

News-worthy

Expert Protection Introduces the "I Promise" Selling Concept

Expert Protection has taken a new approach to in-store training and has introduced a new Training DVD. The DVD introduces the new, "I Promise" selling concept.

The "I Promise," concept positions Expert Protection Furniture Protection Plans as a promise that the dealer makes to the customer. The promise is not that mishaps won't happen; the promise is that Expert Protection won't let the consumer live with the compromised furniture that may result from those mishaps. Expert Protection's role is to keep the sales person's promise to the customer.

The "I Promise" concept is successful because it removes the negative emotion of fear that many consumers have when buying furniture. Using the "I Promise" concept gives the customer another reason to buy furniture from you.

To obtain a copy of the new Training DVD, please contact the Order Department at 1.800.253.8673.

Expert Protection's Service Center Celebrates National Customer Service Week

Expert Protection's Service Center celebrated National Customer Service Week last month with events in its three Minnesota and South Dakota locations. The events were focused on recognition of each department's role in providing the world-class customer service for which Expert Protection is known.

"Expert Protection furniture dealers and their customers benefit every day from the work of our talented customer service professionals and those who support them," said Bill Thomalla, Vice President of Operations. "Customer Service Week provides the opportunity for our staff to focus on what they can do to continue to provide the best service possible."

Overheard...

"The customer service is exactly what you told us, right down to the time it will take to get replacement product. We no longer hear complaints about the length of time our customers waited on hold to exercise their warranty, and if any one of our employees has a question about the warranty itself, you are always just a phone call away."

~ Richard L. Stevens, President
Stevens Furniture
(Melbourne, FL)

"When my customers call your 1-800 number essentially they think they are talking to me. Thank you for taking good care of them. It is a good reflection on me and keeps them coming back to my stores to buy furniture."

~ Chad Spencer, Vice President of Sales
Spencer Enterprises
(Memphis, TN)

How are we doing?

Give us your feedback by emailing us at service@montagefs.com



Helpful Hint:

What to do When a Customer Loses her Protection Plan

If a customer loses her protection plan, do not give the customer a new plan document. The best thing to do is to give her a copy of her receipt and provide her with the claims department phone number (1.800.583.2257). Expert Protection will then be able to determine what type of plan she purchased, and provide service based on that plan's coverage. This is especially important if you have sold different fabric plans (i.e. Essential and Premium), because all customers will not be entitled to the same coverage.

For further questions regarding protection plan service, please call the Expert Protection Claims Department at 1.800.583.2257.

Contact Information:

Consumers can file a claim by contacting the Expert Protection Claims Department:
phone: 1.800.583.2257
email: claims@montagefs.com

To place an order for protection plans or point of purchase materials contact the Expert Protection Order Department:
phone: 1.800.253.8673
fax: 1.800.560.3293
email: service@montagefs.com

For questions on pricing or plan coverage contact the Expert Protection Sales Department:
phone: 1.800.284.6786
email: salesinfo@montagefs.com