

GETTING STARTED WITH REDUX



EVERY YEAR, MILLIONS OF DEVICES ARE RUINED BY WATER

In this [Forbes Article](#), Asurion shared that the top five reasons for insurance claims during the summer are:

1. Cracked screen
2. Water damage
3. Loss
4. Theft
5. Unrecoverable

Asurion reports that last summer, it saw a 61% jump in customers reporting water damage, and a 17% rise in customers reporting lost, stolen and unrecoverable phones. More than a third of the unrecoverable phones are also related to water, such as dropping a phone into a lake and not being able to retrieve it

REDUX CAN RECOVER WET ELECTRONICS, SUCH AS:

- Smartphones
- Smartwatches and fitness devices
- Earbuds and hearing aids
- Tablets and portable gaming systems (where applicable)



WHAT DOES REDUX DO THAT RICE CAN'T?



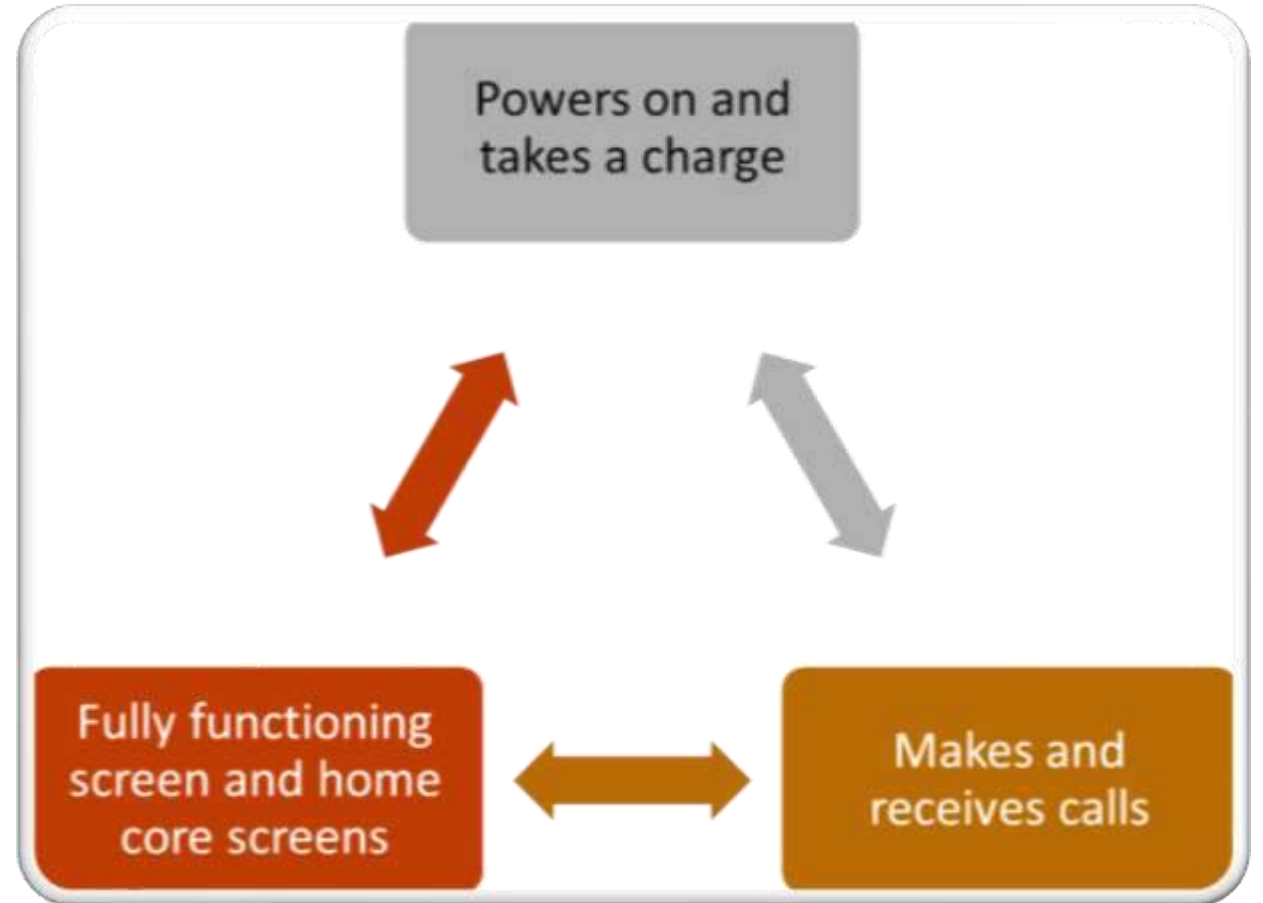
Redux patented process completely dries, and can recover a wet device, in about 45 minutes.

How?

1. Redux pulls a strong vacuum to reduce the amount of heat required to safely evaporate water.
2. Redux measures humidity levels to determine when the device is completely dry.
3. Once dry, a 10-minute charge is placed on the device.



WHAT DOES A SUCCESSFUL RECOVERY LOOK LIKE?



WHAT'S IN IT FOR THE CUSTOMER?

A successful recovery provides:

- A same-day communication solution
- Hundreds of dollars in savings vs. replacement
- Data recovery (pictures, video, contacts, etc.)

WHAT DO THEY
NEED TO
KNOW FROM
YOU?

NEVER PLUG IN A WET DEVICE!

Visit the closest location with Redux and get it dried in about 45-minutes.

- Battery power alone rarely causes permanent damage
- A wall outlet is much stronger and plugging in while wet increases the odds of permanent damage

HOW MUCH DOES REDUX COST?

MEMBERSHIP

Nearly 3,000,000 customers have purchased a Redux Membership!

