

# Consumer Cellular®

## STORE GUIDE



Member **Advantages**

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# 1. INTRODUCTION: ABOUT CONSUMER CELLULAR

Consumer Cellular, headquartered in Portland, Oregon, is a nationwide provider of cellular phones and services. We are not just another cellphone company—we are committed to giving our customers just what they want and need. We provide high-quality phones and simple, affordable plans. We even guarantee our customers' satisfaction.

## Company History

Consumer Cellular was founded in 1995 with the belief that everyone should have affordable access to the safety and convenience of cellular service.

We grew steadily, selling our cellular phones and service directly to customers as a regional provider in the Northwest. In 2004, Consumer Cellular entered into an agreement with AT&T that allowed us to provide nationwide coverage for our customers on one of the nation's largest networks.

In 2008, Consumer Cellular became an AARP provider. In its evaluation of potential providers, AARP was especially interested in Consumer Cellular because of its unique, no-contract/post-paid monthly plans, affordable phones and rates, 100% risk-free guarantee, and attention to quality customer service. This special relationship with AARP, that continues today, has helped Consumer Cellular grow quickly, and the company now offers its high-quality phones and 100% U.S. based customer service to more than two million customers.

## Our Focus: Simplicity and Satisfaction

Consumer Cellular has succeeded with a straightforward business model that's built on simplicity and customer satisfaction. We believe that affordability and great service are vital to your customers and our success.

We work to earn your customers' loyalty through their satisfaction—not by locking them into a contract. We believe that in the long run, our attention to the needs of your customers help make us a better, more successful company.

And, as we team up with your store, we extend these principles to you as well—we will work to satisfy you and your customers through simplicity, affordability and great service.



## 2. ABOUT OUR #1 RATINGS

### Consumer Reports

We're pleased to say that for 6 out of the past 7 years, Consumer Cellular has been ranked #1 for wireless service by Consumer Reports. Our high scores were tallied from ratings consisting of value, support, knowledge and courtesy. That's all according to survey results of actual cellphone users who participated in the Consumer Reports annual ranking of cellphone plans and service.



### J.D. Power

Consumer Cellular has been ranked #1 by J.D. Power as *"Highest in Customer Service among Non-Contract Value Wireless Providers, Three Times in a Row!"*

Consumer Cellular received the highest number among four non-contract value providers in the J.D. Power 2016 V2 - 2017 V2 U.S. Wireless Customer Care Performance Study. 2017 V2 based on 2,817 total responses measuring the experiences of current wireless service customers who made a sales transaction with their current carrier within the past three months, surveyed January-July 2017. Your experiences may vary. Visit [jdpower.com](http://jdpower.com)







### 3. HOW TO SELL CONSUMER CELLULAR ...AND TO WHOM

Consumer Cellular does not attempt to serve all kinds of people with all kinds of plans and products. In general, we cater to people who:

- Desire the safety and convenience of a cellphone
- Demand ease of use and superior customer service
- Seek affordability and savings

#### Key Selling Points: What Sets Us Apart

##### **SIMPLICITY: WE MAKE IT EASY TO UNDERSTAND AND DO BUSINESS WITH US**

- Phones and plans are easy to understand
- Plans are easy to upgrade or downgrade with no penalties
- No contracts, hidden charges or penalties

*"I just wanted to tell you I am one happy camper! I love the ease at which I can change my plan on a moment's notice without any penalties, then change it back whenever I like. It is so simple!"*

—Patrick N., WA

##### **QUALITY AND VALUE: WE SAVE CUSTOMERS MONEY**

- High-quality phones from leading manufacturers at affordable prices
- Monthly plans starting at only \$15
- Great coverage on one of the nation's largest networks
- Free calls between all phones on the same Consumer Cellular account
- Free long distance and roaming in the U.S.
- Special benefits for AARP members

*"I just wanted to share with you how very pleased we are with our new Consumer Cellular account! We moved over from one of the 'big four', and we are now enjoying half the cost with the same coverage. The transition was extremely smooth with a seamless connection as soon as we put in our SIM cards. We're looking forward to many years of Consumer Cellular service!"*

—Bob S., CT

## Key Selling Points: What Sets Us Apart, continued

### **FRIENDLY SERVICE: WE HELP CUSTOMERS MAKE THE BEST USE OF THEIR PHONE AND SERVICE**

- Helpful, polite, 100% U.S. based customer service
- Easy, intuitive website where customers can learn about and manage their service
- A 100% risk-free guarantee

*“In the process of switching over to Consumer Cellular, we’ve been able to interact with some of your customer service representatives. They were courteous, intelligent, patient and extremely helpful. What an absolute breath of fresh air!”*

—Ellen B., DE

## Customer Qualification Questions

As you help your customers as they are looking at their options, the following are useful questions for determining whether Consumer Cellular's phones and service are a good fit for them.

### **Why are you looking for a new cellphone?**

If the customer is frustrated with pre-paying for minutes, being stuck in contracts, wants to save money, or just wants the security and convenience of a cellphone for trips away from home, we're a great fit.

