



Enhancing Trade-in Performance: A Case Study on Experiential Learning and Sales Optimization

Challenge Addressed: Assurant helped address the challenge of low trade-in performance (TPO) in Florida market corporate retail stores. The sellers were not measured on trade-in as a key KPI, and there was no emphasis on trade-in as a category. Reps were not compensated for trade-ins, and trades were not a market focus

Who: The initiative involved mobile device sellers in the Florida market.

What: The solution implemented included placing trade-in information on placemats in 83 retail stores throughout Florida. This was accompanied by learning materials, including videos and experiential learning through trainings. The placemats focused on the benefits of the trade-in program to help close sales and sell more items like accessories, internet, fiber, etc.

Summary: Assurant helped corporate sellers increase trade-in performance by 11.5% and achieve 2,032 more trades through the implementation of trade-in placemats and experiential learning.

The results...



2032 Increase
in total number of
trades



11.5% Increase
in trade-In
performance



1.5% Increase
compared to the
trade-in performance
national average