



Death By Service Agreement

by
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Short Description of the Presentation:

Sometimes it's good to ask the question "Why are we doing what we are doing?" That is what this presentation is all about. It will challenge age old theories of why we offer service agreement in the way that we do. Prepare to be upset!

The Problem with Valuing a Business Based on Service Agreements

The Real Costs of a Service Agreement Program

Ford Dealership Repairs vs. Contractor Service Agreement

The Origin of Two Visits a Year for Service Agreements

Why Offer One Service Agreement Visit per Year

Dropping Service Agreement Discounts to 5% and Why

Changing to Monthly Billing via Credit Card

Are Service Agreement Customers Really More Loyal Than Non-Service Agreement Customers?

What Trumps Service Agreement Loyalty?

The One Reason to Have A Service Agreement Program

