blue protection film from acrylic graphic holders.



2 Insert 6 hooks into peg board or slat wall.



3 Remove existing inventory from peg hooks and place on the new in-line display once installed.



4 Remove shrink wrap and insert brochures into brochure holder.



5 Remove film strapping tape from R100 and Red Jitterbug phones.

***Note: Phone boxes must hang straight as shown. Product boxes may vary by store but should be Jitterbug or GreatCall phones only.**

IN-STORE ASSEMBLY INSTRUCTIONS – GREAT CALL NEW IN-LINE DISPLAY

Completed Display



Please contact Vanessa if you are missing any pieces or have questions about the installation:
vanessad@lavapartners.com