



# Premier TotalProtect – Extended Warranty Solutions

<b>Overview</b>	<b>2</b>
<b>Top 5 Challenges Faced by School Districts Managing Devices</b>	<b>2</b>
1. Unplanned Repair Costs After the Budget's Been Spent	2
2. High Device Downtime Disrupting Instruction	3
3. Parent Concerns About Device Liability	3
4. Expensive Device Replacement Cycles	3
5. Confusing Warranty Options That Don't Fit Your Needs	4
<b>Additional Audiences to Target:</b>	<b>4</b>
<b>Campaign Paths</b>	<b>4</b>
Path 1: New Device Purchases	4
Path 2: Existing Devices (Past Purchasers)	6
Path 3: Family Opt-In Program	7
<b>Features: How Premier TotalProtect Keeps Devices Working</b>	<b>8</b>
<b>POCs to Engage for TotalProtect™</b>	<b>8</b>
<b>Email Templates</b>	<b>9</b>
District Technology Directors	9
Finance Officers / CFOs	10
Superintendents / District Leaders	10
Purchasing Managers / Procurement Teams	11
IT Managers & Support Coordinators	11
Communications / Family Engagement Leads	12
<b>Call Script</b>	<b>12</b>
Premier TotalProtect for K–12 Tech	12
Premier TotalProtect for Library Tech	13
Premier TotalProtect™ for Higher Ed Tech	13
Premier TotalProtect™ – Family Opt-In Program	14
<b>Connect Requests</b>	<b>14</b>
<b>LinkedIn InMail Templates</b>	<b>15</b>
For Tech Directors / IT Teams	15
For Finance Officers / Procurement	15
For Superintendents / Leadership	16

For Communications / Family Engagement\_\_\_\_\_ 16

## Overview

This guide provides targeted messaging, email templates, and strategic insights to help you promote the Premier TotalProtect Extended Warranty Program to school districts, libraries, and higher education institutions. Inside, you'll find campaign paths for new purchases, existing devices, and parent opt-in programs—plus ready-to-use outreach materials, persona-specific messaging, and content to support every stage of engagement.

Premier TotalProtect is designed to help schools extend the life of their devices, reduce unplanned repair costs, and minimize downtime—whether coverage is district-funded or parent-supported. With customizable coverage terms, \$0 deductibles, and accidental damage protection, this program empowers districts to protect their technology investment and keep learning uninterrupted.

## Top 5 Challenges Faced by School Districts Managing Devices

### 1. Unplanned Repair Costs After the Budget's Been Spent

**The Challenge:**

Device breaks don't wait for budget cycles. When Chromebooks and laptops are damaged mid-year—and there's no warranty in place—schools are stuck scrambling for repair funds or delaying fixes.

**The Solution:**

Premier TotalProtect helps districts avoid surprise costs with affordable extended warranty coverage, including accidental damage protection. Whether it's day-one coverage or retroactive protection for existing fleets, districts can plan ahead and protect funds already allocated.

**Objection: "We didn't purchase warranties when we bought the devices."**

It's not too late—coverage can still be added to eligible devices. We'll help you protect what's already in classrooms.

## 2. High Device Downtime Disrupting Instruction

### **The Challenge:**

When devices break and repairs lag, students are left without learning tools. IT teams get overloaded, and instructional time suffers.

### **The Solution:**

TotalProtect streamlines device support with unlimited claims and fast turnaround. That means fewer delays, less admin overhead, and more devices where they belong—in student hands.

### **Objection: “We manage repairs internally to save money.”**

Hidden labor, lost learning time, and admin burden often outweigh in-house savings. Coverage with \$0 deductibles can actually reduce your total cost of ownership.

## 3. Parent Concerns About Device Liability

### **The Challenge:**

Parents often worry about being financially responsible if a school-issued device is lost or damaged, especially in underserved communities.

### **The Solution:**

With the Family Opt-In Program, districts can offer low-cost, extended protection—at no expense to the school. Families gain peace of mind, and your support team avoids extra repair workload.

### **Objection: “We can’t manage another program.”**

We provide the flyers, parent-facing comms, and landing page—all done-for-you. It’s a zero-lift value-add for your community.

## 4. Expensive Device Replacement Cycles

### **The Challenge:**

Without protection, minor damage often leads to full replacements—straining budgets and shortening the life of otherwise usable devices.

