

# AppleCare+ for iPad

## Quick Training

Service and support from the people who know your iPad best.



### What your customers should know:

- One-stop service and support from Apple experts, with most issues resolved in a single call.
- Apple experts can answer any questions about iOS, iCloud, FaceTime, Keynote, Photos, and other Apple-branded apps.
- Repair or replacement coverage, for both parts and labor, from Apple-authorized technicians.
- Coverage for up to two incidents of accidental damage for iPad—including cracked screens, spills, and liquid submersion—each subject to a \$49 service fee (plus applicable tax).
- AppleCare+ benefits are in addition to any legal rights provided by consumer protection laws in your jurisdiction.
- AppleCare+ is subject to acceptance of the Terms and Conditions. Purchase of the plan is not required to purchase iPad.

Use this approach to deliver a great customer experience and help your customers choose AppleCare+.



#### Connect

Connect with your customers by greeting them and starting a conversation about what they're looking for.



#### Discover

Ask questions to better understand your customers' needs.

Examples: "Is this your first iPad?" "How do you plan to use your iPad?"



#### Show

When you're showing an iPad demo, discuss the added benefits of AppleCare+.

Example: "With AppleCare+, you get access to Apple experts for two years of service and support, including answers to your questions about iOS updates, as well as FaceTime, Photos, Keynote, and other Apple-branded apps."




Show your customers how convenient it is to contact Apple Support at [getsupport.apple.com](https://getsupport.apple.com).



#### Close

Ask for the sale when your customer is ready. Make sure to recap what your customer receives with AppleCare+.

Example: "You can only buy AppleCare+ within 60 days of your iPad purchase. Your AppleCare+ benefits start immediately, so you can contact Apple experts for help with setting up your iPad and connecting to wireless networks."

One-stop phone support	Customer comment	Your response
	"I've never used an iPad before."	"Apple experts can answer questions about your new iPad and iOS, as well as Apple-branded apps and services."
	"I'm not sure how to sync or back up my iPad."	"You can call Apple to get help managing your content in iCloud and backing up your important data."
Hardware coverage	Customer comment	Your response
	"What does AppleCare+ cover?"	"AppleCare+ provides repair or replacement coverage for your iPad as well as your battery and included accessories. It also covers up to two incidents of accidental damage, each subject to a \$49 service fee (plus applicable tax)."
	"What kind of accidental damage does it cover?"	"It covers dents, cracked screens, spills, and liquid submersion affecting the functionality of iPad. It doesn't cover cosmetic damage that doesn't affect the functionality of iPad."
Value and convenience	Customer comment	Your response
	"I didn't budget for the extra expense."	"Out-of-warranty repairs usually cost more than AppleCare+."
	"I plan to upgrade my iPad next year."	"The plan is transferable, so whoever purchases your iPad will have access to Apple's award-winning service and support."
	"When can I call for technical support?"	"Apple advisors are available 7 days a week, and you can use the Apple website to schedule a call at a time that's convenient for you."
	"I don't live near a store if I have an issue."	"Aside from carry-in repairs, you can mail in your iPad. Apple can even ship you a replacement before you return your iPad."

To learn more about AppleCare+ for iPad, go to [apple.com/legal/sales-support/applecare/applecareplus](https://apple.com/legal/sales-support/applecare/applecareplus)

Service coverage is available only for the iPad and its original included accessories for protection against (i) defects in materials or workmanship, (ii) battery depletion of 50 percent or more from original specification, and (iii) up to two incidents of accidental damage from handling of your iPad, each incident being subject to a \$49 service fee (plus applicable tax). Replacement equipment that Apple provides as part of the repair or replacement service may be new or equivalent to new in both performance and reliability.

AppleCare+ benefits are in addition to any legal rights provided by consumer protection laws in your jurisdiction. The company obligated under AppleCare+ in the United States is AppleCare Service Company, Inc., an Arizona corporation and wholly owned subsidiary of Apple Inc., doing business in Texas as Apple CSC Inc. AppleCare+ is subject to acceptance of the Terms and Conditions. Purchase of the plan is not required to purchase iPad.

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