

## Expert Protection Offers More Ways to Save You Money

**No up-front costs.** Expert Protection furniture retailers can distribute plans without holding plan document inventory, thereby reducing inventory costs and improving cash flow. You can print plans from a secure web portal or provide us with customer and purchase data and Expert Protection will mail the plan directly to the customer's home. These options have no up-front costs and make claim filing even easier for your customers.

**Free standard shipping.** To help you save even more, effective April 1, 2009, Expert Protection has free standard shipping on all point of purchase material and protection plan orders. Note: Free shipping does not apply to orders for fabric or leather protector, kits, mattress pads or any other non-paper item(s).

**To find out more information,** please contact your sales representative. **To obtain contact information for your sales representative,** please call 1.800.253.8673.

## Use Montage's Service Expertise to Increase Service, Reduce Hassle

In addition to its world-class service on protection plans, Montage, Expert Protection's Administrator, is now offering the myService by Montage program, which allows retailers to direct customers' furniture repair and customer service needs to a single contact point.

**The myService program gives you two options to save time, hassle and money while giving your customers a world-class service experience.** In the first option, Montage operates your entire customer service operation, from the initial consumer phone call. In the second option, Montage manages your entire technician service process. The myService program gives you the opportunity to offer world-class customer service while you save money on overhead, infrastructure and technology investments.

**To find out more information,** please call 1.800.253.8673 or email [myservice@montagenet.com](mailto:myservice@montagenet.com).

## Overheard...

*"Montage has been a great partner with our company in driving sales and increasing profitability. However, I truly believe that our true benefit is derived from the level of service that they provide our customers."*

~ Ed "Roy" Corn Jr., President  
**Ashley Furniture HomeStores**  
(Northern and Southern California)

*"Now that our sales associates are confident in the promise of the Montage program, we have all of the tools we need to increase our sales in this category. We are proud to entrust our after-sale customer service to Montage and are looking forward to working with them to offer the best service experience possible for Klaussner customers."*

~ Jeffery B. Davis, Owner  
**Klaussner Home Furnishings**  
(Greensboro, NC)

### How are we doing?

Give us your feedback by emailing us at [service@montagefs.com](mailto:service@montagefs.com)



## Helpful Hint:

### How to Handle Objections

Avoiding objections when selling protection plans has always been a sales goal but often times they still come up. To be successful at overcoming objections it's important to identify why the objections came up and what their root is. Below are examples of common objections with responses on how to overcome them.

**Objection:** "We don't need it, we're very careful"

**Response:** These people may truly seldom use their furniture (for fear of accidents) so try and sell them a new lifestyle. Sell them a lifestyle that allows them to enjoy their new furniture, free of worry. Tell them: "We cannot prevent the accidents from occurring, but we can prevent you from living with the results."

**Objection:** We are looking at dark colored upholstery, we don't need this type of protection.

**Response:** Have you ever owned a dark colored shirt? Dark colors won't necessarily hide stains any better than light colors. In addition, the color of the fabric and leather doesn't do anything to protect against rips, tears and burns.

**To get more tips on how to handle objections,** please contact your sales representative. **To obtain contact information for your sales representative,** please call 1.800.253.8673.

## Contact Information:

**Consumers can file a claim by contacting** the Expert Protection Customer Service Department:  
**phone:** 1.800.583.2257  
**email:** [claims@montagefs.com](mailto: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](mailto: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](mailto:salesinfo@montagefs.com)