### **Do you have a cellphone currently? (If yes) How much do you use it?**

We welcome new, casual, and experienced cellphone users, including those who wish to use a smartphone.

We also offer SIM cards to allow customers to use their existing phones with our service. The All-In-One SIM card is compatible with Consumer Cellular phones as well as phones previously used with AT&T and unlocked GSM phones. The All-In-One SIM card includes nano, micro and standard SIM card sizes.

### **Do you want a phone that you "fill up" with pre-paid minutes, or one with a monthly-billing type of plan?**

We offer only monthly plans, and require a credit card or credit approval for activation. But we offer affordable plans and phones with no contracts, so if cost or contract are the customer's primary issues, Consumer Cellular may be a very good fit.

### **Do you plan to call or travel to different areas in the U.S. with your phone?**

We have excellent coverage nationwide with one of the nation's largest cellular networks, and we don't charge extra for long-distance or roaming. We also provide good rates for calls to locations outside the U.S.; however, we do not offer plans for international travel.

### **Are you an AARP member?**

AARP members receive special benefits when they start new service such as:

- A 5% discount *every month* on service and usage charges
- An extended risk-free guarantee: 45 days (data use is limited to 500MB)

### **Do you have difficulties with your eyesight, hearing or manual dexterity?**

We've selected phones that have text and numbers that are easier to see, and that work well with hearing-aids. In particular, our exclusive Doro PhoneEasy® 626 flip phone is designed to be senior-friendly with big, raised buttons, bright screens, large text, clear audio and great hearing-aid compatibility. It includes a camera and can send and receive photos in MMS messages. This phone even provides a single-button emergency call feature that can be programmed to dial a particular phone number. And compared to other senior phones it is quite attractively priced.

## Answers to Questions and Objections

### **I've never heard of Consumer Cellular. How good is the service, and what if it doesn't work for me?**

Consumer Cellular has been in business since 1995. Our phones operate on one of the nation's largest cellular networks. However, unlike the big carriers, we don't require any contracts, so your service is month-to-month. You can change your plan or stop service whenever you want. Plus, our plans have more anytime minutes, free roaming and long distance in the U.S., and a Usage Alert feature to tell you when you're approaching the limits of your current plan so you can adjust your usage if necessary. And we have a 100% risk-free guarantee that allows you to try the phone and service on your own for up to 30 days (data use is limited to 500MB). If you're not completely satisfied during this period, return the phone to this store with all parts, accessories and packaging for a 100% refund—completely hassle-free.

### **Can I move my old phone to Consumer Cellular?**

The answer to this question is maybe. To find out, determine what make and model of phone your customer has and call our Customer Support. If the phone is a model we can support, we'll be happy to activate it on our network. Consumer Cellular also offers inexpensive SIM cards that allow customers to use the following kinds of phones:

- Most phones previously used with AT&T
- A Consumer Cellular phone
- An unlocked GSM phone

### **Does Consumer Cellular offer free nights and weekends?**

All of the minutes in our plans are anytime minutes. We don't have free nights and weekends because our plans give a lot more anytime minutes, so you can use your phone whenever you want. You don't have to wait until after 9pm or the weekend to use the phone. We've also found that most customers who pay for plans with free nights and weekends use very little time during those periods—that's why some carriers give it away for free. With Consumer Cellular's plans, you can use the phone whenever you want without worrying about what time or what day it is.

### **Does Consumer Cellular offer free mobile-to-mobile calling?**

We offer free calls between all phones on the same Consumer Cellular account.

### **Does Consumer Cellular offer roll-over minutes?**

Consumer Cellular plans start over every month, and don't use roll-over minutes. We offer an unlimited Talk Plan that gives you unlimited minutes for \$20 per month. If you're on a roll-over plan and have accumulated more minutes than you can use, you're probably paying too much for your plan and Consumer Cellular can save you money.

**What's Consumer Cellular's cheapest/best plan?**

That depends on how you're going to use your phone. We have plans for all types of usage, from \$15 per month for occasional use, or more robust plans for greater usage. One great benefit about Consumer Cellular's service—there are no contracts, and you can change your plan whenever you want without any fees or penalties. So, if your needs change, you can change your plan too—as often as you'd like, even up to the end of your billing period. That way you can make sure you're always on the best plan. We'll even send you a free Usage Alert message if you're approaching your current plan's limits.

**Is the phone easy to use? How big are the buttons? How loud is it? Is the text tiny?**

We always choose phones that we feel are easy to use with large buttons, screens, and are easy to hear and see. One phone to recommend as the easiest would have to be the Doro PhoneEasy® 626. It has large, raised keys, the biggest brightest screen and text, it's loud and hearing-aid compatible. However, what's easy to use for one person isn't easy for another. That's why we have a 100% risk-free guarantee trial allowing up to 30 days—you can try our service for yourself with any phone and return or exchange the phone if you're not completely satisfied.

