

Guardian Tips for Handling Specific Objections (DRY)

1. Customer says: “Why do I need it? Don’t you guarantee your furniture?”

We guarantee the quality of the craftsmanship of our furniture. The Guardian Protection Program is different because it covers your furniture against accidental stains and damage that may happen after the furniture is in the home. Our store stands behind the furniture it sells, but we do not have a store guarantee against permanent staining or damage caused by accidents.

2. Customer says: “We don’t need it because we don’t have pets or children”.

I can understand your train of thought, but actually, 85% of Guardian’s claims are related to adult behavior. Sometimes dinner guests, or holiday get-togethers are the cause. But most often, its just daily events like drinking soda while watching television that creates the damage. Even if children never enter the home, your odds of staining your furniture exist, just like your carpet or your clothing. We’ve had other customers feel the same way you do, only to call us after their first time spilling something to thank us for carrying the program.

3. Customer says: “It costs too much”.

I understand how you feel. Quality furniture can have a high price tag. The great thing about the Guardian Program is that it only represents a small percentage of the total sale. Because accidents are bound to happen, the Guardian program prevents you from having to spend more money in the future on repair or even to replace your furniture. The extra cost of the program might not be something you planned for, but it costs less to buy the program now than it would to have a professional cleaner come to your home just once.

4. Customer says: “We rarely use that room”.

I understand what you mean. A lot of furniture purchased here is for show or for guest rooms. Often when we try harder not to have an accident something happens anyway. Furniture that is only used once in a while is the most painful for someone to have to replace, which is why this program works just as well for that furniture as it does for your favorite lounge chair.

5. Customer says: “I don’t need this because the item I’m purchasing is a dark color”.

Dark colors can stain just as easily as light ones, and those stains may be just as noticeable. By protecting your furniture, you don’t have to worry about stains that penetrate the fibers, as most stains will do. What happens with dark furniture is often a ring mark around the stain makes the fabric appear lighter or darker in that spot and is very noticeable.

6. Customer says: “I thought microfibers were already stain resistant”.

Microfibers are very resistant to many types of stains but are still vulnerable to oil based stains such as butter, pizza, salad dressing etc. The Guardian plans cover stains from ANY food or beverages as well as many other household stains on any fabric or leather upholstered furniture.

7. Customer says: “I don’t believe in extended protection programs”.

I understand that feeling completely. Let me explain the difference between those protection programs in the electronics business and what we offer. A typical warranty covers only parts and sometimes labor, if there is an inherent defect in the product. The Guardian program is a protection program that covers accidental damage. It guards against things you might do to your own furniture by accident. The 1Plan program also extends the coverage on manufacturers defects to 5 years.

8. Customer says: “I’m too old. This is the last piece of furniture I’ll ever buy”.

Wouldn’t you like the sofa to stay looking new longer? What if there is an accidental spill on your new sofa the next time you have company over. I’m sure you take pride in the way your furniture looks.