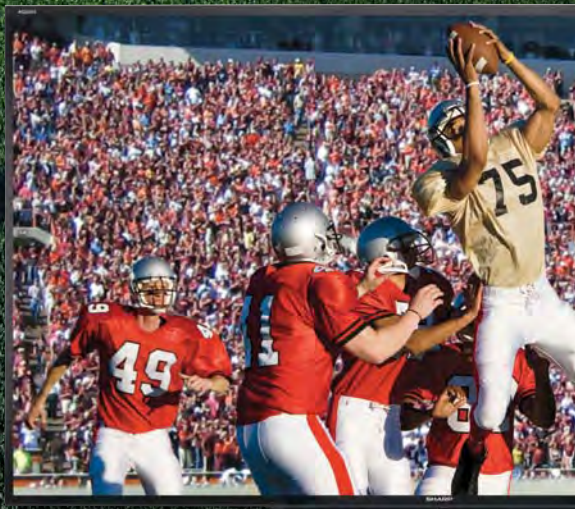


# MAKING 2012 THE BEST FOOTBALL SEASON YET

# SALES TODAY



# GEARING UP FOR THE ULTIMATE FOOTBALL EXPERIENCE

Football season is just getting under way, and now is a great time of year to sell televisions and home theater systems. Sports fans all over the country want to watch football on the best TVs, with superior sound systems, so they feel like they're right in the middle of the action. There's no place better for them to get these electronics than Sears.

This magazine has all kinds of information that can help you. Consumer Electronics VP GMM Rayman Cheng offers great tips to help you on the sales floor, with a focus on the type of open-ended qualifying questions that will encourage customers to open up to you. Then we move right into TVs, starting with necessary information about what customers look for in a new TV and what the latest technology is.

Many of the most popular TV brands are featured in this magazine: Sony, LG, Panasonic, Sharp, Samsung and Toshiba. Read about the various models each brand has, and what makes it's TVs produce such eye-catching pictures.

To help customers complete the perfect football-watching setup, encourage them to add a home theater system to their TV room. Sharp, LG, Samsung, Panasonic and Sony feature home theater systems with speakers designed for modern TVs to help bring out the best sound imaginable. In addition, Sears' brand of electronics accessories — Alphaline — offers affordable HDMI cables to help bring out that high-definition audio and video, as well as TV stands and mounts to complete the home entertainment setup.

This magazine also features articles about credit, Protection Agreements and layaway, giving you valuable information to help customers complete their purchase with peace of mind. Enjoy the upcoming football season, and good luck on the sales floor!





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**SALESTODAY**2GO

*Sales Today* is making the transition to an exclusively digital publication. Keep your eye out for more information in future issues.

### Learning Consultant

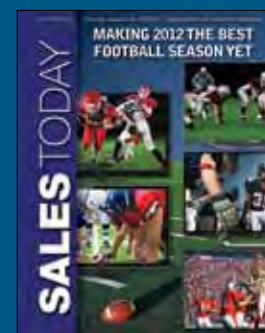
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# Qualifying

While opening the sale is an important tool that requires practice as often as possible, it still does not allow you to earn the final sale. By understanding why the customer wants a certain product, you can significantly increase your chance to make a sale. Since no customers are the same, it is your job to find out the differences between them and recommend an item that will fit their needs. The more you show customers that you care about their needs, the better chance you'll have of successfully attaching a PA and accessories to the transaction.

Asking good questions is a good start; whether the customer is shopping for Super Bowl, Father's Day, July 4 or Memorial Day, you need to capitalize on the excitement. Building trust and rapport also takes skill and practice. Trust can be built through the caring tone of your questions and the considerate support you give to your customer's answers. Once trust is developed, the customer will value your opinion highly and buy what you recommend.

Always ask open-ended questions. The seven magical starting words are: **Who, What, Where, Why, When, How** and **Tell me**.

## CLOSED

**Do you want a Smart TV?**

**Are you buying this for a special occasion?**

**Are you sure you like that brand?**

## OPEN

**What features are important to you?**

**What is the special occasion?**

**Why have you chosen that brand?**

Closed questions are less likely to get extra data about why your customer wants a particular item. Instead, you only get what they want.

## Examples of good qualifying questions:

Who are you shopping for?

Who will be using this TV the most?

Who do you know who has one already?

Who's your favorite manufacturer?

Who will be helping you with this decision?

What brings you into the store today?

What features are important to you?

What size requirements do you have?

What room will you use it in?

What experience do you have using a Smart TV?

Where have you seen this TV before?

Where will you be traveling?

Where will it be used?

When did you decide that you had to have a 3D TV?

When did you begin shopping for one?

When have you seen one before that you really liked?

When do you want it delivered?

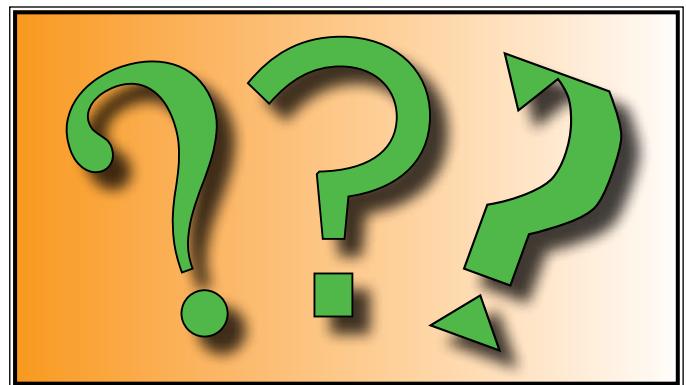
How did you hear about Smart TV?

How long have you been shopping for one?

How often do you purchase a TV?

How often will you use it?

How many people will use this tablet?



Tell me about your remodeling.

Tell me about the concerns or problems you have had in your past TV.

Why is it that you want a point-and-shoot camera versus a DSLR?

Why is it important to have 3D?

Why that specific model or brand?

NEVER ASK A CUSTOMER HOW MUCH THEY WANT TO SPEND TO ENSURE YOU DO NOT SHORTCHANGE YOURSELF! Once a customer tells you how much they want to spend and you show them something substantially more expensive, you risk to be labeled as being pushy.

**Be thoughtful of the words you choose** — replace the word “buy” with “shop” and “need” with “want.” For example, change “When do you need your TV?” to “When do you want to start using your new TV?”

Customers buy for two reasons: trust and value. Listen to what customers have to say and capitalize on it.

### Examples:

**Salesperson:** What brings you into the store today?

**Customer:** I want to replace my top-of-the-line Sony TV in my living room.

**Salesperson:** Top-of-the-line Sony — they make awesome TVs. Which one is it?

**Customer:** I need to buy a camera for my Europe trip.

**Salesperson:** Which part of Europe?

**Customer:** Paris.

**Salesperson:** I am jealous. Never been to Paris. How long are you going to be there?

**Customer:** Two weeks.

**Salesperson:** You are so lucky. Let’s find you the right camera for this trip.

### Always agree with the customer and add supportive responses:

**Salesperson:** So, what brings you in today?

**Answer:** I’m looking for a TV for my dad.

**Support:** That’s very thoughtful of you. It’s fun shopping for TVs.

**Salesperson:** What’s the special occasion?

**Answer:** It’s his 60th birthday.

**Support:** Awesome! 60 is an important one.

### Customer looking for something we don’t carry

**It happens every day** — customers looking for an item we do not carry. It’s during the qualifying process that you can best introduce an alternative. When a customer suggests that he wants Vizio, ask the question, “Which model, style, etc?” You can discover quickly whether the customer has been looking and is committed to finding the best possible price or if they are open to other possibilities.

**Customer:** Do you carry Vizio TVs?

**Salesperson:** That’s a great brand. Which model?

**Customer:** I don’t know, I just heard they have great picture quality.

**Salesperson:** You know, our buyers evaluate every brand every year in order to select the best values possible for our customers. Unfortunately, they have not selected that brand (or model) this year. Based on the fact that you are looking for great picture quality, we do have another brand that is very similar and also has something extra you might like too. May I show it to you?

**Remember to tie your demonstration points to why the customer wanted the requested item. In our next issue, we are going to talk about product demonstration.**

# TVs: Selling Strategy

There are so many quality HDTVs on the market, and that can be overwhelming for customers. Many of them will do research before arriving at the store, but it's difficult to start from scratch, sift through pages of information and narrow down a list of what's important to them. So your knowledge will be valuable to customers.