**I need to check with my spouse.**

That is no problem. Ask the customer if their spouse has any questions or concerns that can be answered now. Remember, we offer a 100% risk-free guarantee trial that allows up to 30 days, so they can take the phone home and have their spouse try it. If the customer isn't completely satisfied, they can just return the phone to this store for a 100% refund of the phone with activation, service, and accessories.



## 4. PHONES AND SIM CARDS

The following pages detail the various devices and products carried by Consumer Cellular.

**Note: The devices and accessory kits listed are not necessarily available at all retail stores.**

### WHAT'S IN THE PHONE BOX

Each Consumer Cellular retail phone package contains the following:

- The phone, with battery and SIM card already installed. The phone's battery should have some charge, but the customer will need to connect to power with the AC adapter for a few hours to ensure the battery is fully charged
- A Welcome Kit Folder that includes a welcome letter, activation and service information, a short booklet that describes the basics of Consumer Cellular service, a set-up guide for the phone and a Wireless Customer Agreement describing the terms and conditions of service

### WHAT'S IN THE ACCESSORY KIT

Each phone accessory kit contains a car charger and a protective phone case.



### WHAT'S IN THE SIM CARD PACKAGING

Each Consumer Cellular SIM card package contains the following:

- The All-In-One SIM card containing nano, micro and standard SIM card sizes
- Instructions describing how to place the SIM into a cellphone and instructions on how to activate the SIM card. The Activation Code can be found within the packaging
- A welcome letter introducing our service to new customers
- A Start Here book that describes the basics about Consumer Cellular's service
- A Wireless Customer Agreement describing the terms and conditions of service



**CONSUMER CELLULAR ALL-IN-ONE SIM CARDS**

For customers who wish to continue using their existing phone with Consumer Cellular service, we offer the Consumer Cellular All-In-One SIM card.



**A great way to prevent waste and save money.** Not only does your customer get to keep using his or her existing phone, they'll save money on fees, too. While the MSRP for the SIM card is \$9.99, the customer will receive a \$10 credit on their first bill following activation, so it's essentially free. And because there's no additional fee for activation, the customer can switch to Consumer Cellular's service at no cost! The Consumer Cellular All-In-One SIM card package includes three size options, which can be used as required by the customer's phone. It also includes instructions for activation, which the customer can perform online or by phone with the assistance of our Customer Support team.



**Consumer Cellular All-In-One SIM Card**

The Consumer Cellular All-In-One SIM card is compatible with the following kinds of phones:

- A Consumer Cellular phone
- Most phones used previously with AT&T
- An unlocked GSM cell phone

**Product Information and Price**

DESCRIPTION	COLOR	MSRP
Consumer Cellular SIM Card — AT&T	N/A	\$9.99



**ALCATEL GO FLIP: CLASSIC FLIP PHONE CONVENIENCE**



**Key Features**

- External caller ID display
- 2MP camera, digital zoom (6x)
- 2.8", 240 x 320 pixel internal display
- 1GB internal memory
- FM radio compatible
- Supports up to 32GB microSD™
- Bluetooth® wireless connectivity
- Hearing-Aid compatible: M4/T4
- Talk Time: 6.8 hours
- Standby Time: 11.6 days
- Weight: 4.16 oz
- Dimensions: 4.13" x 2.08" x 0.74"

Keeping in touch has never been easier! The Alcatel Go Flip offers a handy and economical way to stay well connected anywhere you go. Large keypad buttons make it simple to call or text. An external display lets you see who's calling without even opening the phone. It's comfortable to use and easy to store thanks to a lightweight, compact design, plus long lasting battery life guarantees reliability. There's a 2MP camera for capturing photos, and you can even browse the Internet. When you put it all together, this dependable flip phone delivers simply unbeatable value.

**Product Information and Prices**

DESCRIPTION	COLOR	MSRP
Alcatel Go Flip Phone	Black	\$29.99
Alcatel Go Flip Phone	Red	\$29.99
Alcatel Go Flip Accessory Kit	N/A	\$14.99

**ALCATEL GO FLIP: CLASSIC FLIP PHONE CONVENIENCE**



Flip Style	Yes
External Screen	Yes
Bluetooth® Technology	Yes
Speakerphone	Yes
Hearing-Aid Compatibility	M4/T4
Camera	Yes
Send/Receive Pictures*	Yes*
Screen Size	2.8" internal, 1.44" external
Screen Resolution	240 x 320
Text Messaging*	Yes*
Video	Yes
FM Radio	Yes
MP3 Player	No
Wireless Web enabled*	No
Connect to PC	Yes
microSD™ card slot	Yes
Dimensions	4.13" high 2.08" wide 0.74" deep
Weight with battery	4.16 oz
Battery Life	Up to 6.8 hours talk time

\*Usage charges apply when using these features.

