

Guardian Training Scripts

1. Associate: My experience has shown that customers investing in leather furniture, especially for the first time, are unsure why they need a leather protection plan. The reason I encourage my customers to take advantage of the plan is while leather is very durable, according to the company we partner with to handle our claims, accidental damages such as a rip, tear or puncture do occur but are all covered under the plan. We will either repair or replace the damaged item saving you unnecessary repair and or replacement costs.
2. Associate: My experience has shown that customers are unsure why they need a protection plan especially for leather furniture. The reason I encourage my customers to take advantage of the plan is while leather is very durable, according to the company we partner with to handle our claims, to professionally clean an accidental food or beverage stain on leather can cost \$100 to \$125. The good news is that all accidental stains are covered under your plan saving you unnecessary repair costs and ensuring your leather will look great for years. As an added benefit we also include extending the manufactures warranty to a full five years for parts and labor.
3. Associate: I will tell you right up front that based on customer feedback, several reasons why customers say no to a protection plan is because they don't think it works and or they had a poor experience. It's for these reasons why we partner with a company who has been handling thousands of customer claims for more than 45 years and is also rated by the BBB as an A+ company. We want you to be as happy with your furniture five years from now as you are today.
4. Associate: I do have customers from time to time ask why they need a furniture protection plan especially for wood furniture when they have never needed one before. Several reasons I encourage my customers to take advantage of the plan is because to professionally repair just one accidental damage like a small gouge or liquid/water mark can cost from \$100 to \$200 and it may not be done right. Our 5-year plan includes unlimited service calls at no additional cost to you for these accidental damages and much more. Owning the program can actually save you money, time and worry.