

TELUS Trade-In Program



Overview

This document will introduce you to the TELUS Trade-In Program. After reading through this document you will be able to explain how the TELUS Trade-In Program works, describe the benefits of the program, determine who is eligible, and process a sale using the TELUS Trade-In Program portal.

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TELUS Trade-In Program



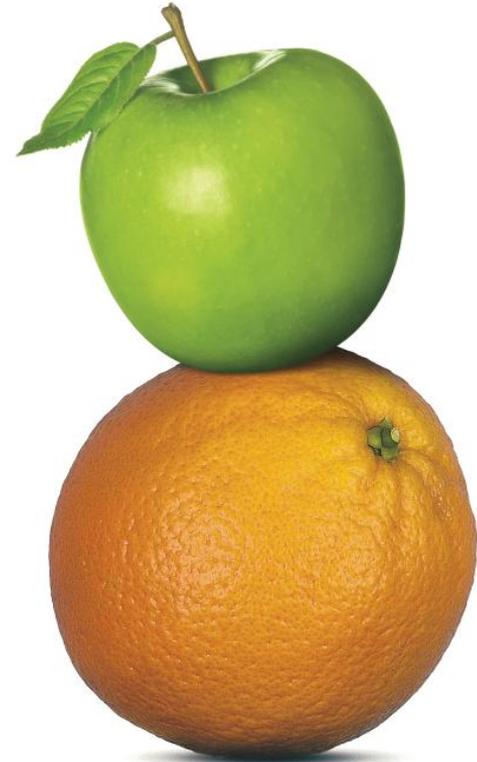
How it works

The TELUS Trade-In Program allows clients to get an in-store trade-in credit for their old device to use towards a new device and/or accessory. TELUS has partnered with eRecyclingCorps to provide this straight-forward, over the counter process.

Using the TELUS Trade-In Portal you will have the ability to find the trade-in value of the current or old device. The trade-in credit must be used in-store at the time of the trade-in, towards the purchase of a new device and/or accessory.

On a regular basis you will bulk the devices together and ship back to eRecyclingCorps. Shipping supplies can be ordered through the portal and will be provided by eRecyclingCorps at no cost.

TELUS will donate \$3 to Tree Canada for every device that is recycled.



TELUS Trade-In Program



Sales scenarios

Now that you have an idea of what the Trade-In Program is about, here are some examples of some conversation starters you can use when talking to clients to make them aware of the program as well.

New client

“At TELUS we offer this great program, which can give you an in-store, trade-in credit towards a new device”

Existing client

“Thinking about upgrading your device? Let’s take a look and see if I can save you money on a new device today”

Environmentally conscious

“TELUS will recycle that for you and give \$3 to Tree Canada.”

Future

“Congrats on your new device and don’t worry when the next generation comes out because you can trade up anytime.”

TELUS Trade-In Program

Sales scenarios

If your customer needs some time to think about whether or not they want to trade in their device, you can fill out one of these in-store tear pads with the trade-in information for them to take away. You can fill in up to three individual in-store trade-in credit values.



Trade-in program

At TELUS, you can trade in your devices and get up to \$200 of in-store credits.

Ask us how.

Details

Phone model: _____ \$: _____

Total: _____

Sales rep: _____

Date: _____



Benefits

Many customers who come to us have already had a cell phone for some time. Whether they are existing TELUS customers or not, chances are they have at least one device that they are either no longer using, or are looking to upgrade. The TELUS Trade-In Program gives customers the opportunity to get value from their old or current device.

Benefit 1

New customers looking to switch to TELUS can now receive an in-store credit toward a new device or accessories when trading in their old device.

Benefit 2

Existing TELUS customers will receive a discount toward their new device or accessories whether they are upgrading early or at the end of their term.

Benefits continued

Benefit 3

The process for trading in devices is simple and transparent. The in-store, trade-in credit must be used immediately and they get the satisfaction of receiving a fair value for their old device.

Benefit 4

Customers will have the satisfaction of knowing that they are disposing of their used device in an environmentally safe manner.

Benefit 5

The customer has the comfort of knowing that when the latest and greatest handset comes out, we have a program that will help them offset the cost of getting the phone they want without waiting for their contract to end.

Eligibility and conditions

Eligibility

- Available to new and existing Post-paid and Prepaid customers at the time of activation or renewal.
 - Up to 3 devices can be traded-in at one time to a maximum combined value of \$200.
 - Mobile internet keys and non-TELUS devices are eligible. Tablets are not eligible at this time.
 - No minimum contract term required.
 - Devices that have no trade-in value (\$0) can be dropped off anytime at participating TELUS locations.
 - Customers need to return device with battery and battery door cover; other included accessories are not required for the trade-in.
-

