



## Ultra Mobile Retailer Spiff – August 16, 2017

CHECK OUT OUR AUGUST SPIFFS!	EARN	WHEN YOU ACTIVATE PLANS
	\$50 SPIFF!	<b>For Activating Plans \$49 and up!</b> \$15 spiff for new activations, plus earn an additional \$15 spiff after the second month recharge, and an additional \$20 spiff after the third month recharge.
	\$30 SPIFF!	<b>For Activating the \$23, \$29 &amp; \$39 Plan</b> \$15 spiff for new activations, plus earn an additional \$10 spiff after the second month recharge, and an additional \$5 spiff after the third month recharge.
	\$15 SPIFF!	<b>For Activating the \$19 Plan</b> \$5 spiff for new activations, plus earn an additional \$5 spiff after the second month recharge, and an additional \$5 spiff after the third month recharge.

### EARN UP TO 6% LIFETIME RESIDUAL:

**Residual Updates:** Residual will be only be paid on Ultra Mobile Classic Activations Plans \$19+ MRC following initial Activation Amount. Retailer Residual is 3% and an additional 3% Residual if customer is put on Auto-Recharge at time of activation – for a total of 6%.

### EARN UP TO 8.5% AIRTIME:

Not getting 8.5% Airtime for Ultra Classic Plans? Reach out to your Ultra Master Agent for details. Retailer must be directly signed under an Approved Ultra Master Agent for RTR, who is directly under an Approved Ultra TSP.

### Residual Examples:

- **Customer Activates on \$29 Ultra Classic Plan and does a Plan Change to the \$29 Multi-Month Plan at first Recharge.**
  - No residual is paid out on the initial \$29 during Activation, but Residual will be paid out on the following month on the \$29 Multi-Month (\$87 SKU).
- **Customer Activates on \$29 Multi-Month Plan and then recharges on the \$29 Multi-Month Plan at first Recharge.**
  - No residual is paid out on the initial \$29 Multi-Month during Activation, but Residual will be paid out on the following month on the \$29 Multi-Month (\$87 SKU).
- **Customer Activates on \$29 Multi-Month Plan, does a one-time \$10 UpINTL bolt-on in first 10 days and then recharges on the \$29 Multi-Month Plan at first Recharge.**
  - No residual is paid out on the initial \$29 Multi-Month during Activation, but Residual will be paid on the \$10 UpINTL and on the following month on the \$29 Multi-Month (\$87 SKU).

### Retailer Spiff Details & FAQ:

**NOTE:** Retailer Spiffs are based on Promised Value at time of initial activation and segmented into three Spiff Tiers. Only Activations using an approved 1:1 Retailer Code will be eligible for any Ultra compensation.

### What is Promised Value?

- Promised Value is based on Plan Amount plus any UltraUp Recurring Bolt-On Amount at time of Activation (which the customer will use that month). As long as the customer recharges the same Promised Value amount or higher, the activation will be eligible for the Spiff in the initial Promised Value Tier. If a customer recharges lower than the initial Promised Value amount, the lower Tier Spiff will be paid. Note: The customer must recharge their account within 35 days of initial activation in order for the Retailer to be eligible for the Second Month Spiff and within 65 days of initial activation for the Third Month Spiff (if applicable).

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**What are the Tiers?** We have three Tiers in August.

- Tier One: \$19-\$22.99 Promised Value: Eligible for **\$15** Spiff
  - \$15 if third month recharge / \$10 if second month recharge but no third month recharge / \$5 if no second month recharge.
- Tier Two: \$23 - \$48.99 Promised Value: Eligible for **\$30** Spiff
  - \$30 if third month recharge / \$25 if second month recharge but no third month recharge / \$15 if no second month recharge.
- Tier Three: \$49 and up Promised Value: Eligible for **\$50** Spiff
  - \$50 if third month recharge / \$30 if second month recharge but no third month recharge / \$15 if no second month recharge.

**Promised Value/Tier Examples:**

- **Customer Activates on \$29 Plan with \$10 INTL UltraUp Recurring Bolt-On (\$39 Personal Plan)**
  - Since it is a Recurring Bolt-On (not One-Time), it is included as part of the Promised Value of \$39 and is eligible for the Tier Two \$30 Spiff. If the customer recharges the second month and third month with at least \$39 (Promised Value), then the Retailer is eligible for the \$30 Spiff. If the customer recharges the second month and third month with \$19 (lower than the initial Promised Value), then the Retailer is eligible for the Tier Two for first month (\$15) and Tier One for the second month (\$5) and third month (\$5) for a total of \$25 Spiff (instead of \$30 if maintained at a plan over \$23).
- **Customer Activates on \$19 Plan, then Upgrades to \$29 Plan in Second Month**
  - The Promised Value is \$19 and is eligible for the Tier One \$15 Spiff as long as the customer recharges with the same Promised Value amount or higher in the second and third month. Even though the customer upgraded to the \$29 Plan, the Retailer is still only eligible for Tier One based on Promised Value. However, the Retailer can make 8.5% on Airtime and make more Residuals as customers stay on longer.  
*Are you getting less than 8.5% on Airtime? If so, please contact one of our Authorized Ultra Mobile Master Agents to learn more.*
- **Customer Activates on \$49 Plan, then Downgrades to \$19 in Second Month, then Upgrades to \$49 or higher in Third Month**
  - The Promised Value is \$49 and is eligible for the Tier Three \$50 Spiff as long as the customer recharges with the same Promised Value amount or higher in the second and third month. Since the customer downgraded and paid \$19 in second month, the activation didn't at least meet the Promised Value Amount of \$49 in the second month. However, since the customer upgraded back to the \$49 in the third month, this does meet the Promised Value Amount of \$49. In this example, the Retailer is eligible for a \$40 Spiff – the \$15 on first month from Tier Three, \$5 on second month from Tier One, and \$20 on third month from Tier Three.



