

SELLING THE PLAN CORRECTLY

The Guardsman protection plan is a quality program that needs no embellishment. Guardsman offers a wide variety of stain and damage coverages for the consumer. It is important that the sales associates are familiar with not only the covered items but also the more common exclusions. Knowledge will help overselling the product by staying focused on the benefits of the covered damages. The sales associate will be able to correctly address any questions the consumer may have regarding a particular type of damage. Leading the customer to believe that “Guardsman covers everything” usually ends up with a very dissatisfied consumer that has lost faith in the salesperson, the retailer, and Guardsman.

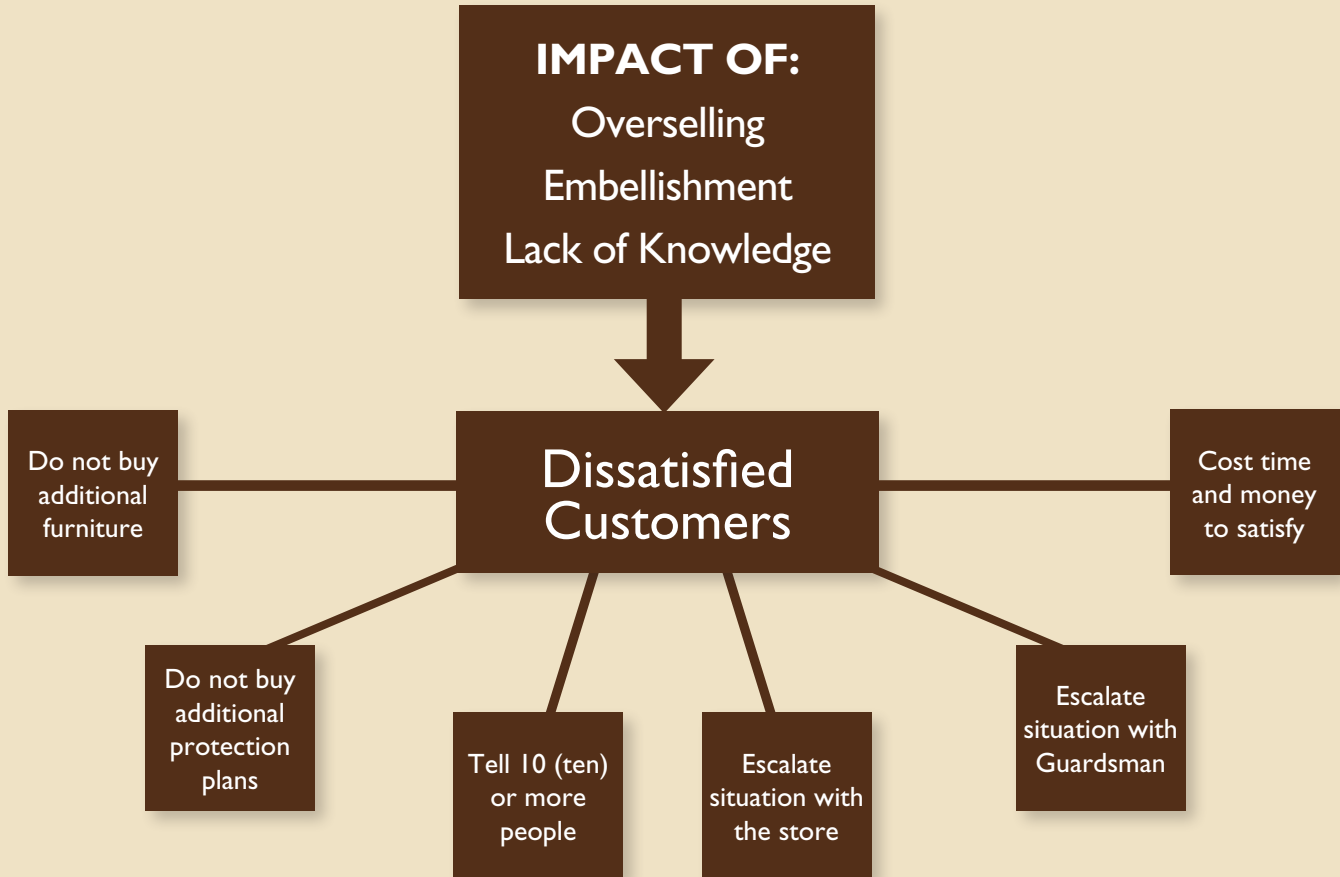
BEST SELLING PRACTICES

- **Knowledge is Power**
 - Read the entire plan
 - Know what is covered
 - Match coverages with specific customer's needs
 - Be able to answer customer's questions
- **Practice Guardsman Selling Skills**
 - Planting the need
 - Overcoming objections
 - Closing the sale
 - Offer plan as an extension of customer service your store provides
- **Use Point of Purchase Materials**
 - Brochure
 - Tear sheet



SELLING THE PLAN CORRECTLY

Not selling the plan correctly creates a dissatisfied customer.
A dissatisfied customer carries an impact to many areas.



ACTIVITY

Ask for a time when you were dissatisfied with a retail experience. Give personal experiences.

For Example:

- At time of purchase, not made aware of restocking fee for returned merchandise.
- Told warranty covered everything on vehicle, when actually warranty only covered frame of car.