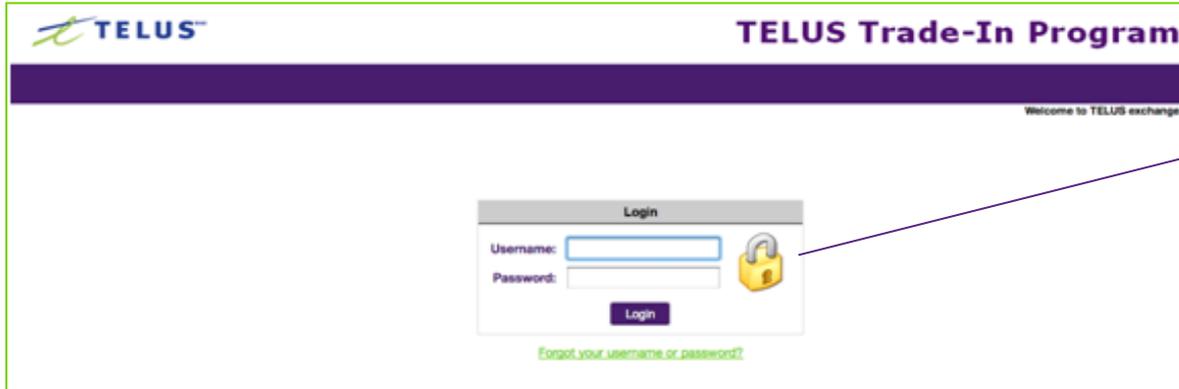
Conditions

- Trade-in device has no cash value; customer will only get a non-transferable in-store trade-in credit.
- If the new device is returned for whatever reason, the customer can use the in-store, trade-in credit towards a different device or accessory. No cash refund for the in-store, trade-in credit applied on the original sale.
- To get full trade-in value, device should be in fairly good working condition (i.e. should power on with good LCD condition).
- Customer is responsible to ensure the device has been deactivated, cleared of all contacts and personal information.
- Credit must be used against device cost first then overage can be used towards accessories.
- Credit has to be used at the time of trade-in and all trades are final.
- No extra value for trading in accessories.

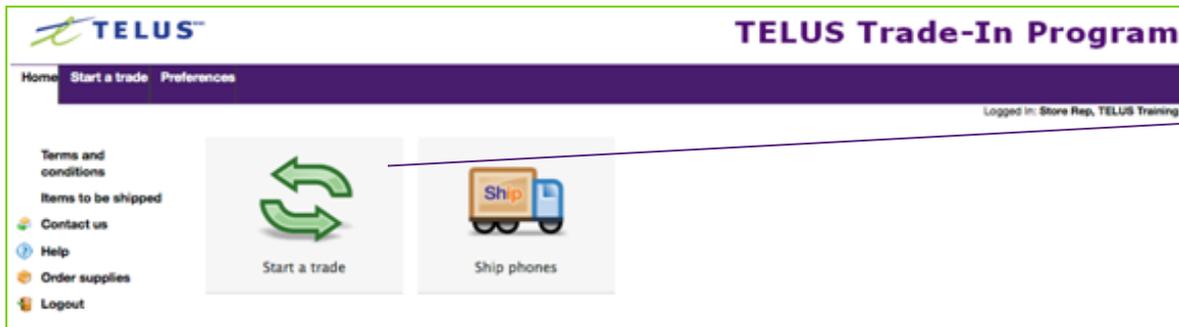
TELUS Trade-In Program

Processing a trade

Below are the steps to follow in order to process a trade-in transaction.



Log in to the TELUS Trade-In Program portal with your username and password.



Click on **Start a trade**.

TELUS Trade-In Program

Processing a trade



TELUS Trade-In Program

Home Start a trade Preferences

Logged in: Store Rep, TELUS Training

Terms and conditions

Items to be shipped

Contact us

Help

Order supplies

Logout

Item selection

Search for device Add devices to cart Checkout Confirm trade Print receipt

Quick search: Search

- or -

Manufacturer:

Model number:

[Click here if you don't see your make/model](#)

Cart empty

Total trade-in value on your item(s) \$0.00

Customer can trade in up to 3 phones during one transaction, up to a value of \$200. Offer applies to only new or existing customers.

To help keep Canada green, TELUS will give \$3 to Tree Canada for every zero value phone which is recycled.

To find the device model the customer is trading in, you can either do a **Quick search** by entering the device name, or you can find it by manufacturer and model using the drop down menus.

Item selection

Search for device Add devices to cart Checkout Confirm trade Print receipt

Quick search: Search

- or -

Manufacturer:

Model number:

[Click here if you don't see your make/model](#)

Cart empty

Total trade-in value on your item(s) \$0.00

Customer can trade in up to 3 phones during one transaction, up to a value of \$200. Offer applies to only new or existing customers.

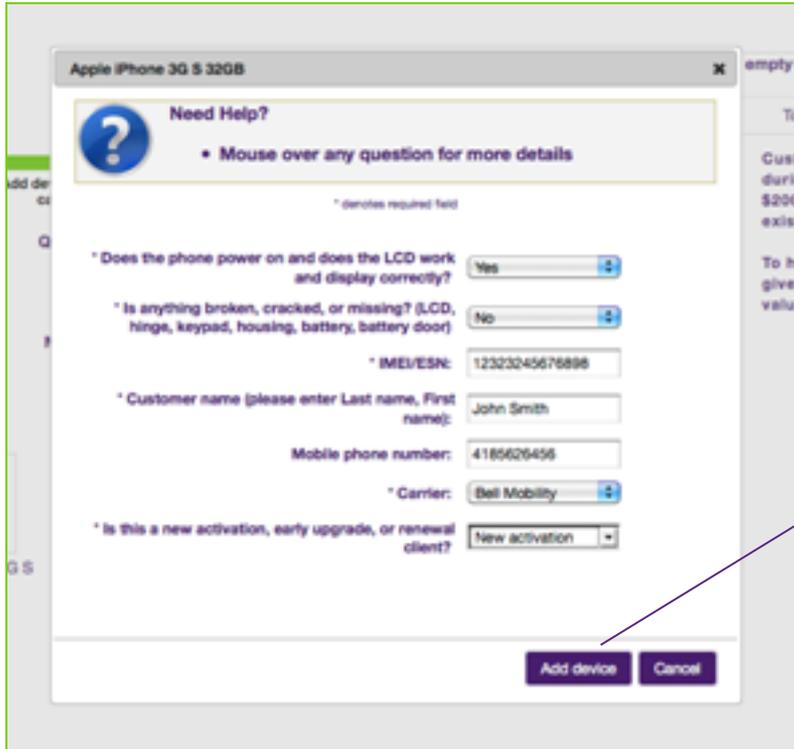
To help keep Canada green, TELUS will give \$3 to Tree Canada for every zero value phone which is recycled.