The top three factors in customers' decisions about buying a TV are 1) picture quality, 2) features and 3) price. To some, it's all about the quality of the image. Others have specific features that are important to them, from apps to Internet browsing capability. And to another group of customers, the best TV they can find within a certain budget is what they seek.

It's important that you have the knowledge to guide customers through the process of finding the right TV to suit their preferences, so we've provided a basic overview of these top three factors in TV buying to help you.

**PICTURE QUALITY.**

**FEATURES.**

**PRICE.**

## HOW CUSTOMERS CHOOSE A TV

### Picture Quality

- **Contrast ratio** is the difference between the darkest and brightest images a TV can produce. The higher the contrast ratio, the better, though this comparison only works accurately within a brand and not across brands.
- Most of today's TVs have a **dynamic contrast**, which essentially means that the TV detects the type of content that it's showing and adjusts the light output accordingly. Electronics website cnet.com describes native contrast ratio as "how dark the darkest parts of the image are, compared with the brightest parts of the same image." A higher **native contrast** ratio is great, but it's hard to find.
- A higher **refresh rate** is better because it's indicative of how quickly the TV processes images. It's especially important for customers who watch fast-moving sports or action movies. A 240Hz Refresh Plus is the latest and fastest technology.
- Most HDTVs today have 1080p **resolution**. Some customers on a budget who are looking for smaller TVs, perhaps for the kitchen, may be more willing to take a 720p model, but 1080p is the norm.
- Most modern TVs have adjustable **color**, which allows customers to make their colors more accurate if the TV comes out of the box with oversaturated colors. TVs certified by THX generally have accurate color.



Contrast



Refresh Rate



Photo courtesy of Samsung



Photo courtesy of Samsung

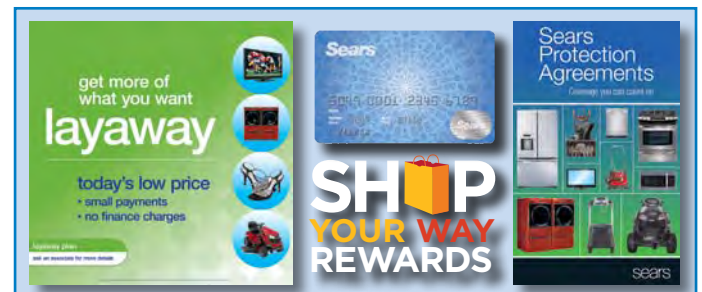
## Features

Many customers will feel comfortable that the name-brand TVs we sell produce a picture high enough in quality to satisfy them, and they'll focus on features.

- **Smart TVs** vary in what they offer. Many apps are common, from Netflix and Hulu Plus to Pandora and Skype. But some TVs have more apps than others. Customers may have some of these apps on a Blu-ray Disc™ player, so find out which ones are important to them. Also, discover if full web browsing is an important feature to them, or if they might need built-in Wi-Fi because their TV will be placed away from their Internet modem.
- With the recent surge in **3D** movies, more and more customers want TVs that can show 3D content. It's important for customers to understand that 3D TVs don't specialize in 3D at the expense of their 2D content; in fact, they tend to have some of the best pictures in 2D. Even if 3D isn't important to some customers now, it may be later, or at the very least, it's an awfully nice additional feature to a great TV.
- **Plasma versus LCD/LED.** This question may be less relevant than before as each technology continues to improve and minimize its shortfalls. However, there are some differences that customers may want to know. Plasmas are usually thicker and use more energy than LEDs, but they tend to handle motion well and they work better in dark or dimly lit rooms. LEDs are more energy efficient and show better in bright rooms. So it may come down to energy efficiency and/or the lighting in the room where the TV will be placed.

## Price

- More often than not, customers who are looking to save money are going to get a smaller TV. **Size** isn't the sole indicator of price, but it's a major factor. If a customer is looking for a new TV for the living room, and he/she wants a 1080p LED with certain apps, the price will largely be determined by size. Show these customers 32"-50" TVs. It'll be up to them to weigh size versus price.
- You can offer your customers all kinds of payment options. If paying for the TV in full the day of purchase isn't an option, they can **Finance** their TV so they can take it home and pay it off over time. Sears also offers **Layaway**, which enables them to pay for the TV without costly interest payments, and they can simply pick up the TV once it's paid for. You should also encourage them to sign up for the **SHOP YOUR WAY REWARDS**™ program so they can reap the benefits of regularly shopping at Sears.



- Encourage customers to purchase a **Protection Agreement (PA)** with their TV — no competitor can match our PA. They get peace of mind that if something unexpectedly goes wrong with their TV, they'll be covered. And since transporting and setting up the TV can be a frustrating hassle, let customers know that Sears has trusted professionals who can deliver and install the TV for them!
- Do not forget the accessories to ensure they can enjoy their HDTV as soon as they get home!

Keep this in mind as customers shop for TVs in your store. They'll greatly appreciate your help, and it'll lead to more sales!

## LEARNING ABOUT HDTVs\*

	New Emerging	Mainstream	Legacy	Getting Obsolete
<b>Type and Design</b>	Thinner bezel	Flat Panel	Wider Bezel	Bulky
	3D LED/LCD, Plasma	LED/LCD, Plasma	LCD (CCFL)	CRT and RPTV
<b>Refresh Rate</b>	240Hz	120Hz	60Hz	60Hz
<b>Picture Quality</b>	Local Dimming			
<b>Network Connectivity</b>	Built-in Wi-Fi	Wi-Fi Ready Requiring Adapter or Wire	Requires Separate Streaming Blu-ray Player or Media Box	Requires Separate Streaming Blu-ray Player or Media Box
<b>Smart Features</b>	Web Browser Skype Capable Apps	Apps	—	—
<b>Connectivity</b>	HDMI 1.4 USB	HDMI 1.4 USB	HDMI 1.3	Coax, Component and Composite

### New Emerging

**Thinner Bezel** — Instead of a big, thick border around the flat panel, thin bezels are more stylish and have a greater viewing area exposed.

**Local Dimming** — LED edgelit LCDs are popular, but with an array of LEDs directly behind the screen, the contrast can be increased by turning off areas of the backlight.

**240Hz** — Some new TVs are offering faster refresh rates than ever, which can reduce blurring in fast-moving scenes and offer better 3D performance.

**3D** — These TVs have high refresh rates and more processing power. Customers will need HDMI 1.4 and special 3D glasses.

**Web Browser** — The TV will need an Internet connection before customers can browse the web, but this is a great feature. It's more than apps — it's full Internet access, like a computer.

**Built-in Wi-Fi** — These TVs can stream content like movies, music or TV shows without needing to connect a wire to the TV.

**Skype™ Capable** — Customers will need a microphone and webcam either built in to the TV or added on, but it's a great way to chat with family and friends on the big screen.

Samsung's LED ES8000



Panasonic 3D Plasma



\*Information comes from shop.retrevo.com.





### Mainstream

**120Hz** — Applies to LED and LCD TVs. A refresh rate of 120Hz is important for customers who regularly watch sports. Plasma refresh rates are much higher.

**LED/LCD, Plasma** — LED backlighting allows the LCD to be slimmer, offer brighter pictures and save energy. Plasmas offer rich, warm colors and deep blacks.

**1080p** — The “p” stands for “progressive,” which means the TV has a smoother display than 1080i (the “i” stands for “interlace”).

**Wired Internet Connectivity** — Allows customers to stream apps like Netflix and Pandora to their TV through an Ethernet cable.

**HDMI** — An HDMI cable carries high-definition audio and video in the same cable. HDMI 1.4 is the latest technology and is ideal for 3D content, but HDMI 1.3 is good enough for most content.



### Legacy

**LCD (CCFL)** — Older LCDs use fluorescent-type backlights, while the newer LEDs use backlighting housed along the edges of the TV (edge-lit) or behind the TV (direct backlight).

**720p** — Most programming still comes in at 720p or 1080i, so for TVs smaller than 37" or so, the differences between 1080p and 720p aren't as noticeable, and it might be a way for customers to save some money.

### Getting Obsolete

**CRT** — It's probably time for most customers to recycle their old cathode ray tube (CRT) TVs.

**RPTV** — Rear-projection TVs used to offer the most screen area for the money, but the image quality falls far short of LCDs and plasmas, and they're much bulkier and heavier.



**SALESTODAY2GO**

For more information on discovering the right HDTV for your customers, go to the online version of this page and click here!

