

## New iPhone Retail Strategy for Apple?

Written by Marco Attard  
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In response to growing competition from Android smartphones Apple plans an iPhone sales and marketing revamp within its brick and mortar outlets, 9to5Mac reports.

According to "multiple people" the company organised a so-called secretive summit for Apple Retail Store Leaders from around the world, where CEO Tim Cook "noted his dissatisfaction that approximately 80% of all iPhones are not purchased from an Apple Store."

Making matters uglier are rumours of carrier stores giving salespeople incentives for selling non-iPhone smartphones.

Cook believes the iPhone is the Apple "gateway product"-- and therefore it needs harder sales push within its home ground. How so? Retail incentives such as a Back to School promotion (where students get a \$50 gift card on purchase of an iPhone), a trade-in program (makes it easier to swap an old iPhone with the new) and international price-matching policies.

"Apple Retail is the face of Apple" Cook reportedly tells a retail management army lacking in both morale and leadership.

These, and maybe more, sales improvement strategies should be officially announced at the next Apple Store quarterly meeting on 28 July 2013, the sources continue.

Also mentioned at the meeting is the "opening up a few new major stores in Europe" (including one in Italy), and "an army of new products" replete with low-cost iPhone and iPad/Mac upgrades launching around Q3 2013.

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