

RESELLER SALES OVERVIEW v1

1. Your sales team should emphasise the service difference between a standard RTB warranty and a NWS warranty ...

"This system comes with a standard 12 months Return to Base warranty. That is, if anything goes wrong with your PC hardware in the next 12 months, you bring your PC in here for free service."

- ✓ **'Instant' Parts Replacement - instead of the cost and inconvenience of long delays and downtime waiting for RA parts.**

"Of course we try to have your PC fixed for you as quickly as possible, but with an RTB warranty, we often have to wait for the replacement parts to come back from the manufacturer. Unfortunately, that can often take weeks because they can be slow."

"How inconvenient and costly would it be to have your PC out of action for possibly four weeks?"

"If you upgrade to a NWS 'Instant' Parts Replacement warranty, we still do the service, but parts are replaced by NWS straight away - for the whole period of the warranty."

- ✓ **NWS High Priority Same Day/Next Day service - instead of low priority RTB service.**

"How important is it to have your PC fixed and back in action as quickly as possible?"

"Of course we try to have your PC fixed for you as quickly as possible, but naturally people who are paying for service do get a higher priority. But if you upgrade to a NWS Same Day/Next Day Premium warranty, we get paid by NWS to give you high priority same day/next day service."

- ✓ **Convenient local on-site or 'return to nearest Service Agent' service instead needing to get PC back to Reseller.**

"This system comes with a standard 12 months Return to Base warranty. That is if anything goes wrong you need to get your PC in here for service. Which can mean inconvenience & wasted time, and possible freight costs."

"Instead you could upgrade to an NWS warranty that gives you the choice of either ON-SITE service or returning PC to the nearest NW service agent, whichever is most convenient. Both of which are carried out by us if you are close enough and we are free, but another NWS Service Agent if not."

- ✓ **Australia-wide service regardless of where they are or where they move, instead needing to get PC back to Reseller.**

“We are of course here to do any service work you need locally, but when you upgrade to a NWS warranty, you always get local on-site service - regardless of where you move or are.”

- ✓ **Up to five years ‘peace of mind’ - instead of just 12 months.**

"As I said, this system comes with a standard 12 months Return to Base warranty.”

“Would you prefer to have ‘peace of mind’ about any future PC repair costs for up to three years (or even more)?”

“That is, three years of ‘Instant’ Parts Replacement, on-site, high priority Same Day/Next day service - all around Australia.

"Peace of mind for three years for around \$1 per week. Isn't it worth it?"

2. All staff, and not just sales staff, need to understand that selling NWS warranties -

- ✓ **Cuts costs. And every \$1 saved on costs is a \$1 extra pure profit.**

Instead of the time and money spent of doing RTB warranty service for free, you get paid for warranty service, not just for 12 months either, but the whole three year period of the warranty. And a much happier customer too.

(And unlike other warranty companies, NWS pays you promptly with a sliding fee schedule.)

- ✓ **Increases profits. Make 100% profit on every warranty sold.**

You can sell NWS warranties with more than 100% mark-up, and still give your customer a better service solution and good value of around a \$1 per week.

I suspect that might be a bit more margin than you achieve with PCs.

- ✓ **Gives your customer a much better service solution.**

In the past, in most cases, you only gave your customers 12 months Return To Base warranty service, with all its limitations; now you can give your customers a ‘Instant’ Parts Replacement, on-site, high priority Same Day/Next day service - all around Australia.

✓ **Helps build a better stronger customer relationship.**

Because of the (paid) warranty work you do for your customers over the much longer warranty period, it gives you a chance to build a far better customer relationship. And a better customer relationship, means greater loyalty and increased future sales & service.

✓ **Greatly increases the probability of additional sales and service.**

As well as the paid warranty work you do for your customers over the much longer warranty period, warranty jobs give usually give you additional chargeable non-warranty work, and a far better opportunity to quote for replacement and additional equipment & software, additional non-warranty service work.

✓ **Gives your business much greater credibility and marketability.**

Using NWS warranties as partner, all of a sudden, instead of just being the local guy who can only offer local service, you are now a business who can offer your customers great quality service all around Australia.

And the smaller your business, the greater the effect & benefit.

✓ **Greatly increases the size of your potential market.**

Using NWS warranties as partner, all of a sudden, instead of just being the local guy who can only sell & service locally, you are now a business who can sell (and service) to any one in Australia.

If you have local clients (or potential local clients!) who have offices elsewhere, now you can sell & service ALL their offices!

And the smaller your business, the greater the effect & benefit.

✓ **Offer additional non-warranty services such as installation & maintenance services anywhere in Australia.**

Using NWS warranties as partner, all of a sudden, instead of just being the local guy who can only sell & service locally, you are now a business who can offer installation & maintenance services all around Australia.

If you have local clients (or potential local clients!) who have offices elsewhere, now you can sell & service ALL their offices!

And the smaller your business, the greater the effect & benefit.