# Sony HDTVs

Sony continues to be a leader in television technology, and these 2012 HDTVs, ranging from 32" to 65", offer extremely clear, colorful pictures, making images come to life!

# SONY

Sears Item #	#71680	#71672 #71662	#71671 #71661 #71651	#71660 #71650	#71621
<b>Model and Size</b>	HX850 55"	HX750 55"/46"	EX640 55"/46"/40"	BX450 46"/40"	BX330 32"
<b>Picture Quality</b>					
<b>Display Resolution</b>	Full HD 1080p	Full HD 1080p	Full HD 1080p	Full HD 1080p	HD 720p
<b>Picture Engine</b>	X-Reality™ PRO	X-Reality	Clear Resolution Enhancer	Digital Noise Reduction	Digital Noise Reduction
<b>LED Backlight</b>	Dynamic Edge	Dynamic Edge	Edge		
<b>Motion Clarity</b>	Motionflow™ XR 960	Motionflow XR 480	Motionflow XR 240		
<b>3D in Full HD 1080p</b>	•	•			
<b>Glare Reduction</b>	OptiContrast™ Panel				
<b>Connectivity</b>					
<b>Wi-Fi®</b>	Built in	Built in	Adaptor included		
<b>Sony Entertainment Network</b>	•	•	•		
<b>Media Remote™ App</b>	•	•			
<b>Skype®</b>	•	•			
<b>Wi-Fi Direct™</b>	•	•			
<b>Frameless Corning® Gorilla® Glass</b>	•				
<b>HDMI® Input</b>	Four	Four	Four	Two	Two
<b>USB Input</b>	Two	Two	Two	One	One

## 2012 SONY TV FEATURES

**X-Reality PRO Picture Engine** — Two-chip picture engine takes everything customers watch — HD movies, sports and even YouTube™ clips — and optimizes it with great detail and astonishing color.

**X-Reality Picture Engine** — Skin tones, landscape foliage and countless details come alive. Each scene is analyzed and improved for optimal image quality.



**Clear Resolution**

**Enhancer** — Fine details and textures appear in whatever is on the screen.

**Intelligent Peak LED™**

**Backlight** — Top-of-the-line LED technology adjusts the bright and dark levels in each area of the screen for precise control of contrast and color.

**Dynamic Edge LED**

**Backlight** — Rather than illuminating the entire screen, this technology boosts contrast in just the right spots for a more realistic picture.

**Edge LED Backlight** — Powerful-yet-thin LEDs deliver a brighter picture than conventional LCD backlighting.

**Motionflow™ XR** — Takes motion clarity beyond refresh rates to double or quadruple the motion effect. The higher the number, the clearer and more lifelike the picture.

**3D in Full HD 1080p** — Phenomenal 3D images make customers feel like they're in the middle of the action.

**OptiContrast™** — Works with Corning Gorilla Glass to minimize unwanted light reflections and enhance overall picture quality.



**Wi-Fi** — Customers can instantly stream online movies, photos, music and videos to their TV without wires (some TVs have Wi-Fi built in; others require an adapter).

**Sony Entertainment Network** — Provides access to Full HD entertainment, 3D content and made-for-TV apps like Pandora®, YouTube, Facebook® and more.

**Media Remote App** — Allows customers to turn a smartphone or tablet into a versatile remote control with a full QWERTY keyboard. It can be downloaded for free from the iTunes® app store or Google Play™.



**Skype on Your TV** — Enables crystal-clear video calls with family or friends on the large-screen TV.

**Wi-Fi Direct** — Bypasses the Wi-Fi access point/router to easily connect directly to the TV, so customers' friends can send content to the TV without connecting to the home network.

**Corning Gorilla Glass** — Lightweight, incredibly durable frameless design.

# LG TVs

LG's 2012 HDTVs are packed with innovative features that produce amazing picture quality, so whether customers are watching TV shows, sports, movies or playing video games, they'll love what they see on the screen!



Sears Item #	#71858, 55"	#71856, 55" #71846, 47"	#71845, 55" #71843, 47"	#71842, 55"	#71841, 55"
2012 Series	LM9600	LM7600	LM6700	LM6200	LS4600
<b>Picture Control</b>					
LED					
Local Dimming	Yes	Yes	Yes		
Resolution					
3D Type — FPR					
Panel					
Cinema Screen Design	Yes	Yes	Yes		
Refresh					
Picture Engine					
Dynamic Color Enhancer	Plus	Basic	Basic	Basic	
Resolution Upscaler	Plus	Basic	Basic	Basic	
Dynamic Contrast Ratio					
Dual Core Processor					
<b>Connectivity</b>					
Wi-Fi Built In					
Skype Ready					
Smart TV					
Full Web Browser	Yes	Yes	Yes	Yes	
Internet Streaming	Yes	Yes	Yes	Yes	
Remote					Standard
Audio Wattage	10 + 10 + 10	10 + 10	10 + 10	10 + 10	10 + 10
USB 2.0					
HDMI	4	4	4	4	3

## 2012 LG TV FEATURES AND BENEFITS



**LG Cinema 3D** — Easy-to-use-and-share 3D glasses, superior picture quality and amazing 3D effects.

**Cinema 3D Glasses** — Comfortable, lightweight, battery-free and very affordable. Six sets of glasses included.

**2D-to-3D Conversion** — TV will automatically convert standard 2D content to 3D.

**Cinema Screen Design** — Features an elegant, groundbreaking design that looks beautiful with its ultra narrow bezel.

**3D Depth Control** — User can increase the 3D depth on the TV to provide more enhanced 3D effects.

**3D-Ready TV** — The astonishing effects will immediately grab customers' attention and bring their entertainment experience to the next dimension.<sup>1</sup>

**LG Smart TV** — Easy access to thousands of movies, customizable apps and videos, and customers can browse the web at the click of a remote.

**Dual Core Processor** — Faster access to Internet content and enhanced processing speed.

**NANO Full LED with Local Dimming** — NANO Full LED, Full LED or LED Plus. All provide deep, natural colors for great contrast.

**LED Backlighting** — Delivers amazing brightness, clarity and color detail.

**Resolution Upscaler** — Enhances the resolution of original content.

**THX® 3D Certified Display** — LG's TVs passed more than 30 rigorous tests, ensuring an uncompromised 3D HD experience. Similar standards apply to non-3D TVs.

**TruMotion (480Hz/240Hz/120Hz)** — Sharp detail and minimal blur to fast-moving scenes. The faster the refresh rate, the better the picture.

**Built-In Wi-Fi** — Makes accessing entertainment content easier than ever.

**Full HD 1080p Resolution** — Nearly double the pixel resolution of standard HD.

**ENERGY STAR® Qualified** — These TVs use about 30% less energy than standard units.



**Picture Wizard II** — Easy self-calibration with on-screen reference points for key picture-quality elements such as black level, color, tint, sharpness and backlight levels.

**Intelligent Sensor** — Automatically optimizes the picture brightness to the room's lighting conditions.

**ISFccc® Ready** — Contains the detailed standards necessary for professional calibration of brightness, contrast, tint, sharpness, color levels and much more to meet local lighting conditions for daytime and nighttime viewing. Settings are added to preset modes for easy access from your LG remote.

<sup>1</sup>3D glasses required and sold separately.

# Panasonic TVs



Panasonic's 2012 plasmas have improved on its past award-winning models to produce higher picture quality than before, guaranteeing that customers will see remarkably sharp images no matter what they're watching.

Sears Item #	#75502, 50" #75422, 60"	#75532, 50" #75562, 55"	#75572, 60"	#75582, 65"
Model	Plasma U50 Series	Plasma UT50 Series	Plasma ST50 Series	Plasma VT50 Series
<b>PICTURE QUALITY</b>				
Resolution				
Panel Type				
Field Drive				
Black				
Shades of Gray				
Engine				
Web Smoothing				
3D Conversion				
THX-Certified				
Calibration				
<b>SOUND</b>				
Sound System				
<b>EASY OPERATION</b>				
VIERA Remote				
VIERA Touch Pad Controller				
Multi-Tasking				
<b>NETWORKING</b>				
VIERA Connect				
Web Browser				
Wi-Fi				
Connections				
<b>OTHER</b>				
Eco-Friendly Features				
Design Features				

## 2012 PANASONIC TV FEATURES

**Neo Plasma Black 2500** — This year's plasmas are redesigned from the ground up to be brighter, more efficient, reproduce deeper blacks and have even better motion resolution.