**DORO PhoneEasy® 626: PRACTICAL, AND SENIOR FRIENDLY**



**Key Features**

- Bright, colorful internal display screen
- Additional external display screen
- 2MP camera, digital zoom (4x)
- 128MB internal memory
- Emergency alert button
- High volume levels and speakerphone
- Supports microSD™ card for extra storage
- *Bluetooth*® wireless connectivity
- Hearing-Aid compatible: M4/T4
- Battery: Up to 6 hours talk time
- Weight: 3.67 oz
- Dimensions: 4.02" x 2.05" x 0.75"

The Doro PhoneEasy® 626 is a comfortable, simple-to-use phone which lets you answer and end calls with a simple flip. Large, raised buttons offer simple speed-dial functionality. An easily accessible emergency call button quickly dials any important contact you choose. Excellent sound and audio quality, plus hearing-aid compatibility, let you clearly hear your conversations from the earpiece or speakerphone. The Doro 626 supports 3G technology and *Bluetooth*® functionality, for hands-free talking, and comes with a 2 megapixel digital camera with flash, so you can take and send photos in a snap. The compact design allows for convenient storage in pockets or purses, or it can be worn around your neck with the included lanyard.

**Product Information and Price**

DESCRIPTION	COLOR	MSRP
Doro PhoneEasy® 626 Flip Phone	Burgundy	\$49.99
Doro PhoneEasy® 626 Flip Phone	Black	\$49.99
Doro PhoneEasy® 626 Accessory Kit	N/A	\$14.99

**DORO PhoneEasy® 626: PRACTICAL, AND SENIOR FRIENDLY**



Flip Style	Yes
External Screen	Yes
Bluetooth® Technology	Yes
Speakerphone	Yes
Hearing-Aid Compatibility	M4/T4
Camera	2MP with flash
Send/Receive Pictures	Yes*
Screen Size	1.42" wide x 1.93" high
Screen Resolution	320 x 240
Text Messaging*	Yes*
Picture Messaging*	Yes*
Video	Yes
FM Radio	Yes
MP3 Player	No
Wireless Web Enabled*	No
Connect to PC	Yes
microSD™ card slot	Yes
Dimensions	4.02" high 2.05" wide 0.75" deep
Weight	3.67 oz
Battery Life	Up to 6 hours talk time

\*Usage charges apply when using these features.

**ALCATEL KORA: GREAT VALUE FOR A VERSATILE SMARTPHONE**



**Key Features**

- Android™ 7.0 operating system
- 4G LTE capable
- 1.1GHz quad-core processor
- 5", 1280 x 720 pixel display
- 5MP camera with digital zoom (4x)
- 720p HD video capture
- Front-facing camera for video chat
- 8GB internal memory
- Hearing-Aid compatible: M4/T4
- Battery: Up to 15 hours talk time
- Weight: 5.2 oz
- Dimensions: 5.59" x 2.78" x 0.33"

With its stylish design, solid performance and superb affordability, the Alcatel Kora delivers a truly satisfying smartphone experience. First time users will love its simplicity, while those more seasoned are sure to be impressed by the nimble capabilities of the Android 7.0 operating system.

Customers will be off and running in no time thanks to intuitive, pre-configured settings which gives them easy access to essential apps and widgets right out of the box. The 5MP main camera includes multiple shooting modes along with an integrated Polaroid application, allowing them to creatively edit and add frames to their photos.

The bright, clear 5" display screen is easy to read and navigate, so it's a snap to browse the Internet, watch videos or check email. A 1.1GHz quad-core processor assures reliable speeds for multi-tasking and downloads. The Alcatel Kora brings exciting features for a modest price, creating a pleasing choice for any purpose or budget.

**Product Information and Price**

DESCRIPTION	COLOR	MSRP
Alcatel Kora Smartphone	Black	\$59.99
Alcatel Kora Accessory Kit	N/A	\$14.99

**ALCATEL KORA: GREAT VALUE FOR A VERSATILE SMARTPHONE**



Touch Screen	Yes
Bluetooth® Technology	Yes
Speakerphone	Yes
Hearing-Aid Compatibility	M4/T4
Camera (rear-facing)	5MP
Send/Receive Pictures*	Yes*
Screen Size	5"
Screen Resolution	1280 x 720 pixels
Text Messaging*	Yes*
Video	Yes
GPS	Yes
MP3 Player	Yes
Wireless Web enabled*	Yes*
Connect to PC	Yes
microSD™ card slot	Yes
Predictive Text	Yes
Dimensions	5.59" high 2.78" wide 0.33" deep
Weight with battery	5.20 oz
Battery Life	Up to 15 hours talk time

\*Usage charges apply when using these features.