Apple iPhone 3G S
32GB
\$171.43

Once you have found the device, click on it to add it to your shopping cart.

TELUS Trade-In Program

Processing a trade



Apple iPhone 3G S 32GB

Need Help?
• Mouse over any question for more details

* denotes required field

* Does the phone power on and does the LCD work and display correctly?

* Is anything broken, cracked, or missing? (LCD, hinge, keypad, housing, battery, battery door)

* IMEI/ESN:

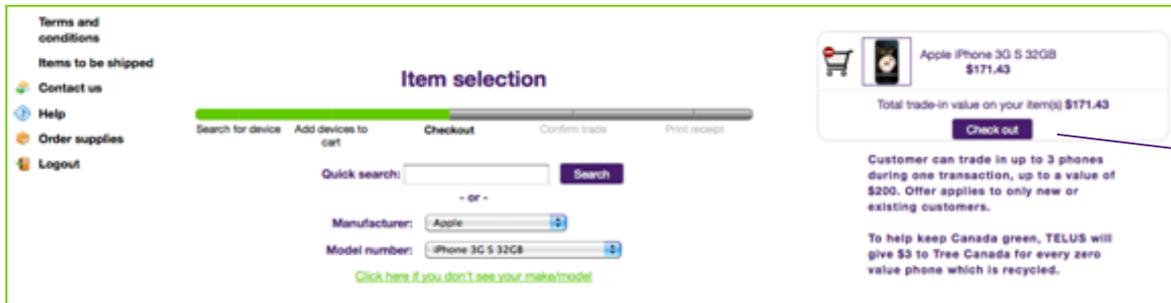
* Customer name (please enter Last name, First name):

Mobile phone number:

* Carrier:

* Is this a new activation, early upgrade, or renewal client?

Before you can add the device to your shopping cart, you must enter some information about the device and its condition. When you are done, click **Add device**.



Terms and conditions

Items to be shipped

Contact us

Help

Order supplies

Logout

Item selection

Search for device | Add devices to cart | **Checkout** | Confirm trade | Print receipt

Quick search:

- or -

Manufacturer:

Model number:

[Click here if you don't see your make/model](#)



Apple iPhone 3G S 32GB
\$171.43

Total trade-in value on your item(s) \$171.43

Customer can trade in up to 3 phones during one transaction, up to a value of \$200. Offer applies to only new or existing customers.

To help keep Canada green, TELUS will give \$3 to Tree Canada for every zero value phone which is recycled.

The device has now been added to your shopping cart. If the client is only trading in one device, you may click **Check out** now.

Note: If you are trading more than one device, search and add them to your cart before checking out.

TELUS Trade-In Program

Processing a trade



Customer acceptance

Search for device | Add devices to cart | Checkout | **Confirm trade** | Print receipt

Item Description	Condition	Trade Value	Quantity	Total
 Apple iPhone 3G S 32GB	Does the phone power on and does the LCD work and display correctly? (Is anything broken, cracked, or missing? (LCD, hinge, keypad, housing, battery, battery door)? No IMEI/ESN: 1232324567898 Customer name (please enter Last name, First name): John Smith Mobile phone number: 185023456 Carrier/3rd Party Mobility Is this a new activation, early upgrade, or renewal client? New activation	\$171.43	1	\$171.43
In-store credit				\$171.43

Have a promotion code?:

Disclaimer: By clicking the "Customer accepts" button you are indicating the customer has read and agreed to eRecycling [Terms and conditions](#) (Print).

You are almost finished! Review the quote with your customer and verify that they accept the trade. Remember, if the device is different than reported at trade-in, the quote is subject to change. Here are the next steps to take:

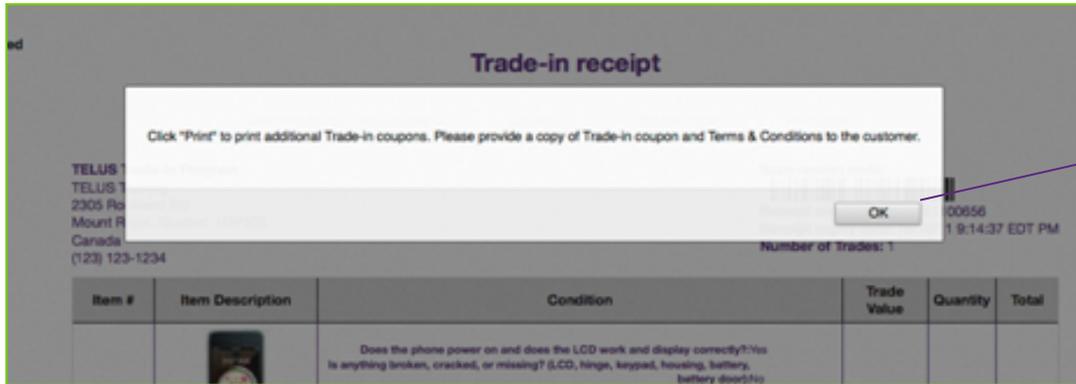
- Ensure that all personal data has been removed from the device. (eRecycling performs a data erase upon inspection, but you can never be too careful)
- There are no refunds or phones returned to customers.
- Customer agrees to transfer all rights, title, ownership and interest in and to the device to eRecycling.
- Customer is responsible for deactivating service on any active device.
- Make sure the battery and battery door remain with the phone.
- When the trade is complete, provide customer with a copy of the trade-in receipt.

This page outlines the details of the trade. Review the terms and conditions with the customer and ensure that the information you have entered is accurate. The guidelines to review with the customer are located on the right side of the page. To proceed with the trade, click **Customer accepts**.

