

Knoxville's Verizon Wireless Retailer, [Cellular Sales](#), Tops National Market

In a time when the economy is struggling, at best, and the communications industry is one of the most competitive out there, [Cellular Sales](#) is making its mark on the national cellular market. According to Dane Scism, the company's CEO, the success and growth of [Cellular Sales](#) can be attributed to its commitment to customer satisfaction.

[Cellular Sales](#) is the country's largest authorized retailer of Verizon Wireless products and services, and it all started with \$17,000.00 and a dream. Scism, who worked for a startup while finishing his University of Tennessee business degree bought the company in January of 1993. What began with one Knoxville location in Farragut and a handful of mall kiosks has grown to an impressive 235 stores in 12 states.

How has Scism managed to continue growing his company in this competitive market? It all has to do with his unique customer service model. [Cellular Sales](#) representatives maintain an uncommon professionalism in appearance and attitude. Customers can come in to the [Cellular Sales](#) office to experience that professionalism, but they can also order their phone online, and have the representative deliver the phone to the customer's location.

According to Scism, this model offers the best of both worlds; it provides customers with the ease of an online purchase, as well as the comfort of personalized service. A phone is a product that customers like to touch and feel, and having someone explain a complicated rate plan in person can make all the difference. This customer service relationship continues long past the day the phone is actually purchased.

In December of 2007 [CellularSales.com](#) launched in Knoxville, and it went nationwide in January of this year. The company currently has 160 employees, and it grossed 150 million dollars in revenue in 2007. You can find the [Cellular Sales](#) location nearest you at [cellularsales.com/stores](#). Here is a list of Knoxville locations:

ALCOA HWY
2756 Alcoa Highway, Ste. 300
Alcoa, TN 37701
865-982-9355

BEARDEN HILL
6609 Kingston Pike
Knoxville, TN 37918
865-687-2355

BROADWAY
5034 N. Broadway St., Ste. 110
Knoxville, TN 37918
865-687-2355

CHAPMAN HWY
4501 Chapman Hwy.
Knoxville, TN 37920
865-291-2355

EAST TOWN
3001 Knoxville Drive, Ste. 1224
Knoxville, TN 37924
865-549-7008

FARRAGUT
10205 Kingston Pike, Ste. E
Knoxville, TN 37922
865-539-2355

FOOTHILLS MALL
127 Foothills Mall, Space 25
Maryville, TN 37801
865-977-7730

JEFFERSON CITY
1405 Russell Ave.
Jefferson City, TN 37760
865-471-0050

LENOIR CITY
175 Kelsey Drive., Ste. 101
Lenoir City, TN 37771
865-986-8577

LAFOLLETTE
2707 Jacksboro Pike, Ste. 8 & 10
Jacksboro, TN 37757
423-562-0034

NEWPORT
1009 Cosby Hwy.
Newport, TN 37821
423-625-1701

OAK RIDGE TURNPIKE
1375 Oak Ridge Turnpike
Oak Ridge, TN 37830
865-483-7398

WEST TOWN MALL
7600 Kingston Pike, Ste. 1028
Knoxville, TN 37919
865-560-0258

--Diana Hardin, VK Staff Writer
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