### **The Solution:**

TotalProtect helps maximize device lifecycles, allowing schools to repair instead of replace. This keeps your existing investment working longer and reduces the pressure to buy new mid-year.

**Objection: “We already plan to refresh devices soon.”**

Even short-term coverage (1–2 years) can bridge the gap, reducing risk and saving money before your next purchase cycle.

## 5. Confusing Warranty Options That Don't Fit Your Needs

**The Challenge:**

Many providers offer one-size-fits-all plans that don't reflect the diversity of tech use across departments, school types, or timelines.

**The Solution:**

Premier TotalProtect is built for education—with flexible terms (1–4 years), optional lost/stolen coverage, and different paths depending on who's paying. It's customized coverage, not just another warranty.

**Objection: “We're not sure where to start.”**

We'll help you assess your fleet, timeline, and budget to find the right fit—whether it's new purchases, existing devices, or family opt-in programs.

## Additional Audiences to Target:

**Colleges & Higher Education:** Premier TotalProtect is well-suited for colleges and universities managing student loaner programs, classroom lab equipment, and faculty devices. With flexible term lengths, optional lost/stolen coverage, and simplified claims handling, it's an ideal solution to reduce budget unpredictability and service desk burden across departments.

**Libraries & Hotspot Lending Programs:** For public libraries offering loaner hotspots or devices, coverage is a no-brainer. TotalProtect's hotspot warranty is just \$6.99/year and includes 2 full replacements—with coverage for accidental damage, theft, and loss. Since many libraries never see hotspots returned, this program protects limited grant-based inventory and minimizes administrative hassle.

## Campaign Paths

### Path 1: New Device Purchases

Audience: Schools and districts buying new Chromebooks, laptops, or desktops

Who Pays: The district or school

Goal: Encourage extended warranty add-ons at time of purchase

Why It Matters:

Coverage from day one helps avoid unexpected repair costs, reduces downtime, and simplifies budgeting.

Key Messaging:

- Don't just buy. Protect your budget.
- Smart schools budget for breaks before they happen.
- No surprises. No stress. Just coverage from day one.

Talking Points for District Leaders, Finance, and IT:

- **No Surprises, No Stress:**  
You already budgeted for the devices—protect that investment now so unexpected repair costs don't derail next year's plan.
- **Day-One Coverage = Long-Term Confidence:**  
Know that your entire fleet is covered the moment it's unboxed. That's one less thing for your team to track.
- **Fewer Breaks = More Learning Time:**  
Extended coverage helps avoid downtime and repair queues, so students stay connected and teachers stay on track.
- **Budget Predictability:**  
Repairs aren't just inconvenient—they're unplanned expenses. Warranty coverage builds predictability into your tech planning.
- **Simple Add-On, Big Impact:**  
It's easy to bundle coverage with your device order—no extra steps, just added protection from the start.
- **Confidence for All Stakeholders:**  
IT doesn't get buried in repair tickets. Finance avoids unexpected costs. Teachers get working devices. Families get consistency.

## Path 2: Existing Devices (Past Purchasers)

Audience: Districts that already have devices in use without warranties

Who Pays: The school or district

Goal: Promote mid-lifecycle warranty coverage

Why It Matters:

It's not too late to protect a fleet—warranty coverage can still be added to eligible devices, minimizing repair delays and unexpected costs.

Key Messaging:

- Still have uncovered devices? Let's fix that.
- It's still a smart budget move—even after purchase.
- Protect more than just devices—protect learning time.

Talking Points for District Leaders, Finance, and IT:

- **No Surprises, No Stress:**  
You've already paid for these devices—add coverage now so unexpected repair bills don't catch your budget off-guard.
- **Mid-Cycle Protection = Budget Stability:**  
Lock in predictable costs for the remainder of the year by extending warranty coverage to your existing fleet.
- **Keep Devices in Classrooms:**  
Retroactive coverage reduces repair queues and downtime, ensuring students stay connected and teachers stay on track.
- **Extend Your ROI:**  
Maximize the value of every Chromebook, laptop, and tablet you own by protecting them against future breakage and wear.
- **Easy Retroactive Add-On:**  
Apply coverage to eligible devices in minutes—no new procurement process or device replacement required.
- **Peace of Mind for Every Team:**  
IT avoids surprise ticket spikes, finance maintains budget control, and educators get reliable technology where it counts.

