



by **Allstate**

OVERCOMING COMMON CUSTOMER OBJECTIONS

"I'm already covered under the manufacturer's warranty for the first year."

"Allstate covers claims from normal use that the manufacturer denies. It also protects against worn-out parts, mechanical failures, and shipping fees, even those incurred under the manufacturer's coverage period."

"Warranty companies take too long to repair items."

"Allstate guarantees that your major appliance will be scheduled for repair in 3 days or less. If not, you'll receive a \$50 eGift Card."

"What is Home Depot Protection Plan by Allstate?"

(Flip brochure over to show customers what Allstate is all about) "We have partnered with Allstate to bring you world class protection plans and coverage you won't find anywhere else"

"This is a gift."

"This plan can be transferred to the recipient through Allstate's website or app during the registration process."

"I need to check with my spouse."

"Allstate's is fully refundable in store for up to 90 days after purchase. You can get a prorated refund by contacting Allstate beyond 90 days."

"I never purchase those type of things."

"Most customers purchase Allstate to prevent having to buy a second [ITEM] in case this one breaks."

"I strongly dislike calling 1-800 numbers and waiting on hold."

"Allstate lets you file and approve claims online or through their app without ever having to pick up the phone."

"I don't trust warranty companies to honor their word."

"Don't just take our word for it, check out what Allstate's millions of customers are saying. With an average 4.2 star rating on Google, customers trust Allstate and they have consistently great customer service experiences."