

**1. Customer Service Information Note: replacement part info at Foot of I-card (Section 9)**

**Instruction within 14 days of Receipt:**

**No Fault or Faulty: Exchange via CS, Return & Refund. Return to supplier for full credit.  
Returns back to be disposed.**

**Instructions Over 14 days but within Warranty Period: (Full Service agreement to be saved in a share folder)**

**Instructions outside of Warranty Period:**

**a) Other Returns Information**

**Can the product be returned once opened?**

**Does this Product qualify for Collect Plus?**

**b) PRP Product Replacement Policy (link to guidelines)**

**2. Full Product Description:**

**a) Short Description:**

**b) Web:**

**c) TV “L”:**

**16 Characters x 9 Lines (Fill in below)**

**3. Contents, Dimensions and Variables**

**a) Contents**

**b) Colour Options**

**c) Size**

**Product:**

**Logistics:**

**d) Weight**

**Product:**

**Logistics: Weight**

**e) Special Delivery Instructions**

**4. Unique Selling Points / Key Features and their benefit (Order in importance):**

**a) Extended Information / Spec**

**b) Composition Information**

**c) Assembly Overview**

**d) Compatibility Information**

**e) ASA/Compliance Information**

**f) Company/Brand History**

**5. Pricing Details (This should only include the current pricing)**

**6. Commercial Vision – The Key Questions.**

**a) Why buy from us? What is the reason for our customer to buy this from us and not elsewhere?**

**b) What's the deal? Why buy at this price? Why Buy Now?**

**c) The story teller:**

**7. Health & Safety Information (To be completed by Backstage Team)**

**8. Suggested Supplementary Sales Information**

**9. Spares Information List the spares relevant to the product**

**10. Frequently Asked Questions**

**Frequently Asked Questions**

**Q**

**A**