

## Objections

## Statements to Overcome Objections

**“Plan costs too much”**

- Less than 50 cents per week investment
- Average technician visit is over \$100

**“I do not have kids”**

- 85% of furniture accidents are adult related
- Many accidents occur while entertaining
- When is the last time you or your husband spilled something?

**“I do not believe in extended warranties”**

- This is not an extended warranty. It is a service agreement for any accidental damage or staining.
- Many of my customers have said the same thing and come back later and wish they had purchased.

**“I had a bad experience”**

- We now partner with the world class service provider – Guardsman®.
- I cannot address what happened before, I can tell you in my experience the customers are pleased.
- Guardsman has 30 years serving over 4 million customers. They are a name you can trust.

**“The furniture already has a warranty”**

- Remember this is not a manufacturer’s warranty, but a service program that protects against accidents that happen in the home.



### DEFINITIONS

#### **Manufacturer’s Warranty -**

- given by the producer of the goods
- covers defects in materials and labor

#### **Insurance Policy -**

- covers a catastrophic loss such as fire, flood, and earthquake
- deductible, payments likely

#### **Service Plan -**

- covers accidents due to a specific incident
- a one-time cost