**ZTE AVID 916: A STANDOUT SMARTPHONE PERFORMER**



**Key Features**

- Android™ 5.1 operating system
- 4G LTE capable
- 1.3GHz quad-core processor
- 5.5", 1280 x 720 pixel display
- 8MP camera with dual flash
- 720p HD video capture and playback
- Front-facing camera for video chat
- 8GB internal memory
- Hearing-Aid compatible: M4/T3
- Battery: Up to 16 hours talk time
- Weight: 6.16 oz
- Dimensions: 6.07" x 2.99" x 0.37"

Offering an impressive combination of performance and perks, the ZTE Avid 916 is a terrific option for any smartphone shopper. Its Dolby Audio™ system delivers crystal clear sound for voice calling and music streaming. The bright 5.5" HD infinity edge display maximizes on-screen viewing enjoyment, especially when capturing photos or videos with the 8MP camera. A 1.3GHz quad-core processor and 4G LTE speeds allow for smooth and easy multi-tasking. Plus, the slim bezel and curved display wrap it all up inside a handsome package.

**Product Information and Price**

DESCRIPTION	COLOR	MSRP
ZTE Avid 916 Smartphone	Black	\$79.99
ZTE Avid 916 Accessory Kit	N/A	\$14.99

**ZTE AVID 916: A STANDOUT SMARTPHONE PERFORMER**



Touch Screen	Yes
Bluetooth® Technology	Yes
Speakerphone	Yes
Hearing-Aid Compatibility	M4/T3
Camera (rear-facing)	8MP
Send/Receive Pictures*	Yes*
Screen Size	5.5"
Screen Resolution	1280 x 720 pixels
Text Messaging*	Yes*
Video	Yes
GPS	Yes
MP3 Player	Yes
Wireless Web enabled*	Yes*
Connect to PC	Yes
microSD™ card slot	Yes
Predictive Text	Yes
Dimensions	6.07" high 2.99" wide 0.37" deep
Weight with battery	6.16 oz
Battery Life	Up to 16 hours talk time

\*Usage charges apply when using these features.



**SAMSUNG GALAXY J3: SLEEK DESIGN & INNOVATIVE FEATURES**



**Key Features**

- Android™ 7.0 operating system
- 4G LTE capable
- 1.4GHz quad-core processor
- 5", 1280 x 720 pixel display
- 5MP camera with digital zoom (4x)
- 1080p HD video capture
- Front-facing camera for video chat
- 16GB internal memory
- Hearing-Aid compatible: M3/T3
- Battery: Up to 18 hours talk time
- Weight: 5.68 oz
- Dimensions: 5.55" x 2.76" x 0.34"

Samsung’s popular Galaxy J3 smartphone delivers a satisfying blend of performance and affordability. The latest generation for 2017 adds an Android™ 7.0 operating system and a 1.4GHz quad-core processor to an already notable list of features. The 5.0" HD display provides a crisp, bright picture and sharp graphics, enhancing touchscreen navigation. A 5MP camera and 16GB of internal memory offer the freedom to take and store an impressive library of great photos.

It provides up to 18 hours of talk time on a fully charged battery, and offers 4G LTE capabilities for fast and easy Internet access. Plus, to make the Galaxy J3 even more user-friendly, there’s an optional “Easy Mode” which utilizes fewer, larger home screen icons and simpler app engagement. The Galaxy J3 more than upholds Samsung’s tremendous reputation for delivering reliability and innovation. This is smartphone technology customers can count on for performance, ingenuity, and value.

**Product Information and Price**

DESCRIPTION	COLOR	MSRP
Samsung Galaxy J3 Smartphone	Black	\$99.99
Samsung Galaxy J3 Accessory Kit	N/A	\$14.99

**SAMSUNG GALAXY J3: SLEEK DESIGN & INNOVATIVE FEATURES**



Touch Screen	Yes
Bluetooth® Technology	Yes
Speakerphone	Yes
Hearing-Aid Compatibility	M3/T4
Camera (rear-facing)	5MP
Send/Receive Pictures*	Yes*
Screen Size	5"
Screen Resolution	1280 x 720 pixels
Text Messaging*	Yes*
Video	Yes
GPS	Yes
MP3 Player	Yes
Wireless Web enabled*	Yes*
Connect to PC	Yes
microSD™ card slot	Yes
Predictive Text	Yes
Dimensions	5.60" high 2.80" wide 0.31" deep
Weight with battery	4.90 oz
Battery Life	Up to 22 hours talk time

\*Usage charges apply when using these features.

**SAMSUNG GALAXY J7: POWERFUL PROCESSING PLUS BRILLIANT HD DISPLAY**



**Key Features**

- Android™ 7.0 operating system
- 4G LTE capable
- 1.6GHz octa-core processor
- 5.5", 1280 x 720 pixel display
- 8MP camera with digital zoom (4x)
- 1080p HD video capture
- Front-facing camera for video chat
- 16GB internal memory
- Hearing-Aid compatible: M3/T3
- Battery: Up to 40 hours talk time
- Weight: 5.99 oz
- Dimensions: 5.97" x 3.00" x 0.34"

Sporting a large 5.5" display and a generous assortment of advanced features, the Samsung Galaxy J7 delivers pleasing performance inside and out. Powered by an Android™ 7.0 operating system and 1.6GHz octa-core processor, it makes texting, surfing, streaming, or accessing social media fast and easy.