## Path 3: Family Opt-In Program

Audience: Schools offering optional protection for student devices

Who Pays: Families (\$30/year per device)

Goal: Help schools launch this at no cost to their budget

Why It Works:

Schools reduce repair burden and avoid repair costs, while families gain peace of mind. No district funds required.

Key Messaging:

- Low cost per year. Zero budget impact. 100% peace of mind.
- Let families opt in—you don't have to budget a dime.
- Offer families real protection—no extra work.

Talking Points for District Leaders, Finance, and IT:

- **Zero Budget Impact, All the Benefits:**  
Families opt in and pay directly—so your district adds value without spending a dime.
- **Fewer Repairs, Less Work:**  
With family-funded coverage, your IT team spends less time processing repairs and more time keeping tech running smoothly.
- **Protect Learning Time:**  
Covered devices mean fewer disruptions, faster turnarounds, and more consistent access to learning tools.
- **Support Without the Heavy Lift:**  
Premier provides everything you need: flyers, email templates, and a dedicated landing page—so promoting the program is simple.
- **Easy for Families, Effortless for You:**  
Clear communication tools make it simple for families to enroll, while your district avoids administrative complexity.
- **Add Value to Your Tech Program:**  
Offering a protection option shows families your district is proactive, responsive, and committed to supporting student success.

- **Scalable for Every Size District:**  
Whether you support 300 or 30,000 students, the opt-in program flexes to fit your community's needs.

## Features: How Premier TotalProtect Keeps Devices Working

Premier TotalProtect is a purpose-built extended warranty program designed for education. It helps districts protect devices, reduce downtime, and avoid surprise repair costs—whether you're buying new or covering what's already in use.

- **Flexible Coverage Options:** Choose 1–4 years of protection based on device lifecycle and budget.
- **\$0 Deductibles & Unlimited Claims:** No hidden costs, no claim limits—just reliable coverage.
- **Accidental Damage Protection:** Covers drops, spills, cracked screens, and more.
- **Optional Lost/Stolen Coverage:** Add extra peace of mind where needed.
- **Works for New or Existing Fleets:** Protect devices at time of purchase or retroactively.
- **Family Opt-In Program:** Offer parents affordable coverage with zero cost to the district.
- **Turnkey Rollout Support:** Includes flyers, outreach templates, and a custom landing page—ready to launch with minimal lift.=

## POCs to Engage for TotalProtect™

### **District Technology Directors**

These leaders oversee the health and performance of the district's entire tech fleet. TotalProtect helps them reduce downtime, manage repairs more efficiently, and avoid overwhelming their IT teams with maintenance. With extended warranties in place, they keep more devices in classrooms and fewer in repair queues.

### **Finance Officers / CFOs**

Finance teams are tasked with ensuring every dollar spent delivers long-term value. TotalProtect gives them predictable budgeting by eliminating surprise repair costs. It turns reactive repairs into a proactive strategy—stretching the lifespan of devices without straining future budgets.

**Superintendents / District Leaders**

District leaders need scalable, cost-effective ways to support teaching and learning. TotalProtect offers peace of mind that devices will stay in service—even after drops or accidents. It's a smart move to protect learning time, especially as districts wrap up the fiscal year and look to maximize remaining funds.

**Purchasing Managers / Procurement Teams**

Responsible for managing large-scale tech buys, procurement teams benefit from the simplicity of bundling TotalProtect with new devices—or retroactively protecting existing ones. The program reduces administrative back-and-forth and ensures coverage is aligned to usage timelines.

**IT Managers & Support Coordinators**

The boots-on-the-ground tech team is the first to feel the impact of broken devices. TotalProtect streamlines repairs with a no-deductible model, fast turnaround, and unlimited claims. Fewer support tickets and simpler processes mean more time for strategic tech initiatives.

**Communications / Family Engagement Leads**

These roles help districts communicate with families about optional programs. For the family opt-in path, TotalProtect provides toolkits, flyers, and a ready-to-share landing page—making it easy to roll out optional protection plans without increasing district workload.

## Email Templates

### District Technology Directors

**Subject: Keep Devices in Classrooms—Not in Repair Queues**

Hi [First Name],

I know your team is constantly working to keep devices running smoothly across your schools. That's why I wanted to introduce TotalProtect, a no-deductible, extended warranty program designed to reduce downtime, streamline repairs, and lighten the lift for IT teams.

