



## Building College Retail Store Advocacy on Campus



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Get more battery power with Mophie

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Experience the fun of the itsy bitsy Polaroid Cube

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Stay organized with ZipKord phone accessories

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Check out the latest smartpen with Livescribe



Word-of-mouth recommendation is the primary factor behind 20-50% of all purchasing decisions.

Source: Branderati.com



73% of customers say product knowledge is what they seek most from a sales person.

Source: Marshal Fisher, Value of helpful expertise



# juice pack air for iPhone® 6

High-impact protection. All-day power.

From gaming to catching up with friends, the juice pack air Rechargeable External Battery will keep students doing what they do best. This compact yet protective design will keep the user's phone safe and fully charged at a flip of a switch.



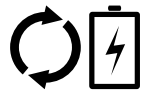
### Additional Hours

2,750mAh delivers more than 100% extra battery.



### Protection

A durable outer-band with rubberized support pads adds to the full-case protection.



### Priority + Charge & Sync

When plugged in, the iPhone 6 recharges first, then the juice pack recharges itself.



### Convenience

Choose when to charge the phone at the flip of a switch.



Color	DSC#	Vendor#
Black	66355	3043_JPA-IP6-BLK
White	66356	3044_JPA-IP6-WHT
Gold	66357	3045_JPA-IP6-GLD
Min 1	SRP \$117.59	Cost \$68.93



## Itsy-Bitsy Brilliant Polaroid Cube

It's Hip to Be Cube



Users can document their next bike ride, family reunion, or road trip with the Polaroid Cube. Built to handle just about everything you can imagine, this splash-resistant, shockproof, and mountable camera is packed with fun. Recording action at a 720p or 1080P video rate and a 124-degree wide-angle lens, imagine the adventures!

#### Polaroid Cube Features:

- » 6MP SMOS sensor
- » Selectable 720p or 1080p video rate
- » 124-degree wide-angle lens
- » Built-in rechargeable battery
- » 90 continuous minutes per charge
- » Magnetic or clip mount
- » Available in: Black, Blue, or Red



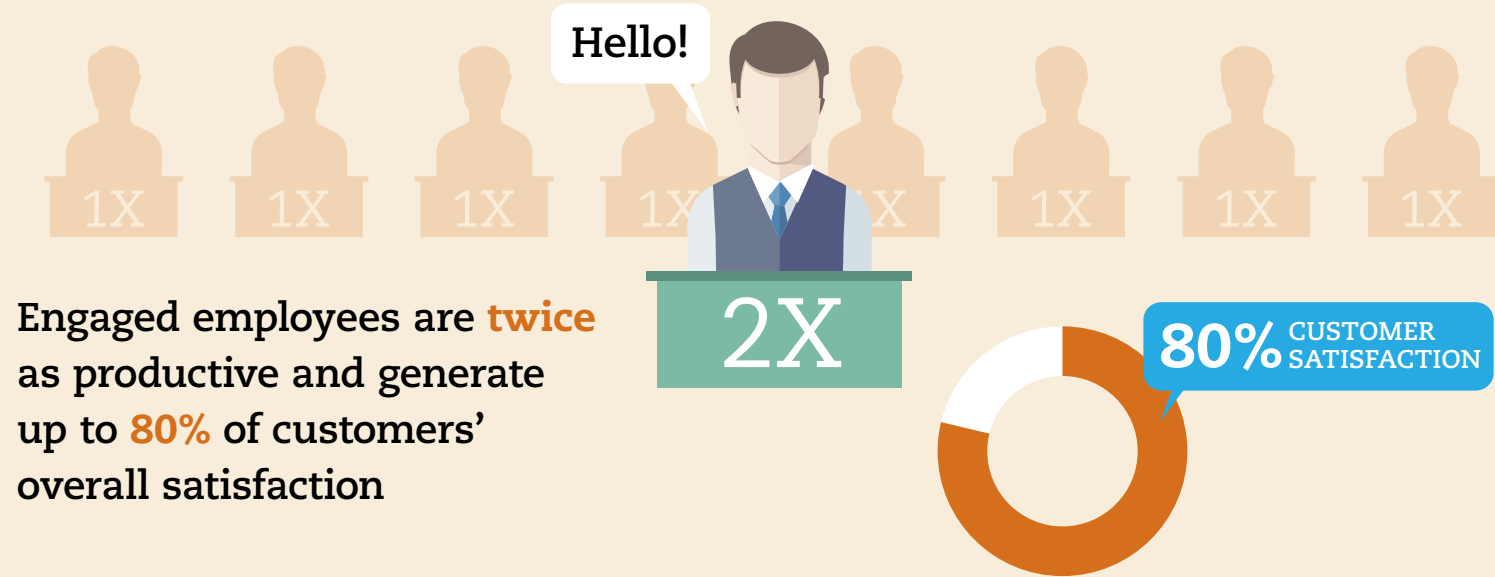
Color	DSC#	Vendor#
Black	68964	POLC3BK
Blue	68965	POLC3BL
Red	68966	POLC3R
Min 1	SRP \$116.47	Cost \$85.37



