



Sprint Prepaid Phone Cards

CLEC Affiliate Program

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Sprint Prepaid Phone Cards

- The Market
- Consumer Benefits
- CLEC Benefits
- The CLEC Affiliate Program
 - Marketing
 - Security
 - Inventory
 - Income
- The Initial Shipment



The Phone Card Market

Phone cards have universal appeal to:

- Students
- Travelers, business and vacation
- Budget Conscious
- Ethnic Groups
- Credit Challenged
- Military Personnel
- Pre-pay Phone Customers for long distance calls

Consumer Benefits

- Simple, Straightforward Pricing
 - Low flat per-minute domestic rates
 - No connect fee, unless calling from a payphone
- Sprint network reliability and quality
- 24/7 live Customer Service
- Rechargeable
- Global calling capability
- 50¢ payphone surcharge



CLEC Benefits

- Provide Toll-Free Retail Support
- Leverage the Sprint Brand to sell Phone Cards
- Help CLECs maintain adequate inventory
- Prevent un-authorized activation of cards
- Provide continued income to CLECs after initial sale



The CLEC Affiliate Program - Marketing

- Point of Purchase Kit Includes
 - (1) Window/Wall Poster
 - (1) Door Sticker
 - (1) Store Manager Guides

**“ Let the Sprint Brand
Work for You ! ”**



The CLEC Affiliate Program – Display Only Cards

- Consumer exchanges “display” card for “live” card at the time of sale
- Minimum of 2 batches of each SKU will ship with initial card order (25 cards per batch)
- Merchandise on peg hooks



The CLEC Affiliate Program – Security

- Cards are activated in batches (groups of cards)
- Invoices are generated only when you activate a batch
- Activations can only occur from the Activation Telephone Number on the Account Order Form
- Activations require a security password
- Each batch has its own unique number used for tracking and security
- The “Display” cards must be exchanged for “Live” calling cards that may be stored securely

The CLEC Affiliate Program – Inventory

- Sprint's Prepaid Auto Replenishment System (ARS) will automatically ship additional SKUs when inventory reaches minimum level
- Automatic Minimum levels can be customized to meet individual CLEC needs
- Cards may be shipped to any location
- Cards should not be shared between locations
- After the second card batch of a particular denomination is activated, Sprint will automatically send 2 replacement batches.
- Sprint invoices twice monthly



The CLEC Affiliate Program – Income

SKU	Retail Price per Minute	Retail Value	CLEC Price	CLEC Price per Minute
100 Minutes	7¢	\$7.00	\$4.90	5¢
200 Minutes	6¢	\$12.00	\$8.40	4¢

SKU	Qty per Batch	Retail Value	CLEC Price
100 Minutes	15	\$ 105.00	\$ 73.50
200 Minutes	10	\$ 120.00	\$ 84.00

30 % CLEC Discount !



The CLEC Affiliate Program – Refresh Income

A 15% CLEC Refresh Commission is awarded each time a customer refreshes a calling card

- Opportunity to earn income after initial sale
- Earn income from customers even when a new phone provider is selected
- After initial sale, CLEC will incur no expense to maintain Prepaid customer, but continues to earn commission
- CLEC must have \$150 (retail) worth of refreshes per Quarter to be eligible
- Balances below \$150 do not carry over to the next quarter

15 % Refresh Commission !



The CLEC Affiliate Program – Offer

Features:

- 30% retail margin
 - 15% refresh commission
 - \$10.67 per store standard POP allowance
-

Initial Shipment:

- 2 batches of each denomination
 - (15) 100 minute cards in each batch (\$105 retail per batch)
 - (10) 200 minute cards in each batch (\$120 retail per batch)
- POP kit
- “Display” Cards to merchandise on the sales floor
- Total minimum initial investment of \$157.50



Coming Soon.....

- Sprint Branded card for consumers calling Mexico
 - 7¢ to Monterrey, Mexico City and Guadalajara
 - 19¢ to the rest of Mexico
- Sprint Branded International card, with low flat rates to most commonly called countries



The CLEC Affiliate Program



Sprint One Sprint. Many Solutions.™

Buy It here!

Prepaid PhoneCard

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