

# HOW TO SELL BLUETOOTH®

Jabra

TESSCO



## WHAT IS BLUETOOTH AND HOW DOES IT WORK?

**BLUETOOTH IS SHORT-RANGE, WIRELESS TECHNOLOGY WHICH TRANSMITS DATA, SPEECH, MUSIC OR IMAGES USING RADIO WAVES. THIS MEANS THAT DEVICES DO NOT HAVE TO BE IN CLEAR SIGHT OF EACH OTHER TO TRANSMIT DATA (UNLIKE INFRARED).**

WHY SHOULD YOU BE SELLING BLUETOOTH DEVICES?

- Increases customer satisfaction.
- Accessory sales are a component of your commission and Bluetooth headsets are one of the fastest ways to achieve it.
- And last but not least... it's easy!

WHY SHOULD CONSUMERS PURCHASE  
A BLUETOOTH HEADSET?

- Increases productivity and provides freedom of movement.
- Easy to use and very affordable.
- Compliant with hands-free legislation.
- Bluetooth is a UNIVERSAL standard.  
A Bluetooth headset will work with any Bluetooth-capable phone.

SOME SIMPLE (YET POWERFUL)  
SALES QUESTIONS TO ASK A CONSUMER.

**"DO YOU CURRENTLY HAVE A  
BLUETOOTH HEADSET? HAVE YOU  
EVER CONSIDERED TRYING ONE?"**

**"ARE YOU AWARE OF THE GREAT  
ADVANTAGES THAT A BLUETOOTH  
HEADSET PROVIDES?"**

If they already have a Bluetooth headset, ask...

**"WHICH ONE? HOW DO YOU LIKE IT?"**  
If they don't like their current headset, find out why.

**"IS IT UNCOMFORTABLE? IS THE  
AUDIO QUALITY POOR? IS THE  
BATTERY LIFE TOO SHORT?"**

To provide the correct headset solution, find out more about the consumer's usage...

**"HOW MUCH TIME DO YOU SPEND  
ON THE PHONE EACH DAY?"**

**"WHAT TYPE OF PHONE CALLS ARE  
YOU MAKING — PERSONAL (NON-  
CRITICAL) OR BUSINESS (CRITICAL)?"**

**"WHERE ARE YOU MAKING CALLS —  
IN QUIET PLACES (HOME, OFFICE) OR  
HIGH NOISE SURROUNDINGS (CAR,  
STREET, AIRPORTS)?"**

**"ARE YOU INTERESTED IN A HEADSET'S  
STYLE OR OTHER FEATURES SUCH AS A  
DESKTOP CHARGER, CAR CHARGER, OR  
CARRYING CASE?"**

**NOTE...** A sales associate who is wearing a Bluetooth headset while making the sales pitch and passionately advocates the value proposition has a much greater chance of convincing a potential buyer to make the purchase.

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## HEADSET CHARACTERISTICS

To ensure customer satisfaction and minimize returns, you need to understand some key features...

<b>COMFORT:</b>	Probably the most important feature. Bottom line: if a headset is not comfortable, a consumer won't use it. If possible, have a customer try on demo units to find the design and wearing style that fits best. Remember, some headsets include additional sized eargels and ear hooks so it is important to select the correct one. Heavy users require a headset that provides "all-day" comfort.
<b>AUDIO QUALITY:</b>	Obviously when using a Bluetooth headset, it is important for you to be able to hear and understand the person you are talking to. It is equally important that your caller be able to clearly hear and understand you. All headsets should provide an acceptable level of performance in relatively quiet surroundings (such as in the office or at home). However, for consumers who demand excellent audio in more demanding, high-noise environments (like a busy street), it is critical to provide a headset with noise-reducing and echo-cancelling capability.
<b>BATTERY LIFE:</b>	Stand-by and talk times can vary a great deal depending on the headset. It is vital to understand how much time an individual spends on the phone and how critical the calls are. For example, long battery life would be extremely important to a business person such as a Real Estate Agent who is making deals all day.
<b>SIZE:</b>	Today's Bluetooth headsets are significantly smaller than some of the early generation models. Even an entry level headset is relatively small and light-weight. But, for those willing to pay, there are ultra small and light-as-air headsets available. However, be aware that there is typically a trade-off in battery life.
<b>STYLE:</b>	For style-conscious consumers, premium headsets offer unique textures, colors, and designs. They also often include premium extras like desktop chargers or carrying cases.
<b>PRICE:</b>	First-time headset users may naturally be skeptical of Bluetooth. However, entry level headsets are very reasonably priced and allow them to experience this great new technology without "breaking the bank." More experienced headset users are often willing to pay a bit more for a greater number of features, improved performance, comfort, or styling.

## HOW TO PAIR

### TYPICAL METHOD TO PAIR A BLUETOOTH HEADSET (AS DEMONSTRATED ON THE JABRA BT2080)

#### PREPARE THE BLUETOOTH HEADSET FOR "PAIRING"

- With headset off, press and hold answer/end button until Bluetooth indicator begins flashing then release.
- The headset is now in "discoverable" mode and is basically transmitting a signal saying "I'm here! I'm here!"

#### PREPARE PHONE FOR "PAIRING"

- Turn phone on and search for Bluetooth devices. This usually involves going to 'setup', 'connect' or 'Bluetooth' menu on phone and selecting option to add a Bluetooth device (if necessary, refer to phone user guide).
- A list of all "discoverable" Bluetooth devices within range will appear. Select or highlight the desired headset (in this case BT2080).
- Phone will find headset and ask if user wants to pair.
- Accept by pressing 'YES' or 'OK'.
- If you are prompted for a PIN or passkey, enter '0000' (4 zeros).



Jabra BT2080 Bluetooth indicator flashes when devices are paired.