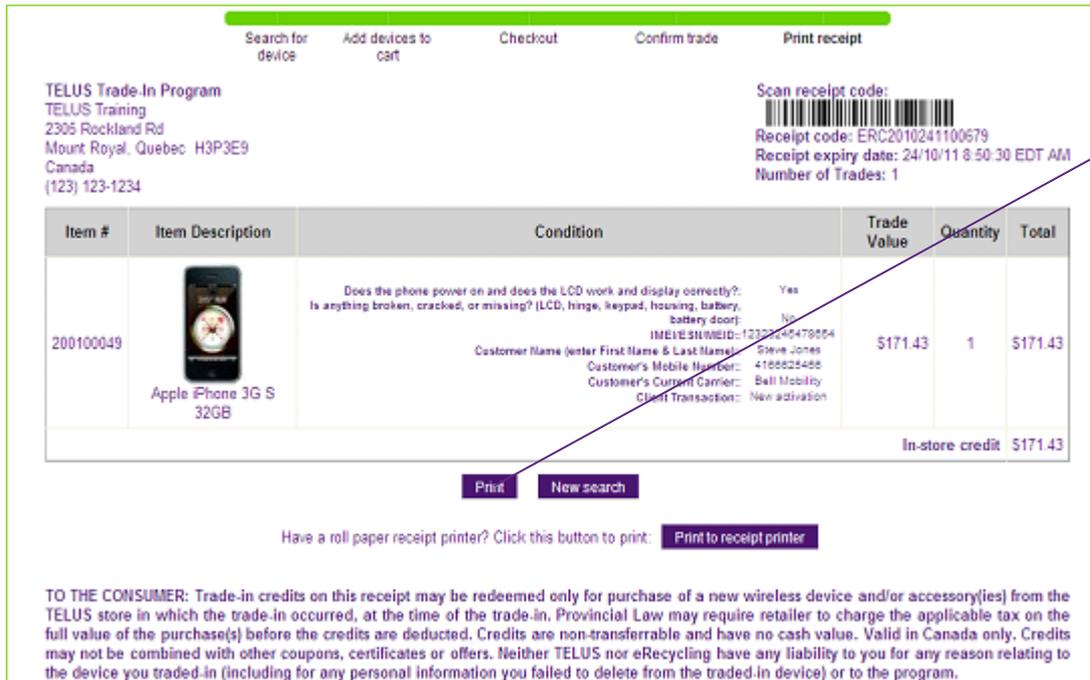
TELUS Trade-In Program



Processing a trade



Before you reach the next page a popup will appear reminding you to print the Trade-in coupon. Click **OK** to continue.

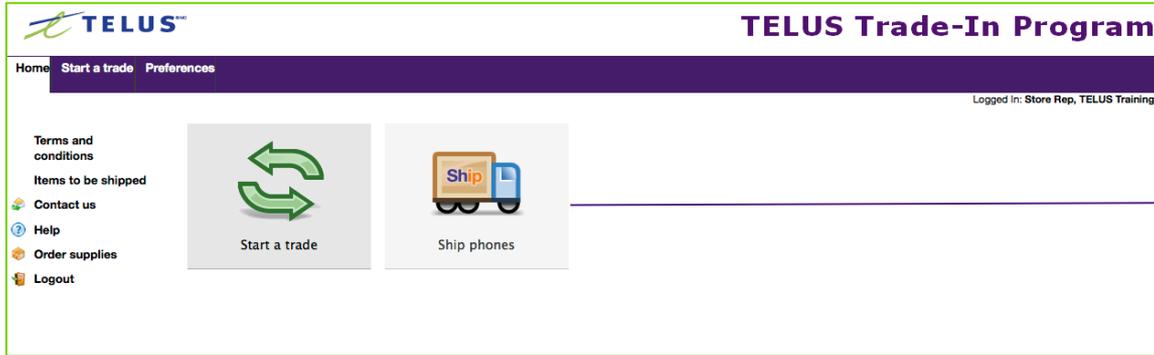


Click the **Print** button to print three copies of the Trade-in coupon. One for your store, and one for the customer and one to be wrapped around the device to ship to eRecyclingCorps.

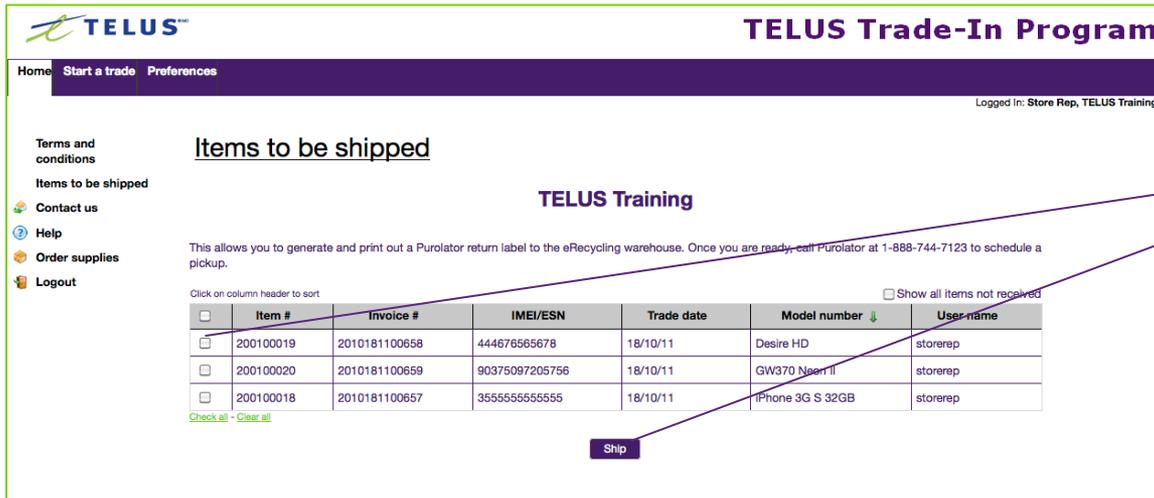
TELUS Trade-In Program

Shipping phones

Below are the steps to follow in order to ship traded-in phones to eRecyclingCorps.



