

Planting the Need

Planting the need is a selling strategy to help introduce Guardsman® into the sales process.

EXAMPLES OF PLANTING THE NEED:

Use these statements early in the sales process to position the protection plan sale.

“Remind me to tell you how you can protect your investment.”

“This is a beautiful piece of furniture and our protection plan can make it last a long time by protecting it from accidents.”

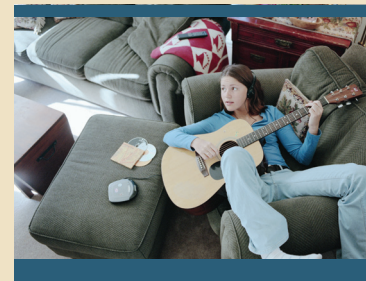
“New furniture is a major investment, let me show you how to make this furniture last.”



LIFESTYLE QUESTIONS TO UNDERSTAND CUSTOMERS NEEDS

Based on the answers to the lifestyle questions, relate that information to the benefits of the Guardsman protection program (on other side).

- How do you see yourself using this piece of furniture?
- How long do you expect to keep this furniture?
- Are you looking for a specific fabric or material?
- What is your time frame for the new furniture purchase?
- Do you have pets?
- Do you entertain often?
- Who will be using this furniture?
- Tell me about the room where it will be used.
- What colors do you like?



Benefit Statements of the Guardsman Protection Program

Practice several of these statements and work them into the sales process.

“You do not have to limit your furniture selection regarding color or upholstery type, the furniture protection plan will take care of those concern.”

“You’re making an investment in your furniture and should protect that with a furniture service program.”

“You have just made an investment in furniture that has a special place in your home. This protection plan will provide you with complete peace of mind.”

“All you need is one stain or one rip and your investment is lost.”

“Having a protection plan will give you peace of mind for 5 years.

“Wouldn’t you like to use your furniture? With Guardsman you can.”

“Afraid that your furniture might get ruined? With Guardsman you can show off your furniture.

“Accidents can happen with children or adults just walking through the room with a drink or food in their hands.”

“The protection plan gives you the peace of mind that your furniture will stay looking great.”

“Mistakes and accidents do happen - now they will be covered.”

“This protects your investment and therefore gives you peace of mind against accidents not covered by the manufacturer’s warranty.”

“This program is valid in all states even if you move. It is a national company with certified technicians across the country.”

“This program offers stain removal and repairs for 5 years.”

“This protection plan covers much more than just stains. It covers rips, cuts, burns and punctures.”

“The plan costs pennies a day to protect your investment.”