**IPS LED** — High contrast and high color purity are maintained at all angles.

**Progressive 3D Full HD** — Display alternately shows images for the left and right eyes. Because this method displays Full HD 3D images just as they are, both eyes receive 3D images in full-HD quality.

**Infinite Black Ultra** — Technological advancements have enabled deeper, jet-black shades, and preventing light loss in the panel cells allows VIERA to portray bright, crisp images at all times, even in brightly lit rooms.

**Infinite Black Pro** — Smooth, natural gradation and deep, rich blacks, even when viewed in bright surroundings.

**24,576 Steps of Gradation** — Finer light emission raises the steps of gradation by as much as four times over previous systems, so nighttime skies and other dark areas that were prone to blocked shadows are now beautifully reproduced.

**Clear Panel Pro** — Offers several advantages:

- New liquid crystal material is lighter, thinner, more responsive and transmits 15% more light.
- IPS phase filter equalizes the distribution of light from the IPS LCD panel to provide the widest viewing angle with the best off-axis image quality of any Panasonic LCD/LED.
- Liquid crystal alignment technology provides more accurate imaging.
- Local dimming divides the backlight system into multiple zones of lighting control, so images have more dramatic presentation of contrast from the darkest black to the brightest white.

**Smart VIERA Engine Pro** — Dual-core processor with separate video imaging processor provide images that are the best Panasonic has ever created.

**2500 Focused Field Drive** — Detects image movements like the human eye, and optimizes the drive accordingly, reducing the afterimages that cause blurring.



**600Hz Sub Field Drive** — Unique image-analysis technology helps to create crisp images.

**1920 Backlight Scanning** — Combines 240Hz refresh with 8-phase backlight to maximize motion resolution (360 backlight scanning combined 120Hz rate with 3-phase backlight).

**VIERA Remote App** — Lets customers use a smartphone or tablet as a remote control or game pad.

**178-Degree Viewing Angle** — Clear, vibrant images from every seat in the room.

**THX 3D Display** — Reproduces 2D and 3D images with cinema-like quality.

**Web Smoother** — The blurring that often happens in web images is eliminated to produce naturally smooth motion.

**2D-to-3D Conversion** — In addition to ordinary TV programs, this method can be used to convert a variety of 2D images — such as web content, Blu-ray Disc™ media and photos or movies saved onto SD Memory Cards — into 3D images.

**VIERA Connect** — Enables customers to access popular Internet content like movies, videos, sports, games, fitness, music and other categories of interest.

**Online Movies** — Offers video-on-demand (VOD), TV shows, games, educational content and more, through a wide range of apps.











**Web Browser** — Supports HTML5 pages, so customers can browse the Internet much like with a PC, but on a bigger screen.

# Sharp AQUOS TVs

# SHARP®

Sharp's 2012 LED TVs provide crystal-clear pictures in 2D or 3D, without motion blur, even on screens as large as 70", 80" and 90"!



Sears Item #	#71340	#71342	#71345	#71341	#71344	#71311	#71351
Series	LE640U			LE847U		LE632U	LE745U
Sizes	52"	60"	70"	60"	70"	80"	90"
Model	LC52LE640U	LC60LE640U	LC70LE640U	LC60LE847U	LC70LE847U	LC80LE632U	LC90LE745U
<b>PICTURE</b>							
Resolution	1080p	1080p	1080p	1080p	1080p	1080p	1080p
Refresh Rate	120Hz	120Hz	120Hz	240Hz	240Hz	120Hz	AquoMotion 240
Quattron							
Contrast Ratio	4M:1	4M:1	4M:1	10M:1	10M:1	6M:1	8M:1
Back Light	Edge lit LED	Edge lit LED	Edge lit LED	Edge lit LED	Edge lit LED	Full Array LED	Full Array LED
3D							
3D Glasses				Sold Separately	Sold Separately		2 Pair Included
<b>CONNECTIVITY</b>							
Wi-Fi Built in	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Web Browser				Yes	Yes		Yes
Smart TV	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Skype							
HDMI inputs	x 4	x 4	x 4	x 4	x 4	x 4	x 4
USB Inputs	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Vyper Drive	Yes	Yes	Yes	Yes	Yes	Yes	Yes
ENERGY STAR®							



AQUOS™



## 2012 SHARP TV FEATURES

**Large Screen LED TVs** — Sharp AQUOS LED TVs are available in 52", 60", 70", 80" and 90" screen sizes:

- 60" offers over 20% more screen area than a 55".
- 70" offers 62% more screen area than a 55".
- 80" offers more than double the screen area of a 55".
- 90" offers more than double the screen area of a 55".

**Quattron® Technology** — Only Sharp adds yellow to the conventional red, green and blue sub-pixels, for a billion more colors. With almost two million more “dots” than conventional RGB TVs, it brings to life colors just as they are in nature. And the yellow sub-pixel enables higher light throughput, brightening the image and lowering power consumption since the LED backlights use less power to illuminate the screen.

**AQUOS® Full HD 1080p LCD Panels with LED Backlighting** — Allow more light to pass through for an extremely bright image. Power consumption is lowered because the LED backlights don't have to use as much power to create deep blacks and bright whites.

**120Hz, AquoMotion 240 or 240Hz Panel Rate** — Improves picture clarity and smoothness in fast-motion movie and sports scenes by minimizing motion blur and jitter.

**Smart TV** — Thanks to built-in Wi-Fi and other features, it's easier than ever for customers to connect to popular apps and movies on demand. Select Sharp AQUOS Smart TVs allow customers to browse the web.<sup>1</sup>

<sup>1</sup> Membership and/or additional fees may apply.

### SmartCentral™ Smart TV User Interface

Newly designed, customizable and intuitive user interface designed to be the hub of the Sharp TV

experience. Customers will be able to categorize videos, music, games and more all in an intuitive format. Select models feature web browsing and a unique smartphone or tablet interface.



**Full HD Active 3D** — A superior 3D experience that is brighter than any other 3D TV on the market. Active shutter 3D glasses with a unique 3D-to-2D mode allow one person to watch in 2D while others watch in 3D.

**Auto 3D Depth Adjustment** — Automatically senses relative depth of 3D images and adjusts in real time.

**2D-to-3D Conversion** — Allows customers to enjoy 3D images even with traditionally created 2D content.

## SALESTODAY2GO

For more information on Sharp TVs, go to the online version of this page and:

**SHARP** [Click here to go to Sharp's website.](#)



[Click here to view Sharp's Facebook page.](#)



[Click here to view Sharp's CyberScholar site.](#)

# Samsung TVs

Samsung always offers the latest in HDTV technology, providing a wide assortment of sizes, all of which give your customers brilliant picture quality.



Sears Item #	#71782, 55" #71785, 60" #71792, 65"	#71770, 46" #71780, 55" #71783, 60"	#71768, 46" #71775, 50" #71778, 55" #71788, 60" #71791, 65"	#71761, 40" #71766, 46" #71773, 50" #71777, 55" #71784, 60"
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LED ES Series	8000 Series	7100 Series	6500 Series	6100 Series
<b>PICTURE QUALITY</b>				
Resolution				
3D				
Micro Dimming				
Clear Motion Rate				
Wide Color Enhancer				
One Design	0.2" Bezel/Metal	0.2" Bezel	0.5" Bezel	0.5" Bezel
<b>SMART TV</b>				
Smart Interaction				
Smart Touch Remote				
Smart Evolution	•			
Dual Core				
Browser Search				
Wireless Keyboard	•	•	•	
<b>CONNECTIVITY</b>				
Built-in Wi-Fi				
AllShare™				
ConnectShare™				
Skype™	Camera Built In	•	•	•
Anynet				
Connections				
<b>OTHER</b>				
3D Glasses Included	4 Pair	4 Pair	2 Pair	

## 2012 SAMSUNG TV FEATURES



**Smart TV** — Customers can watch movies while browsing the web or exploring the Smart Hub, and they can find more content they love by searching for shows, movies and videos on Vudu™, Hulu Plus™, YouTube™, Netflix and other digital content providers.



Smart Interaction

**Smart Interaction** — The built-in microphone on the Smart Touch Remote Control, gesture controls, face recognition and the Smart View Mobile App all provide unique ways to interact with your TV.

**Gesture Control** — Reacts to movements made by the user's hands to perform tasks such as changing channels, selecting an app or navigating through web pages.



