

g. Non-Monetary Inducements

(1) Warranties

An increasing number of manufacturers are getting away from the traditional "warranty against defective workmanship for 1-year" to something more liberal. One is known to offer a 24-month guarantee of freedom from defects in workmanship, material and construction.

One manufacturer of country-type Early American furniture is offering an unbelievable 20-year guarantee. One prominent retailer interviewed in the midwest was impressed with an unusual warranty by a Canadian manufacturer who had a patented loose cushion with a 10-year warranty against deterioration. They also had a 5-year wear warranty on all Draylon fabrics.

(2) Sales Education

Some very successful U.S. manufacturers provide sales and product training for retail floor salespeople. This is done on the retail floor, and at the factory, with lectures and plant and show room tours. Several companies use video cameras for sales training with simulated sales and critiques of playbacks. One provides KD furniture for assembly at the retail store to demonstrate construction and quality techniques.