To begin, click on **Ship phones**.



<input type="checkbox"/>	Item #	Invoice #	IMEI/ESN	Trade date	Model number ↓	User name
<input type="checkbox"/>	200100019	2010181100658	444676565678	18/10/11	Desire HD	storerep
<input type="checkbox"/>	200100020	2010181100659	90375097205756	18/10/11	GW370 Near II	storerep
<input type="checkbox"/>	200100018	2010181100657	355555555555	18/10/11	iPhone 3G S 32GB	storerep

Select phones to ship and click **Ship**.

TELUS Trade-In Program

Shipping phones



TELUS Trade-In Program

Home Start a trade Preferences

Logged In: Store Rep, TELUS Training

Items to be shipped

TELUS Training

This allows you to generate and print out a Purolator return label to the eRecycling warehouse. Once you pickup.

Click on column header to sort

<input type="checkbox"/>	Item #	Invoice #	IMEI/ESN	Trade date
No Items were found				

Ship

Purolator RETURNS

Store Manager
TELUS Training
2005 Rockland Rd
Mount Royal, QC H3P3E9
1231231234

32606-1318088804636-803

TELUS / ERC Trade Program
2121 McCowan Road
Toronto, ON M1S3 4K
8129614258

NOTE: 32606-1318088804636-803
Purolator's published terms and conditions of service apply - see www.purolatorinternational.com
Les Modalités de service publiées de Purolator s'appliquent - voir www.purolatorinternational.com

DATE: 18 Oct 2011 **PIECES:** 1 of 1 **WEIGHT/POIDS:** 1.00 lb

PUROLATOR PIN: MYP00000125

52

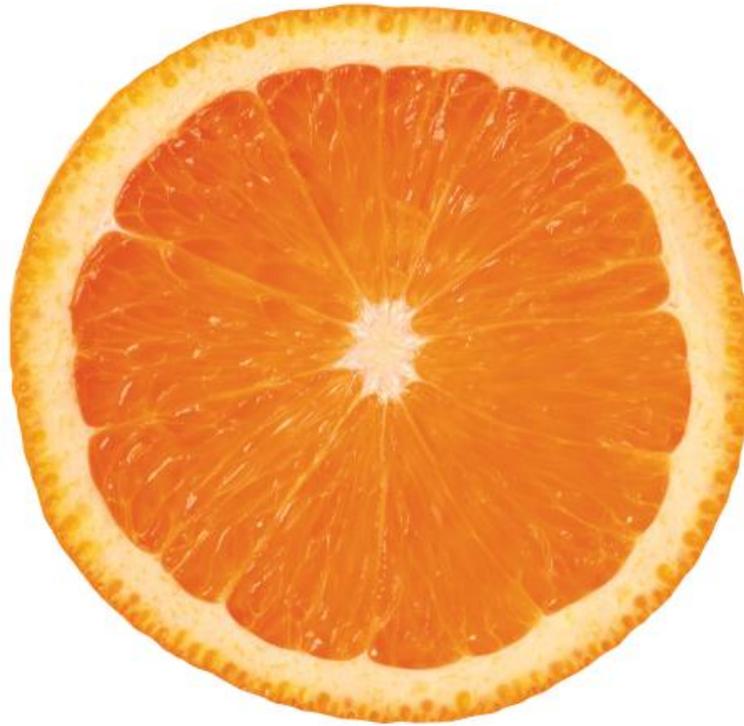
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Print

Click **print** and attach shipping label to the eRecyclingCorps.' shipping box.

Call Purolator at 1-888-744-7123 to schedule a pickup.

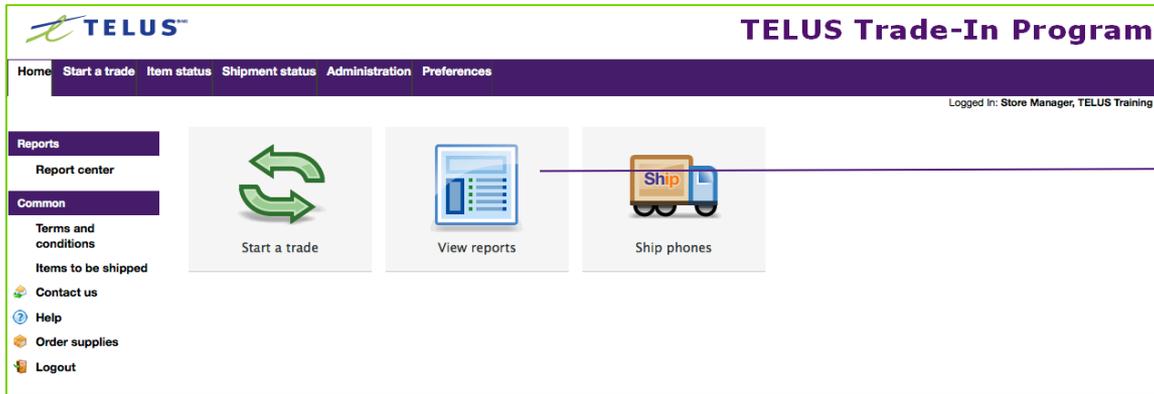
The following section is for store managers. If you are not a store manager, proceed to page 23.