Whether you're purchasing new devices or looking to cover your existing fleet, we've got flexible coverage options from 1 to 4 years—with unlimited claims and fast turnaround.

It's one less thing to manage—and one more way to protect learning time.

Want to see how this could work across your district? Here's my calendar: [Insert Link]

Best,  
[Your Name]

## Finance Officers / CFOs

### **Subject: Eliminate Surprise Repair Costs This Budget Cycle**

Hi [First Name],

If your district is looking for ways to stretch remaining budget this year—and reduce next year's tech surprises—TotalProtect might be worth a quick look.

Our extended warranty program helps eliminate unexpected repair costs, offering predictable protection for Chromebooks, laptops, and tablets—whether newly purchased or already deployed.

You choose the term (1–4 years), and we'll help you build a cost-effective protection plan that aligns with your budget cycle.

Let me know if you'd like to explore a quote. Happy to walk you through pricing by device or funding path.

Best,  
[Your Name]

## Superintendents / District Leaders

### **Subject: Protect Your Devices—and Learning Time**

Hi [First Name],

If your schools are wrapping up the year with tech still in students' hands, it's worth asking—what happens when devices break?

TotalProtect™ gives you a simple, affordable way to keep learning uninterrupted. Whether you're covering devices with leftover funds or offering optional coverage to families, we help districts avoid downtime, reduce IT burden, and avoid unexpected costs.

It's full coverage with no deductibles—and minimal lift for your team.

Would you be open to a quick call to see if your district is eligible for coverage?

Thanks,  
[Your Name]

## Purchasing Managers / Procurement Teams

### **Subject: Add Warranty Protection Without Adding Procurement Complexity**

Hi [First Name],

Are you finalizing device orders or wrapping up FY spend? If so, TotalProtect makes it easy to bundle extended warranties with your new purchases—or retroactively cover existing fleets.

We offer 1–4 year plans with unlimited claims and zero deductibles. And we'll tailor the coverage by model, usage, or timeline—so it fits cleanly into your procurement strategy.

Let me know if you'd like to price out a few device groups—we make quoting and contracting quick and simple.

Best,  
[Your Name]

## IT Managers & Support Coordinators

### **Subject: Reduce Repair Tickets with One Simple Add-On**

Hi [First Name],

If broken devices are filling your ticket queue, TotalProtect can help you stay ahead. Our extended warranty solution covers accidental damage, cracked screens, spills—you name it.

Unlimited claims. \$0 deductibles. No more juggling third-party repairs or patching together workarounds.

It's easy to add on to new orders—or protect your existing fleet before next school year starts.

Want to take a look at what it would cost per device? Happy to run the numbers.

Best,  
[Your Name]

## Communications / Family Engagement Leads

### **Subject: Offer Parents Peace of Mind—at No Cost to the District**

Hi [First Name],

If you're planning fall communications or back-to-school outreach, I wanted to share a turnkey program that adds value without adding cost.

TotalProtect Family Opt-In allows parents to protect their student's device for a low cost—with zero budget impact to your schools. We provide everything you need to roll it out:

- Flyers, outreach templates, and toolkits
- A dedicated landing page for easy sign-up
- Full support—so there's no extra lift on your side

Districts use this to reduce repair volume, build trust with families, and avoid unplanned device replacement costs.

Interested in seeing the toolkit? I'd be happy to send it over.

Thanks,  
[Your Name]

## Call Script

### Premier TotalProtect for K–12 Tech

Hi [Name], this is [Your Name] from Premier Wireless—how are you today?

I'm reaching out because we work with K–12 districts like yours to cut tech repair costs, reduce downtime, and keep students learning—without adding to your IT team's workload.

Our Premier TotalProtect™ program offers extended warranties for Chromebooks, laptops, and tablets with flexible 1–4 year coverage, including:

- Unlimited accidental damage repairs
- \$0 deductibles
- Optional lost/stolen protection
- Coverage for new and existing fleets

It's designed specifically for K-12, and it's a great way to use any remaining budget to protect the devices you already have.

Would [Tuesday at 2:00] or [Thursday at 10:00] work better for a quick meeting?

## Premier TotalProtect for Library Tech

Hi [Name], this is [Your Name] from Premier Wireless—thanks for taking the call.

We help public libraries and library systems protect their loaner and patron devices—Chromebooks, tablets, and laptops—through our Premier TotalProtect™ warranty program.

