

# CONSUMER PRIORITY SERVICE



## ***EXTENDED SERVICE PLANS***

Sales Training Manual

(800) 905 -0445

# **Table of Contents**

Company Contact Information	2
Product Information	3
Plan Options	4
General Selling Points	5
Sales Information	6

## Sales Office:

Consumer Priority Service  
1678 McDonald Ave  
Brooklyn, NY 11230

Customer Service: (800) 905-0443  
Dealer Services: (800) 905-0445

[www.cpscentral.com](http://www.cpscentral.com)

## Who to Contact?

**Larry Heffez**                      **ext 203**  
**Director of Sales**  
[heffez@cpscentral.com](mailto:heffez@cpscentral.com)

Ordering contracts, general contract questions, escalated customer issues

**Shira Hyman**                      **ext 214**  
**Customer Service Manager**  
[shyman@cpscentral.com](mailto:shyman@cpscentral.com)

Registrations, contract transfers, duplicate contracts

**Woody Kogan**                      **ext 212**  
**Claims Supervisor**  
[wkogan@cpscentral.com](mailto:wkogan@cpscentral.com)

Claim issues, coverage questions

**Dimitri Krupin**                      **ext 204**  
**In-Home Claims Supervisor**  
[dkrupin@cpscentral.com](mailto:dkrupin@cpscentral.com)

In-Home Claim issues, coverage questions

## Rule # 1: Know Your Product

### **Extended Service Protection Plan(s)**

This Plan applies exclusively to the item(s) indicated on the original bill of sale that is specified to be warrantable and covered under this Plan, and sold in the United States.

#### **General Terms:**

The Administrator agrees with the purchaser of the product(s) and this Plan (OWNER), to cover manufacturer's defects in materials and workmanship that are the result of normal usage for a period specified on your membership card, subject to a maximum coverage period of five (5) years after the manufacturer warranty has ended. The Plan covers eligible products purchased as new and manufactured for use in the United States, which at the time of purchase included a Manufacturer's original written warranty valid in the United States providing minimum coverage of ninety (90) days parts and ninety (90) days labor. The Plan begins on the expiry date of the Manufacturer's Warranty and is between ADMINISTRATOR and the OWNER. This Plan pays for parts and labor for functional parts. Functional parts are those component parts that are critical to the performance of the product's essential function. Nonfunctional parts are those parts that are not critical, knobs, handles or cosmetic parts. ADMINISTRATOR will repair or replace the unit or any parts thereof, as required, subject to these terms and conditions. ADMINISTRATOR is not obligated to renew your Plan, however, if renewal coverage is offered, the price quoted will reflect current service costs and the age of the product. For replacement/exchange plans, we will either replace the Covered Product or settle the claim monetarily.

#### **Registration:**

This plan must be registered properly within 30 days of you invoice date. To register your plan, visit [www.cpscentral.com](http://www.cpscentral.com) and click the "Register Your Plan" button. If you prefer to register by telephone with a representative please call (800) 905-0443.

#### **To Arrange for Service:**

Prior approval from Consumer Priority Service is required prior to the start of service. To initiate a claim please logon to [www.cpscentral.com](http://www.cpscentral.com) and click the "Make A Claim" link. Alternatively you may call the customer service desk at (800) 905-0443. Please have your original bill of sale and the Plan available so our Customer Service Representative is able to quickly arrange for service.

#### **Transfer of Plan**

You may transfer your service contract to a new owner of the covered product by emailing notice of transfer to [cs@cpscentral.com](mailto:cs@cpscentral.com) or calling (800) 905 – 0443. You must provide Consumer Priority Service the Serial number, proof of purchase of the service contract, the name, address, telephone number and email address of the new owner. A transfer fee of \$25.00 will apply.