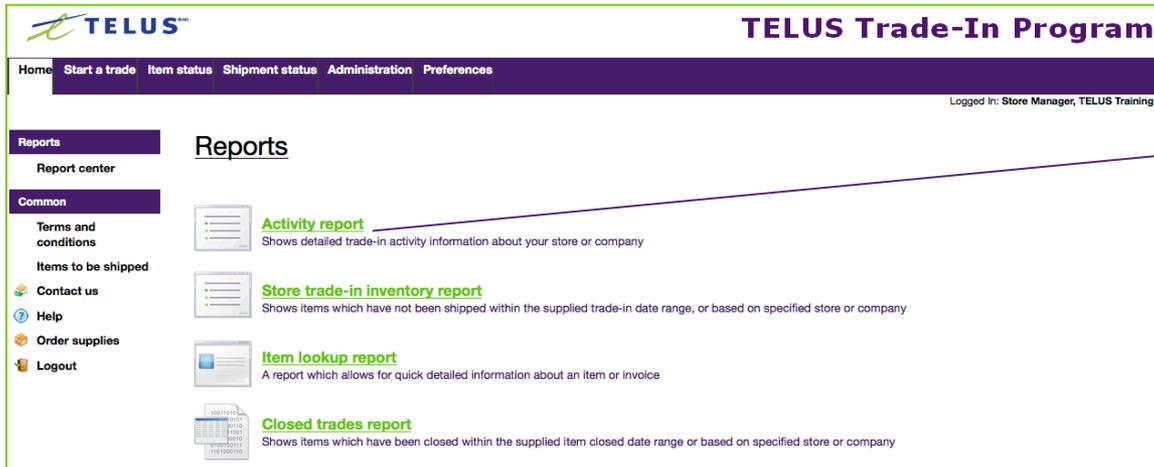
TELUS Trade-In Program

Functionality: for store manager/admin role
How to view a report

Below are the steps to follow in order to view trade-in reports.



Select **View reports**.



From the Reports screen, select **Activity report**.

TELUS Trade-In Program



How to view a report

Activity Report

Companies (0 Selected)

Today

Credit Summary

Credits Issued (7)

Trade-In Details

Company	Parent company	Item #	Invoice #	Ref no	IMEI	Trade-in date	Shipped date	Model	User name	Full Name	Trade-in value	Promo value	MTN	Carrier
TELUS Training	eRecycling	200100013	2010181100654		3333333333	18/10/11	18/10/11	Samsung B7300 OmniaLITE	storema...	Store M...	\$0.00	\$0.00	1234567890	Bell Mobility
TELUS Training	eRecycling	200100012	2010181100654		1111111111	18/10/11	18/10/11	Samsung B7300 OmniaLITE	storema...	Store M...	\$16.29	\$0.00	9137822642	Telus
TELUS Training	eRecycling	200100014	2010181100655		fr5y6uhghj	18/10/11	18/10/11	Apple iPhone 3G S 16GB	storema...	Store M...	\$142.86	\$0.00		Rogers Wireless
TELUS Training	eRecycling	200100015	2010181100656		1232324567...	18/10/11	18/10/11	Apple iPhone 3G S 32GB	storerep	Store Rep	\$171.43	\$0.00	4185626456	Bell Mobility
TELUS Training	eRecycling	200100018	2010181100657		355555555555	18/10/11	18/10/11	Apple iPhone 3G S 32GB	storerep	Store Rep	\$171.43	\$0.00	8181230987	Bell Mobility
TELUS Training	eRecycling	200100019	2010181100658		444676565678	18/10/11	18/10/11	HTC Desire HD	storerep	Store Rep	\$107.14	\$0.00	1234567890	Telus
TELUS Training	eRecycling	200100020	2010181100659		9037509720...	18/10/11	18/10/11	LG GW370 Neon II	storerep	Store Rep	\$11.96	\$0.00	0987654321	Bell Mobility

Enter company name and select date range.

TELUS Trade-In Program



How to view a report

Activity Report

Companies (1 Selected)

Today

Credit Summary

Credits Issued (7)

Trade-In Details

Company	Parent company	Item #	Invoice #	Ref no	IMEI	Trade-in date	Shipped date	Model	User name	Full Name	Trade-in value	Promo value	MTN	Carrier
TELUS Training	eRecycling	200100013	2010181100654		3333333333	18/10/11	18/10/11	Samsung B7300 OmniaLITE	storema...	Store M...	\$0.00	\$0.00	1234567890	Bell Mobility
TELUS Training	eRecycling	200100012	2010181100654		1111111111	18/10/11	18/10/11	Samsung B7300 OmniaLITE	storema...	Store M...	\$16.29	\$0.00	9137822642	Telus
TELUS Training	eRecycling	200100014	2010181100655		fr5y6uhghj	18/10/11	18/10/11	Apple iPhone 3G S 16GB	storema...	Store M...	\$142.86	\$0.00		Rogers Wireless
TELUS Training	eRecycling	200100015	2010181100656		1232324567...	18/10/11	18/10/11	Apple iPhone 3G S 32GB	storerep	Store Rep	\$171.43	\$0.00	4185626456	Bell Mobility
TELUS Training	eRecycling	200100018	2010181100657		355555555555	18/10/11	18/10/11	Apple iPhone 3G S 32GB	storerep	Store Rep	\$171.43	\$0.00	8181230987	Bell Mobility
TELUS Training	eRecycling	200100019	2010181100658		444676565678	18/10/11	18/10/11	HTC Desire HD	storerep	Store Rep	\$107.14	\$0.00	1234567890	Telus
TELUS Training	eRecycling	200100020	2010181100659		9037509720...	18/10/11	18/10/11	LG GW370 Neon II	storerep	Store Rep	\$11.96	\$0.00	0987654321	Bell Mobility

Click Apply.

Click Export to excel.

TELUS Trade-In Program



How to view a report

The screenshot shows the 'Activity Report' page on the recyclingcorps.com website. The page includes sections for 'Activity Report', 'Credit Summary', and 'Trade-In Details'. The 'Trade-In Details' section is currently active, showing a table of trade-in items. An 'Opening export.csv' dialog box is open in the foreground, indicating that the user has chosen to export the data. The dialog box provides options for how to handle the file, with 'Save File' selected. A callout box points to the 'OK' button in the dialog box with the text 'Click OK.'

