



WORKSHOP 2:

Designing A Successful Service Contract Program

Presenters:

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Assurant Solutions

Workshop Overview:

Workshop participants will receive detailed information on the design, implementation, and management of a successful and profitable service contract program.

Who Should Attend

The Workshop is well suited for manufacturers as well as retail sellers. Product areas will include vehicles (including power sports), consumer products (appliances, electronics, and PC's), and Wireless.

Learning Points

Participants will learn the following:

- **Overview and background**
- **Go to market options, direct to consumer vs. indirect**
- **Program features (e.g. food loss, roadside assistance, accidental damage, and many more)**
- **Regulatory issues**
- **Designing marketing materials**
- **Direct to consumer programs**
 - **Product registration**
 - **Managing consumer info**
- **Retail programs**
 - **Training essentials**
 - **Driving sales**
- **The importance of solid actuarial analysis**
- **Adjusting programs for optimum financial performance**
- **Accounting and tax considerations**
- **Summary and discussion**