**Ultra Classic to Multi-Month Plan Change Examples:**

- **Customer Activates on \$29 Ultra Classic Plan and does a Plan Change to the \$29 Multi-Month Plan at first Recharge.**
  - Since the Customer activated on the \$29 Ultra Classic Plan it is included as part of the Promised Value of \$29 and is eligible for the Tier Two \$30 Spiff. The Retailer would earn the first month Spiff of \$15 (instantly if done via RTR through approved TSP). Since the customer did a Plan Change to the \$29 Multi-Month Plan in their second month (first Recharge), the Retailer is eligible for the remaining second month and third month Spiff based on Tier Two ( $\$10 + \$5 = \$15$ ) and will be paid out during normal commissions cycle. Note: No residual is paid out on the initial \$29 during Activation, but Residual will be paid out on the following month on the \$29 Multi-Month (\$87 SKU).
- **Customer Activates on \$19 Ultra Classic Plan and does a Plan Change to the \$29 Multi-Month Plan at first Recharge.**
  - Since the Customer activated on the \$19 Ultra Classic Plan it is included as part of the Promised Value of \$19 and is eligible for the Tier One \$15 Spiff. The Retailer would earn the first month Spiff of \$5 (instantly if done via RTR through approved TSP). Since the customer did a Plan Change to the \$29 Multi-Month Plan in their second month (first Recharge), the Retailer is eligible for the remaining second month and third month Spiff based on Tier One ( $\$5 + \$5 = \$10$ ) and will be paid out during normal commissions cycle. Even though the Customer upgraded, the Retailer is only eligible for Tier One based on initial Promised Value. Note: No residual is paid out on the initial \$19 during Activation, but Residual will be paid out on the following month on the \$29 Multi-Month (\$87 SKU).
- **Customer Activates on \$29 Ultra Classic Plan and does a Plan Change to the \$19 Multi-Month Plan at first Recharge.**
  - Since the Customer activated on the \$29 Ultra Classic Plan it is included as part of the Promised Value of \$29 and is eligible for the Tier Two \$30 Spiff. The Retailer would earn the first month Spiff of \$15 (instantly if done via RTR through approved TSP). Since the customer did a Plan Change to the \$19 Multi-Month Plan in their second month (first Recharge), the Retailer is eligible for Tier One second month and third month Spiff ( $\$5 + \$5 = \$10$ ) since the monthly Promised Value amount is lower than the initial Promised Value amount and will be paid out during normal commissions cycle. Note: No residual is paid out on the initial \$29 during Activation, but Residual will be paid out on the following month on the \$19 Multi-Month (\$57 SKU).
- **Customer Activated on the \$29 Ultra Classic Plan and has been on for 6 Months. The Customer does a Plan Change to the \$29 Multi-Month Plan at Month 7.**
  - Since the Customer activated on the \$29 Ultra Classic Plan it is included as part of the Promised Value of \$29 and is eligible for the Tier Two \$30 Spiff. The Retailer would've earned all three months Spiff and residual beginning after initial Activation. Since the customer did a Plan Change to the \$29 Multi-Month Plan in their 7<sup>th</sup> month No additional Spiff is provided. However, Residual will be paid on the \$29 Multi-Month Plan (\$87 SKU) during normal commissions process.



**Please review Retailer FAQs below:**

*Q: All I need to do is activate a customer on Ultra Mobile in August and get them to recharge a second month and I can earn a Retailer Spiff?*

- A: Yes, that's right! But you get even more if they do a third month recharge.

*Q: What if the customer recharges after their second month recharge due date, will I still get paid a Retailer Spiff?*

- A: We find that customers like to pay on time to keep their Ultra service; however, so long as the customer does their second month refill within 35 days of their initial activation date, the Retailer Spiff will be paid. For Tier Two, the third month would need to be paid within 65 days of initial activation.

*Q: What if the customer doesn't do a second month recharge, will I still get a Spiff?*

- A: Yes, a \$15 spiff will be paid for \$23 and up plans and \$5 spiff for a \$19 plan. But remember, if you get them to recharge in second and third months not only would you earn the full Retailer Spiff but also more residual!

*Q: Do I qualify for the August Retailer Spiff if the customer pays two months upfront?*

- A: Yes, for a portion of the August Retailer Spiff. For the full August Retailer Spiff three-month recharge is needed. A customer can pay two months upfront at time of initial activation if they choose to do so. This can be done in a few ways: 1) by processing two monthly SKUs via RTR. The second month will go into the customer's stored balance, 2) if a customer has money on their wallet, they can assign this money to their next monthly payment, 3) sign the customer up for auto-recharge upon initial activation and you will be available for additional residual! Three months can be put on as well; however, it is important the customer has these funds available for each monthly payment (not use for other services such as more high speed data or international calling).

*Q: What if the customer upgrades/downgrades the plan in the second (or third) month?*

- A: Since the Retailer Spiff is based on Promised Value at time of initial activation, as long as the customer recharges with the same Promised Value amount or higher, the activation will be eligible for the Spiff in the initial Promised Value Tier. If a customer recharges lower than the initial Promised Value amount (e.g. downgrade), the lower Tier Spiff will be paid. See examples above.

*Q: Do Port-In Activations pay the same as new Activations?*

- A: Yes, in fact there is no difference in compensation for a port-in vs a new line of service. Just remember that only fully funded and completed ports are eligible. As always, the number must also be eligible to be ported into Ultra Mobile. Everyone deserves to be Ultra, so get them ported over to Ultra today!

*Make Life Ultra.*