

Dealing with the Internet

For the last few years we've complained about losing sales to the Internet. As a result, retailers have pressured manufacturers to limit online sales of their products. But as we have seen, many manufacturers are making their way to the Internet anyway by aligning themselves with legitimate online resellers.

The Internet probably isn't going to go away... I'm guessing? So as brick-and-mortar retailers, how do you deal with it?

First and foremost, when a customer asks if you'll install a product he's purchased or plans to purchase on the Internet, don't turn him away. When dealing with Internet sales it is best to deal with them constructively by replying, "Yes, we can install that today!"

Then comes the good part: simply point toward the counter card (or poster, or signage; your choice) that describes your NEW Installation Protection Plans and say, "Here are your choices for installation. You'll see that there are significant advantages to purchasing from us; in particular, we match Internet and competitor prices from authorized E-tailers and Retailers that are found to be creditable on current products."

So what is this new protection plan? It's the work of several retailers and industry professionals who have been in the same situation. It will require you to raise your installation rates by 30 percent, and then possibly give it back depending on the option that the customer purchases. But don't worry! They will pay it and you'll make more money! Here is the proven method to make money on sales which might otherwise be lost altogether. It simply requires you to look at installations from an "upside-down" point of view.

Below are the 3 options you offer your customers, along with explanations for you on how to employ them:

Option 1: 3-Year Installation HASSLE-FREE Protection Plan (When Purchasing Product Here)

- Long-term peace of mind with your purchase
- FREE 3-Year Warranty – We guarantee our installation to be free of defects and workmanship for a period of 3 years
- FREE Removal and Replacement – While we do not guarantee defective merchandise, we will remove and re-install product found to be defective, whether it is in or out of the manufacturer's warranty period, free of charge (Repair charges from manufacturer may apply.)
- FREE Warranty shipping - Charges to ship and receive repaired or replacement from the manufacturer are covered. Processing is also free.

Your angle: 30% more for a 3-year warranty (you may choose to offer lifetime if that is your current policy, but but offer a lot of quality intangible services that may or may not come into play). As part of this option, you can also include other free services you already offer, such as upgraded wire, sound damping, etc. You probably make more money than you would have if you did not offer this as an option!

Option 2: 1-Year Installation FREE Protection Plan (When Purchasing Product Here)

- 30% off standard installation – Take a big discount on the regular price or our world-class installation
- FREE 1-Year Warranty – We guarantee our installation to be free of defects and workmanship for a period of 1 year
- FREE Removal and Replacement – While we do not guarantee defective merchandise, we will remove and re-install product found to be defective, whether it is in or out of the manufacturer's warranty period, free of

charge (Repair charges from manufacturer may apply. A \$25 handling fee will be accessed at the time of return in addition to the actual shipping fees. Processing is free.)

Your angle: 0% more for a 1-year warranty (that may or may not come into play), yet you offer quality standard service. This option is intended for the discount-minded. They get a discount and pay for services as they require them, but you still get to sell the gear!

Option 3: 30-Day Installation Protection Plan (When Purchasing Elsewhere and Installing Here)

- **FREE 30-Day Warranty** – We guarantee our installation to be free of defects and workmanship for a period of 30 days
- **Price Match** - We match or beat internet and competitor product prices from authorized E-tailers and Retailers that are found to be creditable on current products.

Restrictions:

- We do not guarantee defective merchandise; therefore we charge two times the original installation fee (removal and replacement) for product to be found defective, whether it is in or out of the manufacturer's warranty period.
- Often missing installation parts and unforeseen problems arise from time to time. Therefore, we cannot offer an installation discount.
- Defective product shipping charges to and from manufactures not are covered. \$25 handling and \$10 RA processing fee will be accessed at the time of return in addition to the actual shipping fees.

Your angle: 30% more for an Internet / competitor-matched price with installation service and only a 30-day warranty. You make some or all of the money back that you lost in the original sale. You avoid blowing off the customer and may actually earn a new one.

Obviously, you push the first two options because you sell the gear... this is still a "SELLING / NEGOCIATING" business!

Thanks to everyone who helped construct this. Several retailers will benefit from your insight! Please add or subtract your current in-store policies as you see fit and scan for possible "street-lawyer tactics" in advance. Good selling and PLEASE keep us posted as to how this works out for you!