



A PRACTICAL GUIDE TO WARRANTY MARKETING

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In a world of “me-too” products with near-identical features (made off-shore), many manufacturers focus on price as their sole differentiator. Yet in spite of the admonition to add-value vs lower the price, many simply do not know how to cost-justify (financially). Messrs. Doherty and Santos will show you how, using a real-world case study to back it up.

It's not about profit *margins*, it's about profit dollars.

Everyone agrees that increasing a product's warranty improves the perceived value as well as the quality perception of a product. But can you afford to add the liability and expense of a longer or “faster” warranty?

The answer is...*maybe*.

IF you can sell more product – even at a lower margin – enough to offset the additional cost of the warranty, then the answer is yes. Basically if you can make more cash – profit – then you should do it. If not, you shouldn't.

Participants will learn the following:

- How to use warranty to differentiate your product and increase sales
- How to calculate and cost-justify your warranty decision
- How high-end flat panel TV manufacturer NuVision increased its warranty and correspondingly increased its TV sales
- How you can learn practical, real-world knowledge that you can apply to your product warranty portfolio.
- A case study on how one high-end TV manufacturer used an enhanced warranty to help sell their luxury TV brand.