The high definition Super AMOLED screen radiates vivid color and crisp images. An 8MP rear-facing camera captures beautiful photos, and selfies taken with the 5MP front facing camera are delightfully clear and sharp. Plus, battery life is excellent, providing up to 40 hours of talk time. Whatever challenges a busy digital life presents, the intelligently designed Samsung Galaxy J7 is sure to be up to the task.

**Product Information and Price**

DESCRIPTION	COLOR	MSRP
Samsung Galaxy J7 Smartphone	Black	\$149.99
Samsung Galaxy J7 Accessory Kit	N/A	\$14.99

**SAMSUNG GALAXY J7: POWERFUL PROCESSING PLUS BRILLIANT HD DISPLAY**



Touch Screen	Yes
Bluetooth® Technology	Yes
Speakerphone	Yes
Hearing-Aid Compatibility	M3/T3
Camera (rear-facing)	8MP
Send/Receive Pictures*	Yes*
Screen Size	5.5"
Screen Resolution	1280 x 720 pixels
Text Messaging*	Yes*
Video	Yes
GPS	Yes
MP3 Player	Yes
Wireless Web enabled*	Yes*
Connect to PC	Yes
microSD™ card slot	Yes
Predictive Text	Yes
Dimensions	5.97" high 3.00" wide 0.34" deep
Weight with battery	5.99 oz
Battery Life	Up to 40 hours talk time

\*Usage charges apply when using these features.

**MOTOROLA MOTO E4 PLUS: ADVANCED BATTERY FOR LONG LASTING POWER**

**Key Features**



- Android™ 7.1 operating system
- 4G LTE capable
- 1.4GHz quad-core processor
- 5.5" high-definition LCD display
- 13MP camera, digital zoom
- 1080p HD video capture and playback
- Front-facing camera for video chat
- 16GB internal memory
- Hearing-Aid compatible: M3/T3
- Battery: Up to 48 hours mixed usage
- Weight: 6.38 oz
- Dimensions: 6.10" x 3.05" x 0.38"

Here’s a dependable smartphone performer that offers plenty of clever features. The Motorola Moto E4 Plus is notable for its long-lasting power, courtesy of an advanced, high capacity 5000mAh battery. It’s capable of up to 48 hours of mixed use on a single charge, plus there’s a rapid 10W charger when a quick boost is needed. The Moto E4 Plus delivers solid multi-tasking capability with its Android 7.1 operating system, 1.4GHz quad-core processor, and 16GB of internal memory. For photo buffs, it offers a 13MP camera featuring digital zoom supported with advanced pixel technology for superior image quality, even in low light.

The large 5.5" display is vivid and clear, boasting a high definition, 1280 x 720 pixel display. Additional perks include a fingerprint sensor for convenient added security, and there’s even water-repellent coating to protect against unexpected splashes and spills.

**Product Information and Price**

DESCRIPTION	COLOR	MSRP
Motorola Moto E4 Plus Smartphone	Gray	\$124.99
Motorola Moto E4 Plus Accessory Kit	N/A	\$14.99

**MOTOROLA MOTO E4 PLUS: ADVANCED BATTERY FOR LONG LASTING POWER**



Touch Screen	Yes
Bluetooth® Technology	Yes
Speakerphone	Yes
Hearing-Aid Compatibility	M3/T3
Camera (rear-facing)	13MP
Send/Receive Pictures*	Yes*
Screen Size	5.5"
Screen Resolution	1280 x 720 pixels
Text Messaging*	Yes*
Video	Yes
GPS	Yes
MP3 Player	Yes
Wireless Web enabled*	Yes*
Connect to PC	Yes
microSD™ card slot	Yes
Predictive Text	Yes
Dimensions	6.10" high 3.05" wide 0.38" deep
Weight with battery	6.38 oz
Battery Life	48 hours mixed usage

\*Usage charges apply when using these features.

**MOTOROLA MOTO G<sup>5</sup> PLUS: CAPTIVATING DESIGN. UNLIMITED PERFORMANCE.**



**Key Features**

- Android™ 7.0 operating system
- 4G LTE capable
- 2.0GHz octa-core processor
- 5.2", 1920 x 1080 pixel display
- 12MP camera with dual flash
- 1080p HD video capture and playback
- Front-facing camera for video chat
- 32GB internal memory
- Hearing-Aid compatible: M4/T4
- Battery: Up to 30 hours mixed usage
- Weight: 5.5 oz
- Dimensions: 5.90" x 2.90" x 0.30"

With each new release, Motorola has enhanced its innovative and affordable Moto G line of smartphones, rolling out intelligent upgrades to improve its already stellar performance. The Moto G5 Plus utilizes an Android™ 7.0 operating system along with a 2GHz octa-core processor, resulting in lightning quick responsiveness. It's 4G LTE capable, and packs a hearty 32GB of internal memory, which allows the freedom to take and store a dazzling number of photos and videos. And doing either is a delight, with the sharp 5.2" HD display screen offering a perfect platform from which to capture lasting memories using the 12MP camera or 1080p HD video.