**Voice Control** — Responds to the sound of the user's voice for performing tasks such as turning on the TV, changing channels and accessing apps.

**Face Recognition** — Automatically recognizes customers' faces so they don't have to type in an ID and password on the remote control.



**Smart Touch Control** — With the convenient touch pad, viewers can intuitively navigate through SmartHub and the full web browser without taking their eyes off the screen! The key functions on the remote are located at the top.

**Smart HUB** — Enables multitasking and delivers an optimized viewing experience with single-point access to the content that's the most important to customers. Customers can also search through hundreds of apps.



Smart Content

**Smart Content** — Entire suite of easy-to-use and innovative features that entertain while instilling a healthy lifestyle.

**Apps Built for TV** — Thousands of world-famous apps, such as YouTube and Facebook®, and popular local ones available for downloading.



Smart Evolution

**Smart Evolution** — Enables customers to update the TV in the future to add new features.

**Built-in Wi-Fi** — It's easier than ever to browse the web right on the big screen.

**Web Browser** — All the benefits of full Internet browsing, but on the big screen!

**Dual Core Processing** — Faster processing lets customers stream a movie, pause the show, open another application and return to the movie without missing a beat.

**Full HD 3D** — Enhances 2D pictures, converts 2D to 3D and provides an immersive, cinematic 3D experience. Includes two pairs of active 3D glasses.

**Clear Motion Rate (CMR)** — Samsung achieves high CMR numbers based on panel processing advancements. The higher the CMR, the better.

**Micro Dimming Pro/Ultimate** — Innovative technology scans zones across the image and adjusts brightness to deliver deeper, darker tones and brighter whites. The Ultimate version of this technology optimizes the quality to new heights by scanning twice the number of zones in the image.

**Wide Color Enhancer Plus** — Exceptionally vibrant, yet natural-looking, images and subtle details and tones.

**Cinema Smooth** — A refined playback process of 24p movies from Blu-ray and satellite TV sources optimized for a seamlessly smooth viewing experience.

# Toshiba HDTVs

Toshiba's 2012 HDTVs offer incredible picture quality, clear sound and energy efficiency, with screen sizes ranging from 32" to 50". You should have no trouble finding a Toshiba TV to match your customer's preferences.

# TOSHIBA



#71441  
#71442  
#71452

Sears Item #	#71322	#71440	#71323	#71447	#71441 #71442 #71452
Series	32C120U	40E220U	L4200U	L2200U	L5200U
Technology	LCD		SMALL/MEDIUM LED	LARGE LED	
Screen Sizes	32"	40"	24"	50"	40", 46", 50"
Design			Aero™ Cosmetic Design	Aero Cosmetic Design	Aero Cosmetic Design
Panel					
Panel Type	CCFL	CCFL	Ultra-Thin LED	LED	Ultra-Thin LED
Resolution	720P HD	1080P Full HD	1080P HD	1080P Full HD	1080P Full HD
Refresh Rate	60Hz	60Hz	60Hz	60Hz	ClearFrame™ 120Hz
Backlight Control	Dynalight	Dynalight	Dynalight	Dynalight	Dynalight
Video Chassis					
Picture Modes (  Dynamic!)	With Dynamic Mode	With Dynamic Mode	With Dynamic Mode	With Dynamic Mode	With Dynamic Mode
Native Mode™	•	•	•	•	•
Game Mode	•	•	•	•	•
Convenience					
Remote Control Type	Standard	Standard	Standard	Standard	Standard
Audio					
Audyssey® Audio Technology	Audyssey	Audyssey	Audyssey Premium Television™	Audyssey Premium Television	Audyssey Premium Television
Audyssey EQ®	•	•	•	•	•
Audyssey ABX™	•	•	•	•	•
Audyssey Dynamic Volume®			•	•	•
Ported Speakers					•
Speaker Output	14W	14W	10W	14W	14W
Connectivity					
HDMI® (CEC)	Two	Two	Two	Two	Three
USB	USB Media	USB Media	USB Media	USB Media	USB Media
High Definition PC Input	•	•	•	•	•
3.5mm PC Audio Input	•	•	•	•	•
Analog Audio Output	•	•	•	•	•
Digital Audio Out	•	•	•	•	•
ColorStream® Component Video	•	•	•	•	•
Composite	•	•	•	•	•



## KEY FEATURES AND BENEFITS

**Quality and Value** — The combination of Toshiba quality, new picture and sound technologies and the right price makes these TVs very appealing.

**New Dynamic Picture Mode** — Creates pictures that seem to pop off the screen. It enhances color, sharpness, brightness and contrast to provide incredible picture quality.

**Audyssey® Audio Technology** — Audyssey EQ provides clear, accurate and natural sound right out of the box. And Audyssey ABX (Bass Extension) uses sophisticated driver analysis and low-frequency monitoring to extend the range and bass.

**Multiple HD Inputs** — Full connectivity with two HDMI2 Inputs and an HD PC Input, so the TV can also be used as a large PC monitor (making it great for PC gaming!).

**USB Media** — Customers can easily connect to their favorite songs and photos, create slideshows or listen to their personal playlists with this feature.

**1080p Full HD for True Home Theater Quality** — Full HD2 provides more pixel resolution than standard HD for incredible image clarity.

**LED Performance** — Outstanding brightness, lightweight, uniformity of picture and great energy savings for customers.

**SALESTODAY<sub>2GO</sub>**

To visit Toshiba's CyberScholar website, go to the online version of this page and click here.

# Sharp Sound Bar Systems

# SHARP®

These surround-sound, 2.1-channel sound bars are just an inch tall, and because they can be installed horizontally, vertically or mounted to the wall, they're ideal audio companions to a home entertainment system.

## KEY FEATURES AND BENEFITS

### Home Theater Sound Bar Systems with Wireless Subwoofer

#98000 (HT-SL72)

#98008 (HT-SL77)



**Immersive Theater Sound** — A high-performance 2.1-channel audio system with RMS 100W wireless subwoofer and **200W** total power. This slim sound bar system produces big, immersive sound. Sharp Sound Bar Systems support the latest surround sound formats such as Dolby®, DTS® and SRS®.

**Super Sleek Design** — Just 1" high when placed horizontally, it features a unique twin super-slim sound bar. The HT-SL72 is adjustable to 60" horizontally or 60"-70" vertically, while the HT-SL77 is adjustable to 46"-70" horizontally or 60"-70" vertically. Sleek, unobtrusive and space-saving, Sharp Sound Bar Home Theater Systems seamlessly integrate with the decor of your customer's living space.

**Flexible and Easy Install** — Sharp Sound Bar Home Theater Systems include accessories such as the stands and wall-mounting brackets, which allow for flexible horizontal, vertical or wall-mount positioning. In addition, cables are provided for simple connection.

**Auto On/Off and Volume Control by TV Remote** — No more scrambling to find the remote. HT-SL72 operates with any competing brand's TV, while HT-SL77 operates with any competing brand's HDMI Consumer Electronics Control (CEC)-compatible TV.

**Wireless Subwoofer** — Can be set up within a 25' range of TV/transmitter.

### NEED-TO-KNOW INFO

The following are included with these sound bars:

- Right/left side sound bar, horizontal stands, vertical stands and covers
- Subwoofer and stands
- Wall-mounting brackets, screws and template
- Sound bar cover joints
- RCA to headphone, HDMI® (HT-SL77 only) and audio cable
- Speaker wire

### BE PREPARED

**Q. What is ARC (Audio Return Channel)?**

**A.** When the Sharp Sound Bar Home Theater Systems are connected using a HDMI cable, Audio Return Channel (ARC) allows the audio to pass to the TV regardless of the input selection.

### HOW ABOUT THAT!

When placed horizontally, the 1" height of these sound bars won't interfere with the remote control sensor or 3D emitter. In addition, the subwoofer is wireless so the system provides a cleaner setup and flexible display options.

# LG Home Theater

LG not only has great TVs, but it also offers quality home theater systems that feature 3D Blu-ray Disc™ players, as well as slim, wall-mountable sound bars.



## KEY FEATURES AND BENEFITS: HOME THEATER

*#99145, 3D BLU-RAY HOME THEATER SYSTEM*

*#99176, 3D BLU-RAY HOME THEATER SYSTEM*

**LG Smart TV** — Easy access to thousands of movies, customizable apps and videos at the click of the remote.

**3D Blu-ray Disc 1080p Playback** — Perfect for playing 3D or 2D content (3D TV sold separately).

**Built-In Wi-Fi** — Access to all sorts of entertainment content through any available Wi-Fi connection, without the clutter of messy wires.

