

BBM PROTECTION PLAN DEALER SALES TRAINING



PROTECTION PLAN BENIFITS

INCREASE CUSTOMER SATISFACTION LEVELS

- Extended Warranty Protection Plans help you establish a meaningful client relationship by showing your customers that they are concerned about the performance of their product.

INCREASE CREDIBILITY

- Many customers want longer coverage than the manufacturer warranty offers and BBM Extended Warranty Protection Plans makes this available to them.

INCREASE MARGIN/PROFIT OPPORTUNITIES

- Add additional profit to your ticket sales by adding a BBM Extended Warranty Protection Plan on to each sale.



PLAN SERVICE GURANTEE

- If the product can not be fixed, will replace the product with a product of similar features, capacity and/or efficiency.
- If a replacement product is not available, will pay a cash settlement, that shall not exceed the depreciated value of the covered product in operating condition at the time of the claim excluding taxes and shipping.
- Transportation Coverage \$25



PLAN COVERAGE

- **MIRROR'S BBM WARRANTY**
- **Covers All Makes, All Models**
- **Good in any setting**
 - Commercial & Residential
- **Coverage starts at the Date Of Purchase (DOP)**
 - The Protection Plan is inclusive of the manufactures warranty.
- **3, 4 and 5 year plans (INCLUSIVE OF MNF. WARRANTY)**



PLAN COVERAGE

- **100% Covered Parts and Labor**
 - No Deductible
- **Covers Normal Usage**
 - Normal wear & tear



WHAT IS NOT COVERED

- **Misuse and Abuse**
- **Consumables**
 - Consumer replaceable items (Tires, Filters, Batteries)
- **Maintenance**
- **Rental Equipment**
- **Cosmetics**
 - Failure of non-operational components.



PRICING – 50% Dealer Margins

BBM MOWER PROTECTION PLAN - DEALER MARGIN EXAMPLE					
Model	Mower Retail	Plan Dealer Cost	Plan MSRP	Dealer Margin \$	Dealer Margin %
Renegade	\$12,000	\$1,200.00	\$2,400.00	\$1,200.00	50%
Rebel	\$8,000	\$800.00	\$1,600.00	\$800.00	50%
Maverick	\$6,000	\$600.00	\$1,200.00	\$600.00	50%
Magnum	\$4,000	\$400.00	\$800.00	\$400.00	50%



CUSTOMER SALES TIPS – KEYS TO SUCCESS

- **Ask Every Customer, Every Time**
 - Give each customer the opportunity to protect their purchase from future costly repair bills.
- **Do Not Fear Rejection**
 - Fear is usually based on a lack of knowledge.
 - Work on your knowledge of the program; work on your presentation skills. The more comfortable you become pitching the plans, the less fear you will feel.
- **Be Confident**
 - If you're confident, the customer will be confident about purchasing an Protection Plan.



CUSTOMER SALES TIPS – THE BENIFITS

- **Peace of Mind**

- No unexpected repair or replacement bills.
- Covers items not covered under the manufacturers warranty.

- **Convenience**

- Available where you are with quick response times and less down time.
- Fast authorized claims process call 1.883.223.2691 (833-BADBOY1)

- **Saves Money**

- No hidden costs
- No deductible



CUSTOMER SALES TIPS – THE PHASE THAT PAYS!

- **“Your product qualifies for our Protection Plan.”**
- **“Our Protection Plan will give you the peace of mind of knowing that your repair is covered.”**
- **“Our plans cover 100% parts and labor with no deductible, saving you money in the long run.”**
- **“To save both time and money, I personally recommend our Protection Plans.”**
- **“May I add that to your order?”**



OVERCOMING OBJECTIONS

- **They never break** – “Even GREAT products break”
- **It’s too Expensive** – “It’s only pennies a day for coverage, how much will it cost to repair?”
- **Each NO is Closer to a YES!**



DEALER PORTAL –CUSTOMER CONTRACTS



BBM PROTECTION PLAN - A WIN WIN SITUATION!!!



- Protection for the customer!
- More profits for you the dealer!