

# OVERCOMING OBJECTIONS ACTIVITIES

Below are some objections sales associates may encounter when working with customers.

## **I purchased something like that before and they would not take care of my problem.**

**Response:** I'm sorry to hear that. Unfortunately, there are many vendors in the furniture protection category. Our store is proud to partner with Guardsman, the recognized leader in furniture protection plans. Guardsman is the only vendor in this business that is a member in good standing with the Better Business Bureau. Additionally, it is our store's goal to make certain that you understand all of the coverages and terms associated with your protection plan purchase. Should you have any questions about the program or how it works, we'll be happy to answer them for you before you make your buying decision.

## **At these prices we will just take our chances and if something happens we will just buy a new piece.**

**Response:** I understand your concerns about the price of the program. However, if you were to replace your furniture every time you had a stain or damage in the course of everyday use - you'd be spending thousands of dollars every year just to keep your home furnished. Guardsman plans are designed to allow you to live with your furniture. The minor - and major - accidents that happen everyday can often be resolved with a Guardsman protection plan - at no additional cost to you. For the first (3, 5 or 10) years you own this furniture, Guardsman will come to your home to clean or repair (or replace if dealer is offering a replacement program) covered stains or damages on your new furniture - saving you from purchasing new furniture or hiring your own technicians to resolve your everyday accidents.

## **We really do not want to buy more expensive furniture because of the kids.**

**Response:** Regardless of how much you may choose to invest in your furniture, Guardsman plans will protect your furniture from potential stains and damages that not only your kids, but your guests, pets, and yes - even you - may cause. The purchase of a Guardsman protection plan will ensure that your investment is protected - regardless of how much or how little you spend on your furniture, what colors you choose, or even the type of furniture you purchase.

## **I will take my chances.**

**Response:** I understand your position. However, in addition to the fact that one visit from a Guardsman professional to repair an accidental stain or damage can more than pay for the cost of the plan, the challenge of finding a qualified furniture technician can be very frustrating and costly. Guardsman's protection plans provide additional peace of mind because if the furniture professional can not repair the covered accidental stain or damage, Guardsman will replace the affected piece of furniture for you.



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## **We take good care of our furniture.**

**Response:** That's good to hear. Proper maintenance of furniture is the best way to extend your furniture's life and in many cases helps to keep manufacturer's warranties intact. What Guardsman offers is different in that it protects furniture from certain unforeseen accidental stains and in some cases, accidental damage that can become permanent. Guardsman hires the best furniture repair professionals in the business to save your furniture from these types of accidents.

## **I will go and buy a can of fabric treatment and treat it myself.**

**Response:** That is a fine product and you certainly can re-treat the furniture yourself. But, what happens if you get a stain or damage? In the Guardsman program, they will send out a technician to clean or repair your furniture. If the covered stain can not be removed, they will replace the affected piece.

## **I can buy a mattress pad cheaper at another store.**

**Response:** Certainly, but this mattress protector prolongs the life of a mattress by keeping moisture out of the comfort layers, which will make your mattress feel the same way it does today, for years. The waterproof feature will prevent staining of the mattress which insures the manufacturer's warranty stays intact for the full term. As a bonus, this program protects the new bedding against any stains or damages for the next 10 years.

## **Let me think about it.**

**Response:** Do not wait too long because after the furniture is delivered you lose the opportunity to purchase the protection plan. Customers call back to the store all the time requesting to purchase the plan and are told "no" because the time frame has expired.

## **At our age we would not be around to take advantage of the program.**

**Response:** Regardless of how long you're here, don't you think you deserve to have beautiful furniture.

## **We bought that last time and never used it.**

**Response:** I can tell you from my experience here in the store that many people were glad they had the Guardsman program. It only takes one accident to ruin your investment. Most of our customers feel the program gives them peace of mind knowing that, if a covered incident happens, they are protected.

## **Leather furniture is bullet proof, what could happen to it?**

**Response:** Although leather is a durable product, it can be damaged and it can be stained. The beautiful part of leather is that it can be repaired. If you dropped a pair of scissors on your sofa and punctured it, Guardsman will come to your home and repair it.