**Tilting Speakers** — Lets users adjust the sound experience anywhere in the room.

**Made for iPod®, iPad® and iPhone®** — Customers can connect, charge, control and play directly from their Apple device anytime.

**1,000 Watts** — Provides plenty of power for a real home theater experience (#99145).

**Two-Channel Wireless Rear Speakers** — Simple installation, and reduces clutter and wire management (#99176).



#99145



#99176

### DISCOVER QUESTION

**Q.** Do you currently listen to your TV through the TV's speakers or a separate audio system?

**A.** Listening to programming through TV speakers may cause customers to miss out on half of the home entertainment experience. They may be surprised to discover how much a good surround-sound system — such as the LG Blu-ray Disc Home Theater System — can enhance their enjoyment.

## KEY FEATURES AND BENEFITS: SOUND BARS

*#99159, SOUND BAR AUDIO SYSTEM*

*#99127, SOUND BAR AUDIO SYSTEM*

**Bluetooth Music Streaming** — Allows users to stream music from their smartphone to the speaker sound system.

**Two-Channel Virtual Surround Sound** — Brings video content to life.

**42" Class TV Matching** — Matches linear to a 42" flat panel.

**Silk Dome Speaker Technology** — Less distortion and clearer sound.

**Wall Mountable** — Supplied wall bracket allows for optimal placement.

**Powerful** — Item #99159 has 160 watts, while item #99127 has 300 watts.

**Wireless Subwoofer** — Reduced wire management and easy installation, for less clutter and more possibilities (#99127).



#99159



#99127

### BE PREPARED

**Q.** Are TV speakers not good?

**A.** No, TV speakers deliver great sound for everyday use. But to get the best audio quality to deliver the home theater or stadium experience, LG sounds bars are the way to go.

# Samsung Home Theater and AudioBars

Samsung's home theater systems provide your customers with a better entertainment experience than ever before, with SmartTV features like web browsing, instant access to TV shows and movies on multiple devices and stunning 3D playback and sound. AudioBars produce great sound in a smaller footprint, and they're incredibly versatile — item #89812 has four mounting options to suit any customer!



## COMMON FEATURES AND BENEFITS: HOME THEATER SYSTEMS

**Smart Blu-ray™** — Cutting-edge TV apps, all-new signature services and more enhance the home theater experience.

**3D Blu-ray Playback** — Images are breathtakingly real, whether in 2D or 3D. When combined with a 3D TV, 3D content and active shutter glasses, these Blu-ray players provide eye-catching 3D.

**3D Sound Plus** — Beautifully complements the images on the screen. By analyzing the depth of the 3D image, it synchronizes the sound to match the image's motion and depth.

**AllShare™** — Enables users to wirelessly access and stream content from any compatible device, such as a PC or mobile phone.

**Crystal Amplifier Plus** — Filters sound sources twice to minimize distortion and produce clear audio.

## KEY FEATURES AND BENEFITS

### 5.1-Channel, 1,000-Watt Home Theater

#98312 (HT-E4500)



**Wi-Fi Ready** — Easily connects to home networks with or without running wires using the optional WIS12ABGNX LinkStick™ Wireless LAN Adaptor.

**iPod® via USB** — Customers can connect their iPod via USB cable to enjoy their playlists in 2.1-channel stereo or 5.1-channel surround sound.

**BD Wise Web** — Provides web-quality videos in HD on the TV. It automatically optimizes Internet videos by boosting image quality to sharpen imagery and ensure text is legible.

### 5.1-Channel, 1,000-Watt Home Theater

#99212 (HT-E5400)



**Smart Content with Signature Services** — Entire suite of easy-to-use and innovative features that entertain while instilling a healthy lifestyle. Customers can enjoy precious family moments by sharing photos and videos.

**Wi-Fi Built-in** — Easily connects to the home network with or without running wires.

**Full Web Browser** — Customers can browse the Internet and discover even more possibilities with a built-in full web browser, plus search for content across all connected devices.

**iPod via Docking Cradle** — Customers can connect their iPod via the included docking cradle and enjoy their digital MP3 music collection in 2.1-channel stereo or 5.1-channel surround sound.

### 5.1-Channel, 1,000-Watt Home Theater

#98812 (HT-E5500W)



**Wireless Rear Speakers** — The rear-channel left and right speakers can be set up wirelessly to the amplifier.

## RESOLVING OBJECTIONS

**Customer:** All that audio stuff is too complicated. I don't need all of that.

**You:** Thankfully, Samsung makes it easy. All the speaker cables are color-coded and there are clear diagrams included in the box. And if that's still too much, we have highly trained installers who are more than happy to help you out.



## COMMON FEATURES AND BENEFITS: AUDIOBARS

**Samsung Design** — Complements other Samsung products and the room in which they're placed.

**Anynet+™ (HDMI-CEC)** — Users can control other Samsung entertainment equipment from one remote through the HDMI cable.

**Crystal Amplifier** — Better, more directed sound from each speaker, thanks to discrete amplifiers.

**3D Sound Plus** — Combines the latest advancements in sound — 3D-depth sound, Vertical Surround and Horizontal Surround — to deliver a more realistic 3D experience.

**HDMI ARC** — Eliminates the need to use two cable connections — all that's needed is one HDMI connection between the AudioBar and TV.

## KEY FEATURES AND BENEFITS

### 46" Convertible AudioBar

#89812 (HW-E550)



**46" TV Matching Width** — Designed to match width of 2012 Samsung 46" or larger LCD and LED TVs.

**Four Mounting Options** — Customers can place the AudioBar under their TV as one unit, or separate into two parts for greater placement flexibility. They can mount it on the wall or place it on an entertainment center — the slim shape helps save space in all cases.

**310 Watts, 2.1-Channel Sound** — Improved power, sufficient to add dynamic sound to a living or family room.

**Bluetooth®** — Wireless connectivity for streaming from a smartphone, tablet or portable music player equipped with Bluetooth.

### 40" AudioBar with Wireless Subwoofer

#98512 (HW-E450)



**40" TV Matching Width** — Designed to match the width of 2012 Samsung 40" LCD and LED TVs.

**Wireless Subwoofer** — Three-way, two-speaker design. Customers just plug the AudioBar into their TV and to an electrical outlet, and then simply plug the included 120-watt subwoofer into an outlet as well.

**280 Watts, 2.1-Channel Sound** — Improved power, sufficient to add dynamic sound to a living or family room.

**Bluetooth** — Wireless connectivity for streaming from a smartphone, tablet or portable music player equipped with Bluetooth.

### 32" AudioBar with Built-in Subwoofer

#98412 (HW-E350)



**32" TV Matching Width** — Designed to match width of 2012 Samsung 32" LCD and LED TVs.

**Built-In Woofer** — Two-way, two-speaker design.

**120 Watts, 2.1-Channel Sound** — Sufficient power to improve TV sound in a bedroom or office.

## DISCOVER QUESTION

**Q. How big is your listening space?**

**A.** Customers might think their listening area is too small to add a sound system. AudioBars can significantly improve the sound by adding rich bass from a DVD or Blu-ray disc player. They can also improve TV programming by accentuating speech if they find it difficult to hear the actors or commentators when they're speaking.

# Panasonic Home Theater and Headphones

Panasonic's smart-network home theater systems will help customers enjoy their TV and movies more with enhanced audio and video, including 3D when paired with a 3D TV. Panasonic also offers quality headphones and ear buds for MP3 players.

## KEY FEATURES AND BENEFITS

### Home Theater Systems

#66212 (SC-BTT195), #66112 (SC-BTT190)

**Full HD 3D Blu-ray Disc™ Playback** — Lifelike 3D for beautifully reproduced images that leap off the screen with enhanced depth, luster and texture (when paired with 3D TV).

**Adaptive Chroma Processing** — High-quality image-processing technology developed to precisely process each pixel of Blu-ray Disc video signals in the vertical and horizontal directions. Reproduces color data more faithfully than ever before.

**VIERA Connect™** — Internet service for TVs based on the use of cloud servers that brings users video-on-demand, TV shows, games, educational content and lots more, through a wide range of apps.

**2D-to-3D Conversion** — Enables conversion of 2D images on DVDs and Blu-ray discs into 3D images with natural depth perception. Customers can watch the DVDs in 3D for even greater viewing enjoyment.

