

DESCRIBE PRODUCT AND SERVICE

1. Adapters are designed to adapt the plug of North American appliances to fit in a foreign outlet's receptacle – they have a foreign wall outlet configuration out of one end and accept North American plugs in the other. Adapters allow customers to use appliances, or in some cases a converter/transformer into the wall. An adapter does not change or affect the electrical current. BCAA carries two types of adapters: 2-prong (polarized) adapters and 3-prong (grounded) adapters. An electric appliance such as a hair dryer would be plugged into a polarized adapter and if the destination runs on North American electrical current (110v) then the adapter would plug directly into the wall. If the destination runs on 220-250v then a converter or transformer is also needed. An electronic appliance would plug into a grounded adapter, as it accepts both electric (2 prong) and electronic (3 prong) appliances.

2. Many foreign countries have electrical current that operates on 220-250v while North America runs on 110-125v. A converter or a transformer is required to use a 110v appliance in 220-250v countries.

3. Both converters and transformers are designed to step-down foreign electricity to North American voltage. If the electrical current is not "stepped down" to 110v damage may occur to the appliances. If the destination has North American outlet configurations an adapter is not needed, but depending on the electrical current, a transformer or converter is still needed to step down 220-250v electricity to work with a North American appliance. If no adapter is required, the appliance will plug directly into the converter/transformer and the converter/transformer will plug into the wall outlet.



"We earn our members' and customers' trust by exceeding their expectations for high value, enjoyment and peace of mind"

IDEAL MEMBER PROFILES

1. Customer travels overseas
2. Customer travels with electric appliances (hair dryer, electric shaver etc...)
3. Customer takes electronics like laptops, camcorders, ipods, rechargeable batteries etc... on their trip with them



PRODUCT/SERVICE FEATURES & BENEFITS

1. Feature: 2-prong adapter
Benefit: Customer is able to adapt a North American plug to fit a foreign outlet for 2-prong (usually electric) appliances.
2. Feature: 3-prong adapter
Benefit: Customer is able to plug 2-prong (usually electric) and 3-prong (usually electronic) appliances in to foreign outlets.
3. Feature: 26-1875 watt Converter to step down foreign electricity
Benefit: Customer is able to use an electric North American appliance between 26-1875 watts overseas without damage. Converters should only be used for short periods of time. Ceramic appliances do not work with a converter.
4. Feature: 1-100 watt transformer
Benefit: Customer can use a transformer with **both** electric and **AND** electronic appliances such as battery rechargers, ipods, laptops up to 100 watts without damage. Transformers can be used continuously at 80% power (a 100 watt transformer can be used continuously for an 80 watt appliance) if the transformer is being used at 100% of its power then it should be used for shorter periods of time. Ceramic appliances cannot be used with a transformer. If a customer is traveling with electric and electronic devices they should take a transformer because it accepts both types of appliances, and do not need to take both a converter and transformer unless the electric devices have a wattage higher than 100 watts.
5. Feature: Worldwide electricity guide
Benefit: easy to use resource available to staff and customers to location information on appliance wattage, foreign outlets and voltage in every country worldwide. Customers can feel confident about their purchase and how to operate the converters, transformers and adapters. Some countries have multiple configurations and voltage so a customer may need to take multiple adapters and a converter/transformer on their trip.
6. Feature: Transformers/converters and adapters can be used together.
Benefit: Customer can plug a North American appliance into foreign outlets with an adapter, and be able to step down electricity to avoid damage to the appliance. To use the adapter and converter or transformer together all you need to do is plug your adapter into the foreign outlet, as each adapter will have a plug specific to a destination country on one side, and an outlet to accept a north American plug configuration on the other. Converters and transformers will have a North American plug on one side and North American outlet on the other, allowing you to plug either the converter or transformer (you don't need both) into the adapter and then plug the appliance into the converter or transformer.
7. Feature: Hi/Lo Combination Converter/Transformer
Benefit: This device has a dual circuit converter for electric appliances between 26 and 1875 watts (HI switch) and electronic appliances between 1-25 watts (LO switch) which means that a customer can take this smaller, lighter and more compact alternative to the large 1-100 watt transformer when traveling with electronic appliances, as long as the electronic appliances are 1-25 watts and have a 2-prong plug.

"We earn our members' and customers' trust by exceeding their expectations for high value, enjoyment and peace of mind"

NEEDS IDENTIFICATION

1. Where are you traveling?
2. What type of appliances and electronics are you taking with you? Do you know the wattage of your appliance?
3. Are your appliances dual voltage?
4. What experience have you had in using an adapter or converter/transformer?
5. What experience have you had in using an adapter and converter/transformer together?



"We earn our members' and customers' trust by exceeding their expectations for high value, enjoyment and peace of mind"

TYPICAL MEMBER QUESTIONS



1. What type of adapter, converter or transformer do I need to take?
2. What is the electrical current in my destination country?
3. How much does it cost?
4. What's the difference between a polarized adapter and grounded adapter?
5. What is the difference between a converter and a transformer? How do I use an adapter and converter together?

TYPICAL OBJECTIONS



Objection	Response
1. Do I really need both an adapter and converter/transformer?	1. Yes, without an adapter you will not be able to plug in your appliance, and without a converter/transformer your appliance could get damaged.
2. The transformer is too heavy/takes up too much space, it may cause overweight baggage fees	2. This is the lightest transformer we have, and because you are taking expensive electronics with you, you need to protect them with a transformer. If it's taking up too much space, would you consider not taking your electronic items on your trip?
3. It's too expensive	3. This is a very competitive price for the device, BCAA members receive up to 40% off regular priced merchandise.
4. I'll take the chance and buy one overseas.	4. That is always a risk – you may not find the appropriate device that is compatible with North American appliances. And if you find one, you will be paying for the device in foreign currency which can be very expensive.

“We earn our members’ and customers’ trust by exceeding their expectations for high value, enjoyment and peace of mind”

IDENTIFY POSSIBLE CLOSING QUESTIONS

1. Will an adapter, converter/transformer, or both fit your needs today?
2. What additional needs such as hotel or travel arrangements can I help you with today?
3. What other questions can I answer for you about adapters or converters/transformers?

