

## Effective Phrases for Selling the Guardian 1Plan Protection Program

*"We partner with a company to offer the ultimate way to care for your furniture...."*

*"La-Z-Boy covers the structure, Guardian covers the appearance".*

*"When you combine the manufacturer's warranty with our Guardian 1Plan....."*

*"Accidents are bound to happen".*

*"This program will give you peace of mind. It's worry free, hassle free".*

*"The cost of cleaning or repair is paid for by Guardian".*

*"Protect your investment".*

*"After listening to our customers, we've tailored a program...."*

*"My experience has shown..."*

*"According to the company we partner with,...."*

*"I understand how you feel".*

*"A lot of people feel the same way".*

*"From time to time, my customers have voiced that same concern".*

*"I want you to have all the information you need to make an informed decision".*

*"I felt it was important for you to know about the 1Plan program because you want your investment to last".*

*"Along with your furniture I've included the 1Plan program".*