# The Advocate Squad

## Why Employee Advocacy Matters

Every retailer has to gauge the amount of time to spend on in-store versus online promotion, expertise of sales staff versus customer service team, and so forth. Investing in proper sales training of your retail sales team is proven to help your store create customer loyalty and boost sales. Here's how:



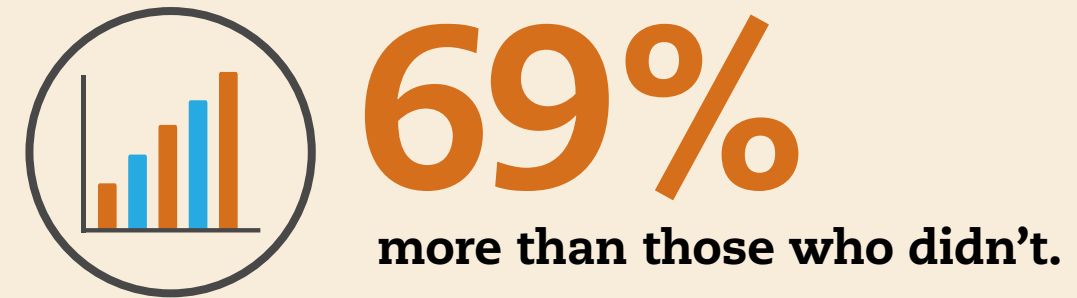
### Socially engaged employees...

- Increase your store awareness
- Increase your store's position in search engine results
- Enable your customers to more easily find answers online
- Decrease your cost of creating digital content
- Reinforce and legitimize your store marketing
- Allow your store to tap into new networks
- Help differentiate your company from others

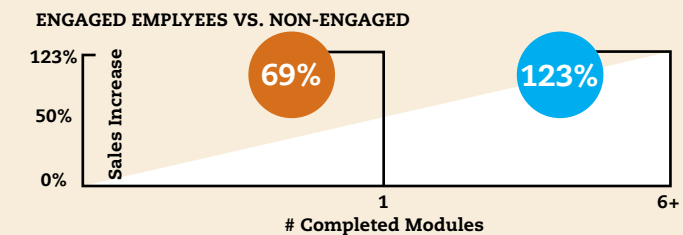
Retail sales associates who engage with online product training sell more. **A lot more.**



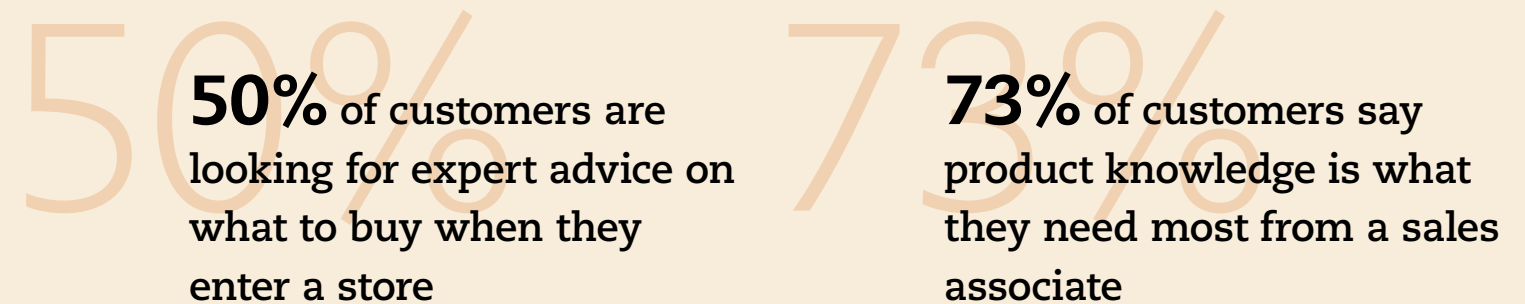
Sales associates who completed 1 short interactive product training sold