Company	Parent company	Item #	Invoice #	Ref no	IMEI	Trade-in date	Shipped date	Model	User name	Full Name	Trade-in value	Promo value	MTN	Carrier
TELUS Training	eRecycling	200100013	2010181100654		3333333333	18/10/11	18/10/11	Samsung B7300 OmniaLITE	storema...	Store M...	\$0.00	\$0.00	1234567890	Bell Mobility
TELUS Training	eRecycling	200100012	2010181100654		1111111111	18/10/11	18/10/11	Samsung B7300 OmniaLITE	storema...	Store M...	\$16.29	\$0.00	9137822642	Telus
TELUS Training	eRecycling	200100014	2010181100655		frt5y6uhghj	18/10/11	18/10/11	Apple iPhone 3G S 16GB	storema...	Store M...	\$142.86	\$0.00		Rogers Wireless
TELUS Training	eRecycling	200100015	2010181100656		1232324567...	18/10/11	18/10/11	Apple iPhone 3G S 32GB	storerep	Store Rep	\$171.43	\$0.00	4185626456	Bell Mobility
TELUS Training	eRecycling	200100018	2010181100657		355555555555	18/10/11	18/10/11	Apple iPhone 3G S 32GB	storerep	Store Rep	\$171.43	\$0.00	8181230987	Bell Mobility
TELUS Training	eRecycling	200100019	2010181100658		444676565678	18/10/11	18/10/11	HTC Desire HD	storerep	Store Rep	\$107.14	\$0.00	1234567890	Telus
TELUS Training	eRecycling	200100020	2010181100659		9037509720...	18/10/11	18/10/11	LG GW370 Neon II	storerep	Store Rep	\$11.96	\$0.00	0987654321	Bell Mobility

Click OK.

TELUS Trade-In Program



Functionality: store manager/admin role Cancelling a trade

Below are the steps to follow in order to cancel a trade. A trade can only be cancelled on the day of the trade and if the client has yet to be given a credit.

The screenshot shows the TELUS Trade-In Program web interface. At the top, there is a navigation bar with the TELUS logo and the text 'TELUS Trade-In Program'. Below the navigation bar, there are several tabs: 'Home', 'Start a trade', 'Item status', 'Shipment status', 'Administration', and 'Preferences'. The 'Item status' tab is currently selected. On the right side of the navigation bar, it says 'Logged in: TELUS ADMIN, TELUS Training'. On the left side, there is a sidebar menu with the following items: 'Item status', 'Search', 'Common', 'Terms and conditions', 'Items to be shipped', 'Contact us', 'Help', 'Order supplies', and 'Logout'. The main content area is titled 'Item status' and contains a 'Search' section. The 'Search' section has four input fields: 'Item #:', 'Invoice #:', 'ESN/IMEI:', and 'Tracking #:'. Below these fields is a 'Submit' button. The 'Item #' field is highlighted with a blue border.

Next, click on **Item status**.

Enter item number to be cancelled.

Click **submit**

TELUS Trade-In Program

Cancelling a trade



TELUS Trade-In Program

Home Start a trade **Item status** Shipment status Administration Preferences

Logged In: TELUS ADMIN, TELUS Training

Item status Item status

Search

Common

- Terms and conditions
- Items to be shipped
- Contact us
- Help
- Order supplies
- Logout

Search

Pending Receipt

Item ID	Item Title
200100013	Samsung B7300 OmniaLITE

*Item closing reason

Close

Select item to cancel.

Click **close**.

TELUS Trade-In Program

Home Start a trade **Item status** Shipment status Administration Preferences

Logged In: TELUS ADMIN, TELUS Training

Item status Item status

Search

Common

- Terms and conditions
- Items to be shipped
- Contact us
- Help
- Order supplies
- Logout

Search

Pending Receipt

Item ID	Item Title
200100013	Samsung B7300 OmniaLITE

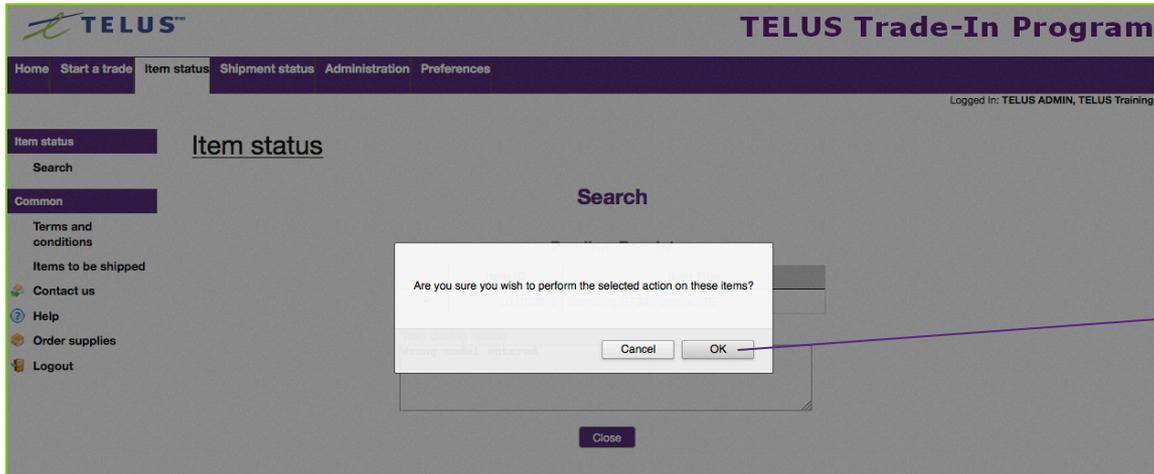
*Item closing reason

Close

Enter reason for cancelling the trade and click **Close**.

