



The AppleCare Protection Plan for iPod Sell Sheet

The AppleCare Protection Plan for iPod provides peace of mind for your portable digital music experience. The iPod and iTunes redefine what digital music should be: great audio on a super-light device, fast synchronisation and ample storage for your music, digital photos and video collections.¹ Now, with the AppleCare Protection Plan for iPod, you can be sure that your music will play on.

Features of the AppleCare Protection Plan for iPod

- Plan covers all iPod products: iPod shuffle, iPod nano and iPod
- Extends telephone technical support up to two years
- Extends hardware coverage up to two years
- Provides expert support for both Mac and Windows users

	iPod shuffle	iPod nano	iPod
Hardware protection including battery coverage ²	✓	✓	✓
All included accessories in the iPod box	✓	✓	✓
Support for iTunes connection	✓	✓	✓
Expert telephone technical support	✓	✓	✓
Genuine Apple replacement parts	✓	✓	✓
Plan transferable between owners	✓	✓	✓

Key Sales Messages

Unlimited access to comprehensive expert telephone support

All iPods come with a one-year Limited Warranty and single-incident technical support within 90 days.³ All technical support calls after the first incident will cost £35 (€49). At £39 (€59), the AppleCare Protection Plan makes perfect sense because it provides for unlimited access to Apple's comprehensive support⁴ for two years during the duration of the plan. For both Mac and Windows customers.

Hardware protection including the battery

The AppleCare Protection Plan for iPod provides two years of coverage for the iPod hardware and the original included accessories. It includes coverage for battery depletion of 50 per cent or more.²

Convenience and peace of mind at home or on the road

The AppleCare Protection Plan for iPod provides global repair or replacement coverage.² It also guarantees genuine Apple replacement parts² and permits transfer of plans between owners.

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¹Video playback is not available on iPod nano and iPod shuffle. ²Service coverage is available only for the iPod and its original included accessories that are defective in materials or workmanship or for battery depletion of 50 per cent or more from original specification. Equipment returned for service may be repaired or replaced with functionally equivalent new, used or refurbished equipment. ³Complimentary phone support limited to a single incident within 90 days of iPod purchase. See AppleCare Protection Plan for iPod Terms and Conditions at www.apple.com/uk/support for complete product details (in Finland and Ireland, replace the "uk" in this URL with "fi" or "ie"). ⁴Local telephone fees may apply. Telephone numbers and hours of operation may vary and are subject to change.

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The AppleCare Protection Plan for iPod

Best Practices & Objection Handling

Best practices for selling APP for iPod in a retail environment

- Keep APP for iPod boxes with the rest of the iPod accessories. Customers looking for protection for their iPod will make the connection.
- Keep a box at the payment counter and ensure that employees offer it to iPod customers. Many customers leave the store unaware that there is a product available directly from Apple that provides extended peace of mind – don't let your customers leave uninformed.
- Understand the features and benefits. It only takes 30 seconds to communicate the features, benefits and value of the AppleCare Protection Plan for iPod. Explain to customers how great their experience will be when their iPod is covered by APP for iPod.

Objection	Response
"I don't need it" or "Why do I need it?"	"Your iPod will quickly become part of your life, filled with thousands of songs, digital photos, videos ¹ and important files. With APP for iPod, you can protect that investment whether you use it with a Mac or PC."
"I don't want to spend the money" or "It costs too much"	"APP for iPod extends your service and support coverage to two full years of service and support from the date of your iPod purchase. ² A single repair or battery replacement could cost as much as, or more than, the AppleCare Protection Plan alone. The cost works out to only 5p (8¢) a day for two years of protection from the date of your iPod purchase. There are additional repair costs associated with out-of-warranty iPod repair – The AppleCare Protection Plan for iPod covers the entire solution ⁴ (with the exception of accidental or intentional damage)."
"I have a year to purchase; why should I buy now?"	"The AppleCare Protection Plan for iPod provides two years of service and support from your iPod purchase date. The earlier you get it, the longer you can maximise the benefits. Purchasing the plan with your iPod enables you to prevent a possible lapse in support coverage. Additionally, you cannot purchase it once your Limited Warranty has expired."
"I've heard that the EU Product Warranty Directive obliges manufacturers to offer the consumer a two-year warranty from the date of purchase of any product."	"The EU Product Warranty Directive does give consumers the right to certain remedies from the seller within two years of purchase, but only if the customer can prove a defect already existed at the time of delivery. APP customers are not required to prove the defect was already there at the time of the purchase." For more details, visit http://web.apple.com/europe/legal/applecare/

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