## Plan Options:

- a. If this is a **Lamp Replacement Plan**, Consumer Priority Service shall arrange for the replacement of the Covered Product. Maximum coverage under this plan for a television bulb shall be either 1 (one) Lamp Replacement or \$175.00. Maximum coverage under this plan for a projector bulb shall be either 1 (one) Lamp Replacement or \$350.00. If the replacement cost of your bulb exceeds the maximum coverage allowed under this plan, you shall receive a monetary settlement for the maximum coverage amount. Coverage for this Plan shall begin on the Date of Purchase of the Covered Product.
- b. If you have added **Accidental Coverage** to your plan, as indicated on your Membership Card as well as your Online Account, This Plan shall cover unintentional damages as a result of: impact or dropping, liquid damage, unintentional physical damage. Accidental Coverage does not cover intentional damages of any kind to the Covered Product or losses due to theft. Coverage for this Plan shall begin on the Date of Purchase of the Covered Product.
- c. If you have added **Commercial coverage** to your plan, as indicated on your Membership Card as well as your Online Account, This Plan shall remain in effect for the Covered Product despite use in a Commercial Environment for the duration of the plan. Coverage for this Plan shall begin on the Date of Purchase of the Covered Product.
- d. If you have added **On-Site Coverage** to your plan, as indicated on your Membership Card as well as your Online Account, This Plan shall include service to be performed in the Owners home or office if the Covered Product has a retail value over \$1,000.00 and weighs more than 50 lbs. If the Covered Product costs less than \$1000.00 or weighs less than 50 lbs, Consumer Priority Service shall cover all costs related to shipping the Covered product to and from the authorized service center. Coverage for this Plan shall begin on the Date of Purchase of the Covered Product.
- e. If you have added **Instant Settlement** to your plan, as indicated on your Membership Card as well as your Online Account, This Plan shall include Settlement within 24 hours of claim approval. Consumer Priority Service shall immediately furnish a check equal to the original purchase price of the Covered Item. Consumer Priority Service shall also pay for overnight transport of the check to the Owners address on file. Owner will be responsible to ship the Covered Product back to Consumer Priority Service. If within 30 days of Claim Settlement the Covered product has not been received Consumer Priority Service, charges in the amount of the Claim Settlement will be applied to Owner's credit card on file. Coverage for this Plan shall begin on the Date of Purchase of the Covered Product.

## Rule # 2: Sell Your Product

### Why should you protect your investment with a CPS Extended Service Plan?

- 100% comprehensive parts and labor coverage
- No Deductibles
- Convenient Toll-free 800 number
- No lemon policy
- Unlimited Service Calls
- Fully renewable before expiration
- Fully transferable to the next owner
- Easy to use registration process
- Hassle free claims system
- If CPS can't fix it, CPS will replace it
- Worldwide coverage with CPS GLOBAL

# Before You Say "No" To Extending your Service Warranty Please Read This!

While a few years ago it was difficult to convince people that adding an Extended Service Contract to their purchase was a smart idea, today they ask for it. Yes, everyday, hardworking people like you are asking for complete, competent and convenient extended service protection for their new equipment.

And here's why:

Nobody wants to think about potential problems with the brand new products they buy. When you are replacing that old refrigerator because of the sound it started to make, the last on your mind is the replacement unit having a similar problem. You expect the replacement you are buying will perform flawlessly for years to come. Unfortunately, we don't live in that perfect world. Whenever purchasing consumer electronics or appliances you always have to be aware of their limitations.

The fact is, if you're investing in a new product and expect it to last a few years, only you can insure that expectation. Most manufacturers limit their liability on repairing their products to one year, which is one of the ways they're able to lower prices. Lower prices are good, except for the fact that shorter warranty periods often accompany that lower price. It should not come as a surprise that most problems occur after the manufacturer's warranty period expires. If you're like most people, you don't want to deal with the inevitable problems consumer electronics and appliances run into. Who should I call? How can I avoid the serviceman's inspection fee? How can I transport this item to a repair center? People prefer to have peace of mind. Folks like us want complete hassle free coverage and fast repair service! A CPS service plan guarantees that you get years of performance from your new products and more importantly you have complete, prepaid coverage just in case you should need it.

Over the past few years, CPS has built a network of over 12,000 authorized service centers across the United States who can fix any problems you may encounter. To be part of the CPS network, service centers must demonstrate quick and efficient repairs coupled with outstanding five star customer services. Our qualifications are stringent so that your experience is one that will leave a positive impression of our company. The coverage provided by CPS is all-inclusive, parts and labor, with absolutely No Deductibles.

If you need to request a repair, just call CPS at the number located on your membership card, or log onto [www.cpscentral.com](http://www.cpscentral.com). For your convenience, you may file a claim at any time - day or night. Depending on your coverage length, CPS will protect your product up to five full years after the manufacturer warranty expires. CPS offers carry-in, door-to-door, as well as in home service all performed with lightning speed and certified reliability. That's why many larger Consumer Electronics and Appliance dealers rely on Consumer Priority Service as a total solutions service provider. With a CPS extended service plan membership you will never have an out of pocket expense for an approved repair.

With all of these benefits packed into the fairly priced CPS protection plan it is very hard to deny yourself the protection your new equipment needs. With today's ever-changing technology and the rising costs of repair, there really is only one decision you need to make. How long do you want your guaranteed product protection to be?