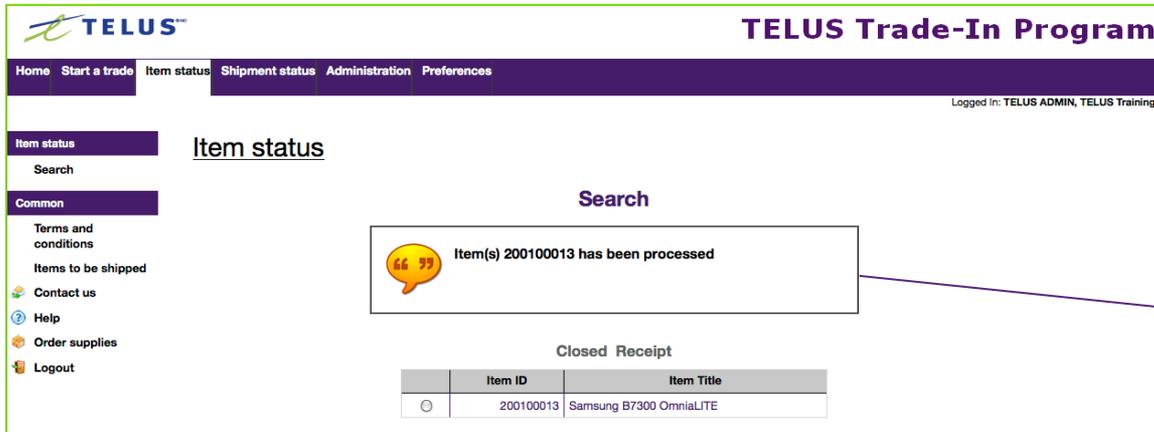
TELUS Trade-In Program

Cancelling a trade



The screenshot shows the 'Item status' page with a confirmation dialog box in the center. The dialog box contains the text: 'Are you sure you wish to perform the selected action on these items?' and has 'Cancel' and 'OK' buttons. The background page is dimmed.

A new box will appear asking if you are sure that you would like to cancel the trade. Click **OK**.



The screenshot shows the 'Item status' page after the trade has been cancelled. A message box with a speech bubble icon says 'Item(s) 200100013 has been processed'. Below this is a 'Closed Receipt' table.

Closed Receipt	
Item ID	Item Title
○ 200100013	Samsung B7300 OmniaLITE

The item status screen will display a box confirming that you have cancelled the trade.

TELUS Trade-In Program



Summary

You have now completed the training for the TELUS Trade-In Program. You should now be able to:

- Introduce clients to the TELUS Trade-In Program
- Describe the key benefits
- Determine eligibility requirements
- Conduct a trade
- Ship phones to eRecycling
- View Reports (store manager functionality)
- Cancel Trade (store manager functionality)



The TELUS Trade-In program incentivizes new and existing customers to upgrade their device by giving them a trade-in credit for their current device. Using the TELUS Trade-In portal, you will have the ability to find the trade-in value of your customer's current device.

The trade-in credit must be used in-store at the time of the trade-in towards a new device or accessory. To access the portal go to: <http://dealer.telustradein.com/user/login>

Top Sales Scenarios

New client

"At TELUS we offer this great program, which can give you an in-store, trade-in credit towards a new device"

Existing client

"Thinking about upgrading your device? Let's take a look and see if I can save you money on a new device today"

Recycle client

"TELUS will recycle your old device and give \$3 to Tree Canada."

Future

"Congrats on your new device and don't worry when the next generation comes out because you can trade up anytime."

Quick Sales Tip

The average customer only buys a new device every 18 months so early upgrade candidates are every customer who comes into your store for any reason. Always make sure to mention, the Trade-In Program with every interaction, it's good for the customer, your commission cheque and your accessory sales metrics.

Handling Objections

"My phone is worth more than that"

TELUS is very competitive with the other retailers that offer a trade in program. In fact we give more value in many cases. If your phone sits in a drawer it will continue to lose value, value that you could be putting towards new handset

"I can sell it myself on Kijiji or eBay"

You will need to set up a Paypal and/or eBay accounts, and arrange all transactions with the buyer. Trade-in with TELUS and enjoy the simple convenience of getting an instant, in-store credit now.

"I will keep it in case I lose or break the new one"

If your phone sits in a drawer it will continue to lose value, value that you could be putting towards new device. We have a Device Protection Plan that you would find beneficial and give you peace of mind.

Tear Pad

If your customer needs time to think about the program, you can fill out one of these tear pad sheets with their trade-in information.

If you are unable to locate a device in our catalogue, please contact eRecyclingCorps at 1-877-252-8090.



Competitive Comparison

	TELUS	FIDO	BestBuy	RIM
Program	Trade in and Recycling	Trade in and Recycling	Trade in and Recycling	Trade in and Recycling
Channel	In-store	In-store	In-store or Online	Online
Eligibility	New & existing customers	New & existing customers	New & existing customers	New & existing customers
Client Compensation	Instant, in-store credit towards new device/accessories	New customers: Instant, in-store credit Existing customers: Bill credit	Best Buy Gift Card	Prepaid Mastercard

Customer FAQ's

Q: When can I trade-in my device?

A: Anytime and if your device has no trade-in value TELUS can recycle it for you.

Q: Can I trade-in more than one device?

A: Yes, you can trade in up to 3 devices at one time.

Q: Can I get my device(s) back after I trade them in?

A: No, all trade-ins are final.

Q: How are trade-in values determined?

A: Trade-in values are based on their value in the pre-owned or secondary marketplace also known as Fair Market Value.

Q: What do you do with my old device?

A: If your device is still in demand and in working order it will be repurposed. If it is not repairable or in demand it will be recycled.

Q: Can I use the trade-in credit towards my monthly bill?

A: No, the trade-in credit must be used in-store at the time of the trade-in against a new device or accessory.