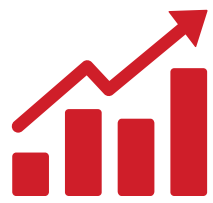
And associates that completed six or more online product trainings sold **123%** more than those who completed none.



Customers support this initiative too...



In short, even a little training can go a long way. Educating your sales people on the value proposition of the products you carry is becoming one of the most important trends in retail. Retailers and customers alike have long known that expertise on the sales floor leads to both happier customers and higher sales.



Increased employee engagement can equal a 12% increase in customer satisfaction which drives up revenue and margin growth.

Source: Marshal Fisher, Value of helpful expertise



Stores that invest in customer experience management see an increase of 42% in customer retention.

Source: Aberdeen report

# THE GRIND HOOK UP



EXTREME SOUND,  
CLASSIC DESIGN



Comfort and sound are the fundamentals of Grind headphones. The plush foam ear pads combined and unmatched sound leaves students and faculty alike wearing these headphones all day long. Users can control their music and calls with one easy button. Just tap and go with Grind headphones.

Features:

- Unmatched, extremely smooth sound with powerful bass
- Crown comfort inserts
- Foam ear pillows for all day comfort
- Tap Technology, control your music with one button
- Available in a variety of iconic colors

Color	DSC#	Vendor#	Color	DSC#	Vendor#
Black	67925	S5GRHT-448-C	Ill Famed Royal	67928	S5GRHT-454-C
Explore	67929	S5GRHT-467-C	White/Black	67926	S5GRHT-472-C
Americana	67927	S5GRHT-470-C	Against the Grain	67930	S5GRHT-471-C

Min 1 | SRP \$59.99 | Cost \$32.00



# ZipKord Solutions

## Efficiency at its best



Say adiós to knotted cords and clutter, and hello to organization. This 2in x 2in acrylic counter display has a lockable door and arrives pre-filled with the most popular phone accessories. Easily charge mobile devices with the dual USB car adapter, non-retractable MFI approved lightning USB 2.0 cable, dual USB wall adapter or the retractable USB to Micro/30 pin iPhone® combo cable. There's something for everyone with these bright colored cables!

Display includes:

- 42 dual USB car adapters
- 21 non-retractable MFI approved lightning USB 2.0 cables
- 21 dual USB wall adapters
- 42 retractable USB to Micro/30 pin iPhone combo cable

**GET 5% FREE WITH EACH DISPLAY!**

DSC# 41581 | Vendor# AV122L  
Min 1 | SRP \$1,647.06





2402 Advance Road  
Madison, WI 53718

# reseller's **EDGE**

PRESORTED  
FIRST CLASS  
U.S. POSTAGE  
**PAID**  
MADISON, WI  
PERMIT NO. 1042

0300.05.2015



## Turn Your Words Into Action

With the Livescribe 3 smartpen and the Livescribe+ mobile app, users can simply write on paper and watch it instantly appear on their tablet or smartphone. Notes become more useful when they are tagged, organized, searchable and converted to text. Users can create tasks, reminders, calendar events, new contacts and more, right from their notes. They can use the mic on a tablet or smartphone to add recorded audio that's synced with their handwriting so they can be sure they'll never miss a word. They can quickly share notes and ideas with friends and colleagues. Get more done in less time—all with just a few quick taps of a finger.

DSC# 39192 | Vendor# APX-00016 | Min 1 | SRP \$149.95 | Cost \$124.96

Beta Now Available