The New Moto G5 Plus comes pre-loaded with Google Maps for easy turn-by-turn navigation, and handy conveniences like voice recognition software. The battery delivers up to 30 hours of talk time on a single charge, plus the additional convenience of a 15W turbo-charge feature if a quick boost is needed.

**Product Information and Price**

DESCRIPTION	COLOR	MSRP
Motorola Moto G5 Plus Smartphone	Gray	\$199.99
Motorola Moto G5 Plus Accessory Kit	N/A	\$14.99

**MOTOROLA MOTO G<sup>5</sup> PLUS: CAPTIVATING DESIGN. UNLIMITED PERFORMANCE.**



Touch Screen	Yes
Bluetooth® Technology	Yes
Speakerphone	Yes
Hearing-Aid Compatibility	M4/T4
Camera (rear-facing)	12MP
Send/Receive Pictures*	Yes*
Screen Size	5.2"
Screen Resolution	1920 x 1080 pixels
Text Messaging*	Yes*
Video	Yes
GPS	Yes
MP3 Player	Yes
Wireless Web enabled*	Yes*
Connect to PC	Yes
microSD™ card slot	Yes
Predictive Text	Yes
Dimensions	5.90" high 2.90" wide 0.30" deep
Weight with battery	5.50 oz
Battery Life	30 hours mixed usage

\*Usage charges apply when using these features.



## 5. SERVICE PLANS

### How Our Plans are Different

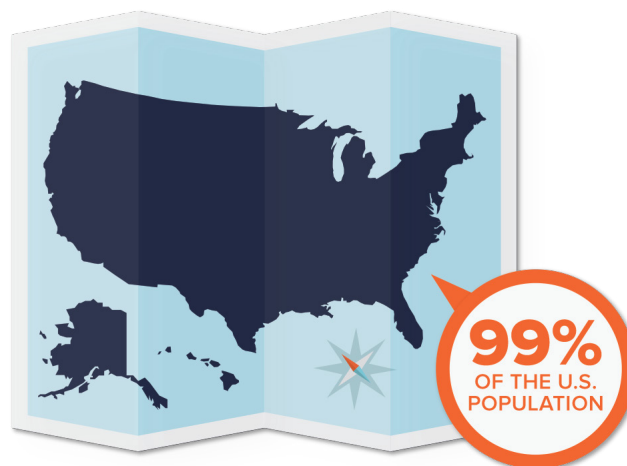
Our plans are simple, easy to understand, and can be changed at any time, with features including:

- **Convenient, post-paid monthly billing**, with no contracts and no pre-payments
- **Customers can upgrade or downgrade** their service plans at any time with no penalties (this is especially useful for customers who rarely use their phones except while traveling)
- **Free** long distance, roaming, voice mail, call forwarding, caller ID, call waiting, conference calls, and calls between all phones on the same Consumer Cellular account
- **Plan rates remain the same** regardless of time of day, location from which the call is made, or the location or network of the person being called (anywhere within the U.S.) Our simple plans are much less expensive and easier to monitor than roll-over plans
- **Free Usage Alert feature** warns the customer when they are approaching their current plan limits—they can then choose adjust their usage if necessary
- **Our friendly 100% U.S. based customer support** is available for assistance by phone, and the ability for customers to manage their account themselves on our website
- **AARP members** receive 5% off their monthly billing and an extended risk-free guarantee
- **Full access to AT&T cell towers** gives customers great coverage nationwide

### Service Coverage Map

We provide nationwide cellular coverage on one of the nation's largest networks. To see a detailed coverage map for the customer's specific area, please visit Consumer Cellular at:

**[ConsumerCellular.com/Map](http://ConsumerCellular.com/Map)**



## Plans and Rates

Customers can pair one of our no-contract Talk Plans with one of our Connect Plans for wireless service that’s just right for them. They can switch to a different plan as often as they need—there’s never a fee for doing so. Plus, if they happen to go over their selected plan’s monthly limit, we’ll automatically upgrade them to the next level—there are no overage fees.

For additional details, please visit our website at [ConsumerCellular.com/Plans](http://ConsumerCellular.com/Plans).

<b>LINES</b> HOW MANY LINES DO YOU WANT?	1 LINE INCLUDED	2+ LINES ADD \$15/MONTH PER LINE			
<b>TALK PLANS</b> SELECT ONE OF OUR NATIONWIDE TALK PLANS	250 MINUTES \$15/MONTH		UNLIMITED \$20/MONTH		
<b>CONNECT PLANS</b> SELECT ONE OF OUR TEXT & DATA PLANS	250MB \$5/MONTH	1GB \$10/MONTH	3GB \$20/MONTH	5GB \$30/MONTH	10GB \$40/MONTH
ALL CONNECT PLANS INCLUDE UNLIMITED TEXT					

### FREE FEATURES INCLUDED WITH EVERY PLAN:

- ✓ Voicemail
- ✓ Usage Alerts
- ✓ Caller ID
- ✓ Call Waiting
- ✓ Call Forwarding
- ✓ Conference Calling

## 6. ACTIVATION RESOURCES

Visit the Activation Page online, or call Consumer Cellular's Customer Support line to begin the activation process:

**Phone: (888) 533-6942**

**Online: [ConsumerCellular.com/Store](https://www.ConsumerCellular.com/Store)**

If you have any questions, refer to Section 8 of this guide for contact information.

