

TOP 5 PROTECTION PLAN OBJECTIONS AND HOW TO OVERCOME THEM

We surveyed over 3,200 U.S. shoppers who purchased ESC-eligible products from major retailers and learned that what consumers say isn't always what they mean.

Mastering how to sell protection plans is key to overcoming sales objections and driving retail attach rate improvement.


[Read more in our blog.](#)

Keep reading to uncover >> strategies to overcome the top five objections.



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AND HOW TO OVERCOME THEM

	WHAT THE CONSUMER REALLY MEANS	SELLING STRATEGIES	ASSOCIATE RESPONSE
 <p>"The price is too high compared to the cost of the product."</p>	I don't see value. This feels like an unnecessary add-on.	<ul style="list-style-type: none"> ✓ Reframe protection as value preservation ✓ Anchor the plan's price to repair/ replacement costs ✓ Highlight tiered pricing and subscription options 	<i>If a part fails after the warranty, a single repair visit could cost \$300 to \$500. This plan covers that for a fraction of the cost with no surprise bills.</i>
 <p>"I'm careful with my things."</p>	I trust myself, but I'm not thinking about what's out of my control.	<ul style="list-style-type: none"> ✓ Normalize caution, but reframe risk ✓ Reference power surges, hidden defects, and wear and tear 	<i>Even high-end brands can fail from power surges or internal defects. This plan covers the stuff you can't see coming.</i>
 <p>"I'll just buy a new one."</p>	I think replacement is cheaper and easier than repair.	<ul style="list-style-type: none"> ✓ Help them map the full cost of replacement ✓ Emphasize convenience and continuity 	<i>Replacing this tool might cost more than just the price tag. Think: lost time, missed work, and setup. This plan keeps you working without interruption.</i>
 <p>"I can fix it myself."</p>	I'm confident in my skills, but I haven't considered the hidden costs.	<ul style="list-style-type: none"> ✓ Validate their self-reliance ✓ Position protection as a backup plan and time-saver ✓ Mention OEM parts access and warranty-safe repairs 	<i>You might be able to fix it, but we get OEM parts faster and cheaper, and labor is included. Plus, there's no risk of voiding the warranty.</i>
 <p>"I had a bad experience before."</p>	I've been burned. I need proof this is different.	<ul style="list-style-type: none"> ✓ Lead with empathy ✓ Rebuild trust with metrics ✓ Highlight modern improvements 	<i>Totally get that. This plan is different. 99% of claims are approved within seconds, and you can track everything online with real support if you need it.</i>