**DLNA-Smart Home Networking** — Allows customers to share and enjoy digital photos (JPEG), music (MP3, WMA) and videos (AVCHD, WMV) by simply connecting to a home network (LAN).



#66212



#66112

### NEED-TO-KNOW INFO

The only difference between these two home theater systems is that the #66212 comes with "tall boy" front speakers and the #66112 comes with bookshelf front speakers.

**SALESTODAY2GO**

To view a video on these Panasonic home theater systems, visit the online version of this page and click here.

## Headphones

#93056 (HJE120), EAR BUDS

**Quality Sound** — Sound compares favorably to headphones costing much more money.

**Affordable** — A good, less-expensive replacement for Apple ear buds that come with iPods®.

**Comfort** — They'll stay in your customers' ears and remain comfortable over time.



#93008 (RP-HC200), NOISE-CANCELING HEADPHONES

**Reduces Outside Noise** — By up to 81% (14dB) at 200Hz, meaning customers can focus on the music.

**Soft Headpad** — Provides comfort for the user.

**Fold-Flat Design** — For easy transport.

**Compact Carrying Pouch** — Simple to protect and contain the headphones during travel.

**Easy Slide Adjustment** — Enables customers to find the proper fit.

**Battery Life** — AAA batteries are included and will provide 25 hours of operation time.



# Keys to Closing Sales

Everyone should be striving to improve their success in closing sales, and there are many ways to accomplish that. Be aware of the benefits of the Sears card, as well as the weekly financing offers. These can be great closing tools, and when you close sales, we all benefit!

## BENEFITS OF THE SEARS CARD

- Special financing and discount offers to help customers purchase what they want, when they want it.
- Cardmember-only sales events.
- In-store or online bill payment options.
- Additional SYWR Points when customers use their Sears card.

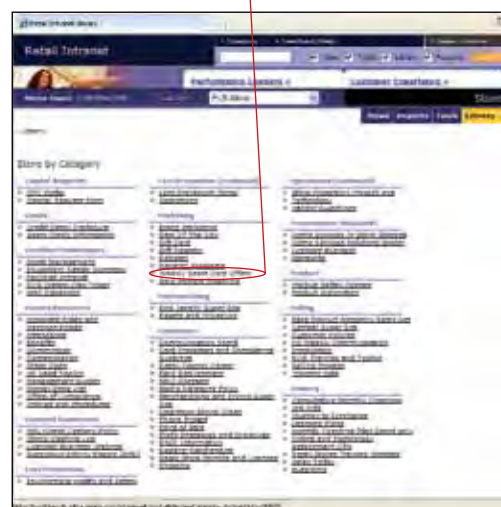
No-interest financing enables many customers to buy what they want and lessen the immediate impact on their wallet. Sometimes these purchases are unplanned expenses for customers. By offering no-interest financing, you might be providing a helpful solution to the customer during a stressful time.



## KNOW THE WEEKLY FINANCING OFFERS

The Weekly Sears Card Offers Page is a great resource that provides stores with the weekly Sears card offers for each business. This tool is updated every week and published on the Sears FLS Intranet. Managers and associates should review this document each week to ensure 100% awareness of upcoming Sears card promotions and that these promotions are properly signed and executed.

The report is easy to locate at Sears FLS Intranet> Library> Marketing> Weekly Sears Card Offers.



## CONSUMER ELECTRONICS ASSOCIATE TESTIMONIALS

Here are some ways that your peers use the Sears card to help them close more sales:

“Credit helps me close a lot of sales. Customers like it when they don’t have to pay a high rate of interest. Having a 0% financing offer with a Sears card to promote to the customer gives them more options for making their purchase.”

— *Elisha Bacatat, Store #1488*

“I like to use the financing offers we run to help make a better product more affordable for my customer. If they have a card, I will offer to look up their account for them. If they don’t have a card, I will open one for them that day and will mention that they will also receive SYWR points when they use their card.”

— *Anna Hundt, Store #2432*

“Sears offers several options to help our customers get what they want no matter what their financial situation. I use the Sears MasterCard as a tool for the customer to make a purchase and either get the no interest if they are an existing customer or use the \$15 off offer if they don’t have a Sears MasterCard.”

— *Denise Henderickson, Store #2432*

# Alphaline Accessories



Alphaline is a line of electronics products that was developed specifically for Sears and Kmart customers. Alphaline provides the performance customers want at the price they deserve, ensuring that great performance is always within reach. Alphaline products have innovative features, meet top-quality standards and are offered at very competitive prices!

## HDMI CABLES

Gold-plated connectors increase connectivity and signal strength, providing Full HD 1080p resolution — plus great-sounding audio — with compatible HDTVs.

### KEY FEATURES AND BENEFITS

#### Premium HDMI Cables

#10897, 3'; #10901, 6'; #10903, 12'



**High-Speed 13.8 Gbps** — Fast connectivity exceeds today's hardware standards.

**Dual-Layer Shielding** — Reduces interference.

**4K Resolution** — Optimized to work with today's and tomorrow's high-end technology.

**3D Optimized** — Able to provide 3D images when the content is appropriate.

#### Ultra Premium HDMI Cables

#10898, 3'; #10899, 6'; #10902, 12'



**High-Speed 17.8 Gbps** — Fast connectivity exceeds today's hardware standards.

**Dual-Layer Shielding** — Reduces interference.

**4K Resolution** — Optimized to work with today's and tomorrow's high-end technology.

**3D Optimized** — Able to provide 3D images when the content is appropriate.

**Stylish Design** — Appeals even to demanding high-end customers.

#### SALES TIPS

- Make sure that anytime customers buy an HDTV, Blu-ray Disc™ player, home theater system, etc., you ask them how they plan to hook up their new item(s). Chances are, they will need at least one new cable, especially if they're upgrading to HD. In that case, advocate Alphaline cables.
- It's important that you keep your signage up to date and displayed properly for customers who prefer self-service.

#### DISCOVER QUESTIONS

**Q.** What are you trying to hook up?

**A.** HDMI cables work with TVs, Blu-ray Disc players, DVD players, cable/satellite boxes, gaming consoles, A/V receivers and more.

**Q.** Where are you planning on putting your TV, Blu-ray player and other electronics?

**A.** The 12' HDMI cable is the best for wall installations. For other installations, make sure your customers have the correct cable to suit their needs, whether 3' or 6'.

## HEADPHONES/EARPHONES

Customers don't need name-brand headphones to ensure great audio quality. Alphaline's headphones and earphones are comfortable and produce precision audio of your favorite entertainment.

### KEY FEATURES AND BENEFITS

#### Studio Monitor Headphones #26776



**Large 50mm Driver** — Delivers wide, dynamic range and deep bass.

**Dual Headband** — Provides comfort for extended use.

**Full-Sized Earpads** — Reduce noise and cushion ears for great sound and comfort.

**Includes 5' Adaptor Plug** — For home stereo use.

**Advanced Ergonomic Design** — Another comfort feature customers will love.

#### Noise-Isolating Earphones #26781 (BLACK), #26782 (WHITE)



**Solid Bass With Extended Treble** — Brings music to life.

**Flat Cable** — Resists tangles, so customers don't have to spend time untangling the wire every time they use the earphones.

**Three Sizes of Silicone Ear Tips** — Ensure perfect fit and noise isolation.

**CCAW Voice Coil** — Offers full-range audio reproduction.

#### Studio Headphones with Swivel Earpads #10650 (BLACK), #26778 (WHITE)



**Earpads Swivel** — Provides comfortable fit and compact storage.

**Advanced Design** — Delivers superior sound quality with deep bass.

**Adjustable Padded Headband** — Maximizes listening comfort.

**Flat Cable** — Resists tangles, so customers don't have to spend time untangling the wire every time they use the earphones.

### RESOLVING OBJECTIONS

**Customer:** Alphaline isn't a well-known brand.

**You:** Alphaline is a Sears proprietary brand, just like Craftsman and Kenmore. It's still new, but be sure that Alphaline products are of the highest quality. It is manufactured by the same factory that produces many well-known headphone brands.

## TV STANDS

The versatile designs of these TV stands will give your customers various setup options at a lower price than name-brand stands.

### KEY FEATURES AND BENEFITS

#10686 (FITS MOST PANEL TVs UP TO 46"/88 LBS.)

#10684 (FITS MOST PANEL TVs UP TO 50"/88 LBS.)

