



## MAKE MORE \$\$\$\$ WITH THIS MARKETING STRATEGY.

### Add A One Year NWS Warranty To All Your PCs.

Did you know that, with our great 'Honeymoon Special' Discount of 20%, or our possible 15% 'Mates Rates' Loyalty Rewards Program discount, the cost of a one year Australia-wide, on-site, Same Day/Next Day NWS Premium Warranty with Instant Parts Replacement reduces to **around \$33ex**

This would mean, not only do you give your customers a much better warranty solution, you get paid for any warranty service, instead of doing free RTB work.

Now, having built in the cost of the one year warranty into your system cost as a great value-add and product differentiator for your products and PC sales (how many extra PCs will this help you sell?), the cost to you of upgrading to a THREE year warranty is just under or just over **\$40ex**.

Yet you should be able to sell the upgrade to three years for **around \$120ex**.

(Notice, this still keeps to that rule of thumb we use for retail PC warranty pricing of '\$1 per week for peace of mind'.)

This is **around 300% margin!** How much margin do you make on your PCs???

Even if you only manage to up-sell just 50% of the PCs you sell, that profit margin will pay for the one year warranty costs on ALL your systems – and still leave you with a great profit!!

And, at the same time, you have reduced your service costs & increased your service income, because you will now get paid for any warranty work, and over the whole period of the much longer warranty.

On 20 up-sells per month, you have made an **extra \$2,400 profit!**

Plus, and even better, as well as being paid for warranty work instead of the cost of doing free RTB work, you build customer loyalty – and get a lot more chargeable sales & service work in the process of the warranty work.

*So does this sound like a plan, guys???*

Call Don on 1300 72 42 42 or 07 3117 94 65 to get started today.

**P.S.** Don't forget our patented Instant Warranty Delivery System means you only purchase a warranty after you have sold it – and you get instant warranty delivery and instant warranty activation. And just pay at end of the month.