You get:

- 1–4 years of coverage with unlimited repairs
- \$0 deductible for cracked screens, spills, or drops
- Optional lost/stolen coverage
- Support for devices already in use—not just new ones

It's a great fit for libraries working with limited funds or grant-based tech initiatives, helping you stretch your device investment without worrying about costly repairs.

Would [Tuesday at 2:00] or [Thursday at 10:00] work better for a quick meeting?

## Premier TotalProtect™ for Higher Ed Tech

Hi [Name], this is [Your Name] with Premier Wireless—appreciate you picking up.

We work with colleges and universities to help protect student loaner devices, lab tech, and classroom laptops from costly repairs.

Our Premier TotalProtect™ warranty program gives you:

- 1–4 years of accidental damage coverage
- \$0 deductibles
- Optional lost/stolen add-on
- Coverage for both new purchases and existing inventory
- A simplified admin process for managing claims

It's a smart way to reduce device turnover, budget surprises, and service desk tickets across departments.

Would [Tuesday at 2:00] or [Thursday at 10:00] work better for a quick meeting?

## Premier TotalProtect™ – Family Opt-In Program

Hi [Name], this is [Your Name] from Premier Wireless—how's your day going?

I wanted to connect about our Family Opt-In Warranty Program, which lets you offer device protection to families—at no cost to the district.

Here's how it works:

- Families pay \$30 per year, per device
- Coverage includes drops, cracked screens, and liquid damage
- There's no deductible, and the school doesn't have to manage repairs
- We provide a ready-to-use flyer, landing page, and rollout messaging

It's a great value-add for families, and helps reduce your district's tech support load.

Would [Tuesday at 2:00] or [Thursday at 10:00] work better for a quick meeting?

## Connect Requests

Tech Directors / IT Managers: Hi [First Name], I work with school districts to reduce tech downtime and repair costs through education-specific extended warranty solutions. Would love to connect and share what's working for others in your role.

Finance / Purchasing Teams: Hi [First Name], I support districts with smart, budget-aligned warranty coverage that extends device lifecycles and prevents surprise repair costs. Let's connect!

Superintendents / District Leaders: Hi [First Name], we help school districts protect learning time and stretch tech investments with easy-to-manage extended warranties. Would love to connect and share ideas.

Communications / Family Engagement: Hi [First Name], I help districts offer low-lift, opt-in device protection programs to families. We provide all the comms, landing pages, and support to make it seamless. Let's connect!

# LinkedIn InMail Templates

## For Tech Directors / IT Teams

Subject: Reduce Repair Burden & Device Downtime Hi [First Name],

We work with K-12 districts to help reduce repair volume and simplify device management through Premier TotalProtect™—our education-first extended warranty program.

It includes:

- \$0 deductibles & unlimited claims
- Coverage for new and existing fleets
- Accidental damage & optional lost/stolen protection

If your team is managing a growing device fleet, I'd be happy to share how we're helping other districts streamline support.

Would you be open to a quick chat?

Best,  
[Your Name]

## For Finance Officers / Procurement

Subject: Eliminate Surprise Tech Costs—With Flexible Warranty Options Hi [First Name],

Premier TotalProtect™ helps schools and districts avoid unplanned repair costs through flexible extended warranty coverage—tailored to your budget cycle, funding source, and device mix.

You can:

- Protect new or existing devices
- Choose 1-4 year terms
- Add low-cost family opt-in options

Let me know if you'd like a brief walkthrough or pricing breakdown.

Thanks,  
[Your Name]

## For Superintendents / Leadership

Subject: Keep Devices—and Learning—On Track Hi [First Name],

When devices break, learning slows. Premier TotalProtect™ gives your schools a reliable, low-effort way to reduce downtime and protect student technology—with no surprise costs.

Whether you're buying new, retroactively covering current devices, or offering protection to families, we can help you build a smarter tech support strategy.

Open to a quick intro call?

Best,  
[Your Name]

## For Communications / Family Engagement

Subject: A Zero-Lift Program Families Will Appreciate Hi [First Name],

We help districts like yours offer families the option to protect school-issued devices—without adding work to your team or cost to your schools.

Premier's Family Opt-In Program includes:

- Low-cost protection for families
- Full turnkey rollout toolkit
- No admin burden for your district

Would you be open to seeing what this looks like?

Thanks,  
[Your Name]

