



Selling AppleCare Protection Plan Frequently Asked Questions

Consumer Issue or Objection

Q. "Why should I buy the AppleCare Protection Plan?"

A. The AppleCare Protection Plan offers support for your Apple hardware, the Mac OS, and many Apple consumer applications. When you protect your Apple products with a plan that is completely backed by Apple, you can rest assured that Apple's own technical experts will help troubleshoot your hardware, software, and consumer applications and that genuine Apple parts will be used in all repairs.

Q. "If I have a year to make a decision, why should I purchase the AppleCare Protection Plan when I buy my computer?"

A. If you purchase the AppleCare Protection Plan at the time you purchase your Apple computer, you'll be able to take advantage of all of the plan's features right away, including onsite service for desktop computers. Built-in telephone technical support expires after 90 days, so purchasing the plan with your Mac allows you to prevent a possible lapse in support coverage.

Q. "I'm on a limited budget and can't afford to purchase the AppleCare Protection Plan."

A. The AppleCare Protection Plan allows you to protect your computing investment and avoid unexpected expenses. Given that a single repair can cost significantly more than the AppleCare Protection Plan, the repair coverage alone makes your investment of pennies a day worthwhile.

Q. "I've heard that Apple products have a low failure rate, so why should I purchase the AppleCare Protection Plan?"

A. Apple products are manufactured and tested to the highest quality standards. Because you rely on your Mac, the AppleCare Protection Plan allows you to be prepared if a repair is required. In addition to offsetting unexpected repair costs, the AppleCare Protection Plan can help reduce downtime and support costs associated with troubleshooting software conflicts and system crashes.

Q. "Some computer companies offer service and support for free. What does Apple provide?"

A. Apple provides comprehensive built-in coverage, including 90 days of complimentary telephone technical support, one year of Apple-authorized repairs, onscreen help, online information, and product manuals. And because Apple creates the computer's operating system and many built-in applications, the Mac is a truly integrated system with vastly superior support. Just one phone call can help resolve most issues.

Reseller Issue or Objection

Q. "I sell my own plan. Why should I sell the AppleCare Protection Plan?"

A. Customers trust the Apple brand. Selling the AppleCare Protection Plan builds on that customer loyalty, allowing you to sell more service and support contracts.

Institution Issue or Objection

Q. "I don't want to purchase the AppleCare Protection Plan. I have a limited budget and I'd rather spend the money on additional computers."

A. With the AppleCare Protection Plan, you can avoid unexpected service and support expenses that could affect your budget. Given that a single repair can cost significantly more than the AppleCare Protection Plan, the repair coverage alone can make your investment of pennies a day worthwhile.

Q. “Our institution has an internal support department or is an Apple Authorized Self-Servicing institution. We don’t need the AppleCare Protection Plan.”

A. The AppleCare Protection Plan complements your internal support department. This plan gives computer users several easy-to-use self-help tools to keep covered systems running smoothly, reducing the need for support department assistance. For example, many issues are software related and can be resolved by the AppleCare Protection Plan’s telephone technical support or diagnostic tools, so you don’t need to take your computer out of use for unnecessary repairs. In addition, your internal support department may already be busy supporting your users. Including the AppleCare Protection Plan in the purchase of new Apple systems ensures that your end users will get the service and support they need without taxing your internal resources with more than they can handle.

For education institutions, the AppleCare Protection Plan gives you the peace of mind of knowing you’ll have service and support coverage from Apple throughout the year.

Key Selling Points

Apple recommends that customers purchase the AppleCare Protection Plan at the same time they buy their Apple systems to take maximum advantage of the coverage the plan provides. The following points can be used to explain to customers why purchasing the plan with their Mac is recommended.

- Without AppleCare Protection Plan coverage, telephone technical support becomes fee based after the first 90 days of ownership. By purchasing the AppleCare Protection Plan when you buy the computer, you’ll have the technical support you need when you need it most.
- If you purchase the AppleCare Protection Plan, you’ll extend Apple-authorized repair coverage from one year to three years from computer’s purchase date. The plan also includes global repair coverage and onsite service for desktop computers.
- The cost of one out-of-warranty repair may exceed what you would have paid for the plan.
- Once your one-year limited warranty expires, so does your opportunity to purchase the AppleCare Protection Plan.
- Mac mini, Mac Pro, Power Mac, MacBook Pro, and PowerBook customers can also register one Apple display for coverage, provided that the computer and the display are purchased at the same time.

The AppleCare Protection Plan is an excellent value for your customers. The sooner they purchase it, the sooner they can benefit from Apple’s world-class service and support features.

Product Features

Comprehensive service and support

- Extends telephone technical support from 90 days to three years from computer’s purchase date
- Extends hardware repair coverage to three years from computer’s purchase date, including:
 - Onsite service for desktop computers¹
 - Global repair coverage
- Provides dedicated access to web-based support resources²
- Includes powerful diagnostic tools (TechTool Deluxe from Micromat)

Assistance with the complete Apple solution

- Apple hardware products³
 - An Apple computer
 - An Apple mouse and keyboard when included with a covered computer (or purchased with Mac mini)
 - An Apple display when purchased and registered with a covered Mac mini, Mac Pro, Power Mac, MacBook Pro, or PowerBook computer
 - An AirPort Extreme Card, an AirPort Express or AirPort Extreme Base Station, and Apple RAM when used with a Mac covered by the AppleCare Protection Plan
- The Mac OS³
- Many Apple consumer applications, including iLife and iWork

Quality and convenience backed by Apple

- Expert technical support through an easy-to-remember toll-free telephone number⁴
- Repairs performed by Apple-authorized technicians using genuine Apple parts⁵
- Quick and easy registration

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The AppleCare Protection Plan is subject to acceptance of the Terms and Conditions. See www.apple.com/support for Terms and Conditions and complete product details.

¹Onsite service is not available in all locations. ²Access to web-based resources requires the use of a compatible Internet service provider; fees may apply. ³Xserve and Mac OS X Server are not supported under the AppleCare Protection Plan. ⁴Local telephone fees may apply. Telephone numbers and hours of operation may vary and are subject to change. ⁵Repair service may include onsite, carry-in, and express courier service; specific availability of each option depends on product type and location of Apple Authorized Service Provider. Apple may also request that the customer replace components with readily installable parts.

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