



MAXIMIZE WARRANTY SALES USING EFFECTIVE MANAGEMENT TECHNIQUES

Presentation By:

T. Hebrook

Vice President, Retail Services

STUART AND ASSOCIATES

This program details the same techniques used to increase revenue and profit for a client's 5 year old service program that had become stagnant. Utilization of our program allowed for a doubling of revenue and profit in each of the first 3 years of implementation. You will learn the importance of providing a consistent message from the top executive to the newest salesperson. We will demonstrate the importance of analysis, training and timing of a properly implemented program as well as discussing the development and use of tracking reports for each level of the organization. We will share proven management techniques that allow for transference of the desired behaviors necessary to provide a significant increase in service plan sales.

Participants will learn:

- The impact and importance of developing a comprehensive warranty culture
- Why you must have buy-in to your warranty program at all levels
- Why the warranty sale is the most important sale
- How to properly present the warranty on the sales floor
- How to analyze the warranty data for increased success
- What the warranty data won't tell you
- How to make your management team more proactive in the area of warranty sales and sales behaviors