

Got a Plan?

Lamont, Sarah, and Kim are each interested in signing up for a cell phone plan. Their needs are different, but they each consider two plans from competing companies: ConnectNOW Wireless and Dial-N-Go Wireless companies. Below, each person will tell you a little bit about his or her needs. Then, you will give them advice on which plans might be right for them.



Kim

I'm the oldest, so I take care of my two younger sisters and baby brother after school. I work, too, on Mondays and Wednesdays after school. When I'm at work, my ten-year-old sister is in charge. I can't use the phone at work, but I do get some breaks. I should really get a cell phone, to check in with my sister while I'm at work, and mostly for emergencies.



Lamont

I'll be going to college in Pennsylvania when I graduate this year. Sharing a long distance phone bill with my roommate will get expensive, especially to call my friends and family back home in California. I'd like to call them from the library during the day or early evening, because it will be earlier there in California. A cell phone would be perfect, but I'll have to watch my monthly bill. Like my mother said, "Manage your minutes before they manage you!"



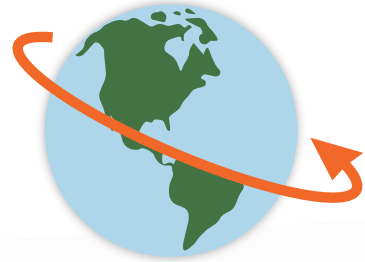
Sarah

Our Algebra teacher asks us to hand in a project every two weeks. We work in groups of 2. On Tuesdays and Thursdays, after soccer practice, I call my friend Eric and we work on the project together. I talk on the home phone, but my sister always makes me get off so she can call her friends. I would like to get a cell phone. I work after school, so I can afford it if the bill is no more than \$40 per month.

Name: _____

Date: _____

Do you feel like you've
searched the globe
for the best wireless plan?



Well now sit back and relax...

Connect NOW WIRELESS

\$.10 per minute!* **\$20** monthly fee

UNLIMITED nights and weekends!

*Peak minutes are weekdays from 7am to 9pm.
\$.10 charge applies to peak minutes.
No peak minutes are included in the monthly fee.
Long distance and roaming are included in the plan.

**We are
making
connections!**

WHAT ARE YOU WAITING FOR? An offer this good won't last!

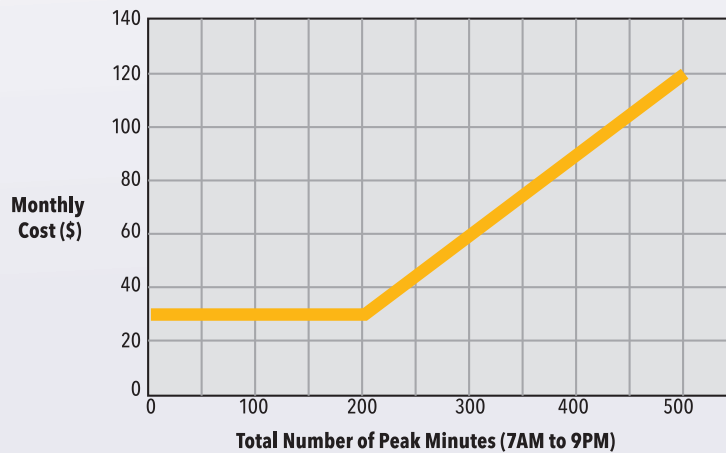
Sign up now with

DIAL-N-GO WIRELESS



And receive unlimited nights and weekend minutes*, no roaming charges, and no long distance charges!

DIAL-N-GO WIRELESS PLAN



***Night minutes begin at 9PM and end at 7AM. Peak minutes are from 7AM to 9PM.**

Name: _____

Date: _____

PART 1 THE PROBLEM

You are a customer service representative for Cell Zone, a company that produces reports on cellular phone companies and helps clients choose plans that fit their needs and lifestyles. Lamont, Sarah, and Kim have contacted Cell Zone for assistance in choosing a wireless plan that is right for each of them.



1. Prepare three reports, one each for Lamont, Sarah, and Kim, that tells each client which plan he/she should choose, and why.

Use the **Cell Zone Recommendation Sheet** to prepare your reports.

2. Include warnings.
If there is a certain limit of minutes that any of them should not go over, make sure you warn them.
3. If you think any of your clients will do fine with either plan, tell him or her and be sure to give your reasons.

PART 2 THE COMPETITION

At Cell Zone, you are the first to hear about new cell phone plans and want to offer your clients the best plans available. You have just heard about a new promotion from Speed-Cell Wireless company.

1. Review the Speed-Cell plan.
2. Compare the Speed-Cell plan to the ConnectNOW and Dial-N-Go plans.
3. Which of your clients (Lamont, Kim, or Sarah) do you think might prefer the Speed-Cell plan? Why?
4. How would your recommendations to each of your clients change, if at all, now that you know the Speed-Cell plan is available? Provide data and reasons to support your recommendations.

Use the **REVISED Recommendation Sheets** to prepare your reports.

Name: _____

Date: _____

Cell Zone Recommendation Sheet

Client name: _____

Client cell phone needs:

- How many minutes per month is the client likely to use?
- What type of minutes will the client use most often? (*Peak, night and weekend, long distance, roaming, etc.*)

Recommendation to client (include your reasons and your warnings):

Data and calculations (numeric, symbolic, and/or graphic) that support our recommendation: (*attach graph(s) to the back of this sheet*)

Name: _____

Date: _____

REVISED Recommendation Sheet

Client name: _____

Client cell phone needs:

- How many minutes per month is the client likely to use?

- What type of minutes will the client use most often? (*Peak, night and weekend, long distance, roaming, etc.*)

Recommendation to client (include your reasons and your warnings):

Data and calculations (numeric, symbolic, and/or graphic) that support our recommendation: (*attach graph(s) to the back of this sheet*)

Name: _____

Date: _____

REVISED Recommendation Sheet

Client name: _____

Client cell phone needs:

- How many minutes per month is the client likely to use?

SAME

- What type of minutes will the client use most often? (*Peak, night and weekend, long distance, roaming, etc.*)

SAME

Recommendation to client (include your reasons and your warnings):

SAME

OR

Our recommendations will change in the following way: (include your reasons)

Data and calculations (numeric, symbolic, and/or graphic) that support our recommendation: (*attach graph(s) to the back of this sheet*)

If the new plan will not appeal to this client, explain why.

If the new plan will appeal to this client, show your data and reasons.

If you're a student,
here's a shout out to you!

SPEED-CELL WIRELESS

THE SPEED YOU NEED...

Announcing... The plan that's

ALWAYS RIGHT!

If t = total talk time, in minutes

$$\text{Cost} = \begin{cases} \$40 & \text{for } t \leq 400 \text{ minutes}^* \\ \$.50(t-400) + 40 & \text{for } t > 400 \text{ minutes}^* \end{cases}$$

*Peak minutes, from 7AM to 9PM on weekdays. Nights and weekends are unlimited. Long distance and roaming charges do not apply when making calls from your local area.