### Following Activation

The new phone should be ready to make outbound calls as soon as the activation is complete; there may be a delay of a few moments before the phone can receive an incoming call.

The following are some topics that you might take a moment to explain to your customer about their new phone and service.

#### CHARGING THE PHONE

- The phone comes with its battery and SIM card already installed
- The phone's battery should have some charge, but the customer will need to connect to power with the AC adapter for a few hours to ensure the battery is fully charged

#### INFORMATION AND ACCOUNT MANAGEMENT ON OUR WEBSITE

If you and your customer have a moment and your customer is interested in using the web, go to [ConsumerCellular.com/Help](https://www.ConsumerCellular.com/Help) and show him or her the wealth of information available. There, they will find the following:

- **Answers to frequently asked questions (FAQs)**—click through the high-level topics to reveal detailed questions and answers
- **How-to videos show how to perform a variety of tasks**—everything from making and receiving calls to sending and receiving text messages using specific phones
- **Detailed manufacturer's phone manuals**—these are ready to download as PDF (Portable Document Format) files and read with Adobe Acrobat

You can also show your customer the location of their My Account page by going to [ConsumerCellular.com/MyAccount](https://www.ConsumerCellular.com/MyAccount) which you can reach simply by clicking in the banner at the top of the page. There your customer can manage most aspects of their cellphone account:

- View minutes and data used
- Set-up the free Usage Alert feature. By default, this feature is set-up to alert the customer when they reach 50% and 75% of their current plan's limits
- Change rate plan up or down, as many times as they like, with no extra charges
- Get copies of past bills
- Make a payment and save on time, postage and checks



## 7. GUARANTEES AND RETURNS

### Consumer Cellular's 100% Risk-Free Guarantee

Consumer Cellular offers a unique risk-free guarantee for all our phones. If you're not completely satisfied within 30 days (data use is limited to 500MB), cancel and pay nothing. It's completely hassle-free!

For AARP members, Consumer Cellular extends the guarantee's trial period to 45 days and 500MB of data use.

### Returning Phones and Canceling Service

If a customer is dissatisfied with Consumer Cellular, they must return their phone and packaging to the original store they purchased from, and they **must call Consumer Cellular** to cancel their service.

### Phone Manufacturers' Warranties

Consumer Cellular phones come with a one-year manufacturer's warranty. It is up to Consumer Cellular and the manufacturer's discretion as to whether the phone should be replaced or repaired. If a customer's phone is not working, they may contact Consumer Cellular about repairing or replacing it. Please also tell your customer to call and have us suspend their service while their phone is unavailable.

For Customer Support contact information, turn to **Section 8** of this guide.



## 8. CONTACTS, QUESTIONS AND RESOURCES

We're always here for you—email or visit our website anytime to get more information or assistance.

### Customer Support

Customers who need help with topics such as talk, text and data plans, phone specifications, and account status are welcome to call our Customer Support line:

**(800) 686-4460** (toll-free)

### Retailer Support

If you have questions regarding the retail display, brochures, or retail products, please contact our Retail Support staff at the following email address or phone number:

**RetailSupport@ConsumerCellular.com**

**(866) 900-8925** (toll-free)

**Please note:** the support number and email above are for retailers only—not for your customers. Retail support **does not** have access to customer accounts.

### Other Resources

<b>Phones and Accessories</b>	<a href="http://ConsumerCellular.com/Phones">ConsumerCellular.com/Phones</a>
<b>Plans and Plan Options</b>	<a href="http://ConsumerCellular.com/Plans">ConsumerCellular.com/Plans</a>
<b>FAQs, How-To Videos, Phone Manuals, and International Rates</b>	<a href="http://ConsumerCellular.com/Help">ConsumerCellular.com/Help</a>
<b>Interactive Coverage Map</b>	<a href="http://ConsumerCellular.com/Map">ConsumerCellular.com/Map</a>
<b>Customer My Account Pages</b>	<a href="http://ConsumerCellular.com/MyAccount">ConsumerCellular.com/MyAccount</a>

### The Consumer Cellular Referral Program

Consumer Cellular offers a referral program to encourage and reward our customers for referring their friends and family to our service. This program can only be used by Consumer Cellular customers who are not employed by Consumer Cellular or is a retail partner of Consumer Cellular. All retail sales associates are ineligible to receive a referral credit. If any referral credits are issued to a retail sales associate for phones they have sold, the credits will be removed and the adjusted charges will become due immediately.