Price	Name	Description	Money Back Guarantee
\$29.99	Phone Membership	Unlimited dries for up to 36 months or until phone upgrade	\$29.99
\$49.99	Family Membership	Protects a household's worth of personal electronics for 36 months	NA

NEW!

NON-MEMBERSHIP

Price	Name	Description
\$10.00	Recovery Attempt Fee	Non-Refundable Drying Fee
\$65.00	Successful Recovery – Earbud/Smartwatch	Successful Recovery for a Wet Earbud or Smartwatch
\$90.00	Successful Recovery - Phone / Tablet	Successful Recovery for a Wet Phone or Tablet Device



MEMBERSHIPS – WHAT'S CHANGED?

\$29.99 Phone Membership now includes unlimited drying for up to 36 months, or until device upgrade.

New \$49.99 Family Membership covers all devices in a household that will fit in the dryer for 36 months!

The Redux \$29.99 Money Back Guarantee is included on the \$29.99 Phone Membership ONLY for phones not recovered on the FIRST membership recovery attempt. *Instructions to request a refund print out on the \$0 Smartphone Membership – Unsuccessful Recovery Attempt invoice.*



WHICH REDUX SKU SHOULD I USE TODAY?

NON-MEMBERSHIP SKUS

\$10 Non-Member Recovery Attempt Fee

Use this SKU BEFORE drying any Non-Member device. This SKU is a non-refundable fee for attempting to recover a device.

\$90 Non-Member Recovery Fee – Smartphone / Tablet

Use this SKU AFTER recovering any Non-Member Smartphone or Tablet device. This fee is in addition to the \$10 recovery attempt fee and is refundable for up to 14-days if the device were not to remain in working order after a recovery attempt.

\$65 Non-Member Recovery Fee – Earbud / Smartwatch / Fitness Device

Use this SKU AFTER recovering any Non-Member earbuds, smartwatches, or fitness devices. This fee is in addition to the \$10 recovery attempt fee and is refundable for up to 14-days if the device were not to remain in working order after a recovery attempt.

MEMBERSHIP SKUS

\$29.99 Redux Single Line Membership – Smartphone

Use this SKU when selling a prepaid Redux Membership on a single smartphone device.

\$49.99 Redux Family Membership

Use this SKU when selling a prepaid Redux Membership covering the entire family's devices.

\$0 Redux Smartphone Membership – Unsuccessful | Recovery Attempt

Use this SKU when a customer uses their FIRST dry attempt included in a Redux Smartphone Single Line Membership AND the outcome of the recovery attempt is unsuccessful. Use of this SKU is not applicable to Single Line Membership dries beyond the first use or any Family Membership dries.

Directions to request a Single Line Membership Money Back Guarantee refund request will print on this invoice.

REDUX DISCOVERY QUESTIONS TO UNCOVER CUSTOMER VALUE

Uncover and relay the lifestyle activities placing their device and data at risk:

- Common outdoor activities, such as- swimming, boating, fishing, snow skiing, concerts/races, etc.
- Common indoor activities, such as- using the restroom, washing dishes, bathing children, etc.

Uncover and relay what is important or irreplaceable within the customer's device:

- Device replacement costs- full retail price or insurance deductibles (\$200-\$1,500 value)
- Pictures and videos of children, grandparents, vacations, etc.
- Contacts, text messages, music, etc.

Our favorite discovery question:

"If your device was lost today, what would you lose forever and miss the most?"

POSITIONING BEST PRACTICE #1:

MAKE YOUR OWN BUNDLE

Example on a \$1,000 device:

- \$255 out-the-door gets you set up with everything you need to stay connected and protected on the go
 - I'll set up your email and transfer your data today
 - You'll have a home and car charger
 - You'll be completely protected with a case, screen protector, and a Redux membership to protect against damage and paying deductibles

\$70 tax + \$30 Setup + \$30 Redux + \$50 case
+ \$50 wireless charger + \$25 car charger
(buy 2, get one half off coupon)



POSITIONING BEST PRACTICE #2:

FULL PROTECTION PACKAGE

Full protection package – single device:

“For \$29.99 upfront and \$17/mo. your smartphone is fully protected against loss, breakage, and even water damage. Should you lose or break your device, you’re protected. It can be replaced with a low deductible of \$200. Should your device get wet, Don’t Plug It In! Instead, bring it back to us and we’ll dry it out with our Redux machine at no cost to you. Your device will have a very good chance of full recovery in less than an hour, as if the accident never happened!”

Full protection – family:

“For \$49.99 upfront and \$50/mo. your smartphones are fully protected against loss, breakage, and even water damage. Should you lose or break your devices, you’re protected. They can be replaced with a low deductible of \$200. Should your device get wet, or any earbuds or smartwatches you own, Don’t Plug It In! Instead, bring it back to us and we’ll dry it out with our Redux machine at no cost to you. Your device will have a very good chance of full recovery in less than an hour, as if the accident never happened!”



OTHER POSITIONING OPPORTUNITIES

- Redux memberships are open enrollment, all the time!
- ~15% of customers do not purchase TMP / VZ Protect -- offer them a partial-price, partial-coverage protection against water
- Prepay and BYOD devices not eligible for insurance, but eligible for Redux
- Redux has a national footprint to cover drying needs
- Single Line Memberships are backed by a Money Back Guarantee
- Break down the value examples:
 - \$29.99 phone membership equal to \$1 per month of coverage
 - \$49.99 family plan for family of 5 with 10 devices equal to \$5 per device covered



REDUX SUPPORT:

- Support@Redux.com for non-customer facing escalation issues
- 1-844-RED-UXIT (1-844-733-8948) when a customer is waiting to be serviced