

Retailer Challenges

Extended Warranty Program

- **All or Nothing**
Rely on salesperson to close.
- **Perceived Value**
Does the customer see it.
- **No Loyalty**
No customer contact beyond initial sale.
- **Shrinking Margin**
Tariffs and economy.
- **Closing Ratio**
Traditionally low rate.

CHANGE TO THIS

Give it a Twist!

NEW Extended Warranty Program!

- ✓ Drop the “lose it” part as everyone receives the credit.
- ✓ Offer 20% credit each year that accumulates for 5 years.
- ✓ Customer gets 90 days at end of 5 years to use the full amount.
- ✓ Contact the customer 20 x's not 1!

Leads to this... at no extra cost to you!

Warranties Sold

2 Store Retailer - 2025 Case Study