#10685 (FITS MOST PANEL TVs UP TO 55"/88 LBS.)

**Two Tempered Glass Shelves** — Safe, shatter-resistant shelves provide convenient storage of audio/video components.

**Cable Management System** — Allows for easier connection of components and keeps cables hidden and organized.

#### BE PREPARED

**Q.** Why are these so inexpensive?

**A.** Sears wants to provide a solution to customers and offer a variety of price points, so they can get name-brand quality at a lower cost.

**Q.** Are these stands safe?

**A.** Yes, these stands pass all mandatory safety certifications.

#### DISCOVER QUESTIONS

**Q.** Where will you be placing this TV stand?

**A.** Alphaline has a variety of sizes and designs to suit most flat-panel TVs, as well as individual tastes. No matter where they plan to set it up, Alphaline has them covered.

**Q.** Are these stands difficult to assemble?

**A.** No. Every Alphaline TV stand comes with easy-to-understand picture directions as well as an assembly video.



**SALESTODAY<sub>2</sub>GO**

To view videos that will educate you on the entire Alphaline TV Stand assortment, visit the online version of this page and click here.

## TV MOUNTS

These mounts are UL listed to ensure safety and durability, and since they're a Sears brand, customers can count on value and quality.

### KEY FEATURES AND BENEFITS

#### Low-Profile TV Wall Mount

#10851

##### Positions TV Close to Wall —

Mount bracket fits nearly all flat-panel TVs from 32"–55" and up to 100 lbs.

##### TV Can Slide Left or Right —

Enables perfect centering on the wall.

##### Locking Mechanism with Quick Release —

Safely secures the TV to the wall.



#### Tilting TV Wall Mount

#10854

**Mounts Easily** — Tilts down 13 degrees without the use of tools.

##### TV Can Slide Left or Right —

Enables perfect centering on the wall.

##### Locking Mechanism with Quick Release —

Safely secures the TV to the wall.



#### Full-Motion TV Wall Mount

#10850

**Mounts Easily** — Extends, swivels and tilts to view from anywhere in the room.

##### Works for Many TVs —

Mount bracket fits nearly all flat-panel TVs from 32"–60" up to 130 lbs.

##### Cable Management System —

Organizes and protects cables.

##### Micro-Adjustments —

Level TV after installation.



### NEED-TO-KNOW INFO

When customers are mounting a wall bracket onto their wall, it's important that they don't over-tighten the bolts into the studs.

### THE CUSTOMER EXPERIENCE

Your stores have displays with mounts to demonstrate the three categories: low-profile, tilt and full motion. It's best to take customers through the categories by showing the ease of tilt and benefits of using a full-motion mount.

### BE PREPARED

- Q.** Why would I want to mount my TV?
- A.** Mounting offers the optimum viewing of your TV, and it's the safest option for your household, since pets and children can't knock the TV down. It also frees up space in the TV room.

### RESOLVING OBJECTIONS

**Customer:** TVs are too hard to mount.

**You:** Today's TVs are lighter than ever, and as long as you can find a stud in your wall, the process is fairly simple with our installation-friendly products.

### DISCOVER QUESTIONS

**Q.** Where will you be placing your new TV at home?

**A.** The best and safest option is to mount the TV to the wall. It also frees up space to do it that way. However, if customers strongly prefer using a stand, Alphaline has those as well.

**Q.** What types of windows or light issues are there in your TV room?

**A.** A tilt or full-motion mount can help customers manage these issues by allowing them to position their TV away from the glare.

**Q.** How many different sofas and chairs do you have throughout your TV room?

**A.** Full-motion mounts offer the best viewing angles and picture from various points in the room.

# Advantages to the Sears Master Protection Agreement

There are many reasons for customers to come to Sears for Consumer Electronics. Our goal is to be the trusted consumer electronics provider — to engage, educate and excite our customers to create a connected family solution.

## THE BEST MPA

The solution you provide consists of more than just helping to select the correct TV. You add the right accessories to make sure the viewing experience is as good at home as it is in the store. And, you offer the Sears Master Protection Agreement (MPA) to bring years of service and satisfaction to your customers.

Sears offers the best Protection Agreement in the industry — guaranteed. No one beats us. Not Best Buy, not Target, not WalMart. Are you familiar with the guarantee? If a customer finds more comprehensive TV coverage from one of these retailers, the customer can contact us at 800-927-7836. We will refund the Master Protection Agreement and the customer **KEEPS** the coverage. We are so confident in the coverage we provide that we're able to bring this guarantee to all MPAs sold on TVs.

Our guarantee truly sets us apart from the competition. But so does the coverage we provide. When it comes to purchasing extended coverage, there are three main features customers want to have. These three features should be included in every PA presentation:

- Service by the company who sells the merchandise.
- Unlimited service for Parts and Labor, and no in-home service charge.
- Full Replacement Guarantee — ours even includes Delivery and Installation.

# Sears Protection Agreements

Coverage you can count on



### Sears has the top three reasons covered AND more:

- **Power Surge Protection.** Manufacturers don't guard against this.
- **Rental Reimbursement** — a Sears Exclusive. Never miss the big game or season finale.
- **Annual Checkup.** This allows us to confirm the best setup for color and contrast for best the viewing possible.



## SEARS VS. THE COMPETITION

It's also important to understand the main areas where we differ from our competitors.

**Service Provider** — Best Buy has their Geek Squad, but most other CE retailers use a network of authorized service providers.

**Unlimited Service** — Only Sears has **no cap** on the amount of service provided. Others typically cap service to the amount paid for the TV (not much of a value on a deeply discounted or 991-type item).

One of the biggest differences is charging customers for “No Problem Found” diagnoses. With a Sears MPA, your customers will never incur a charge for a covered repair or be charged for a non-covered repair unless the customer elects to have the service. Our competitors’ terms and conditions state that charges will apply for No Problem Found diagnoses. Sears considers this to be Customer Instruct and an important service for the customer relationship. We don’t charge for this service **and** we offer Rapid Resolution — our version of a talking owner’s manual.

**Replacement Guarantee** — We provide 100% replacement for a new TV plus Delivery and Installation. Others will CAP replacement at the price paid for the original unit and often deduct the cost of services received. Coverage will end on a replacement, requiring the customer to purchase another warranty. Not at Sears. The remainder of the MPA coverage will transfer to the new TV.

As an added benefit, if the customer upgrades to a larger or more featured TV, the original MPA still transfers over with no out-of-pocket PA expense. This is a Sears exclusive that we should make all our customers aware of.

Follow the five Steps to Success with Play to Win with Home Services P.R.I.D.E.:

- **Present** enthusiastically to every customer.
- **Recommend** at the product first, not at POS.
- **Instill** value with real-life examples — experiences from MPA replacement customers or conversations with technicians.
- **Differentiate** yourself and Sears. You are the most trained and have the best Protection Agreement behind you. No one has what you offer!
- **Engage** digitally and close the sale — Recaps!



**Sears**  
Home Services

**Play to Win** with Home Services

# P.R.I.D.E.

**P**resent  
Enthusiastically  
to Every Customer

**R**ecommend  
at the  
Product First

**I**nstill Value with  
Real Life Examples

**D**ifferentiate  
Yourself and Sears

**E**ngage Digitally  
and Close the Sale

# Sears Layaway

Sears Layaway is one of the great advantages you have over our competition. It is available on all in-stock merchandise in your store and on items available for home delivery and HFM-eligible merchandise. Master Protection Agreements and Repair Agreements (MPA and RA) are also allowed, **but only when sold with the merchandise.**

It's important that you understand the program and offer it to all your customers as another affordable way for them to buy the merchandise they want. Check out the Layaway Job Aid to help guide you through the program. The Layaway Job Aid can be found by following this path: Retail Internet > Library > Job Aids (under Training Section) > Layaway Job Aid.

## EXPLAINING LAYAWAY TO CUSTOMERS

Tell your customer how easy it is to use Sears Layaway:

1. Select items to be placed on layaway.
2. Make a down payment.
3. Make payments every two weeks online or at any register.
4. Schedule for delivery or pickup with the last payment.

## OFFER LAYAWAY TO ALL YOUR CUSTOMERS

There are several ways to introduce customers to layaway during the sales process. For example:

1. Introduce layaway as you discover your customers' needs. For example, if the customer doesn't need the item immediately and asks about payment options or expresses concern about affordability, it's a great opportunity to introduce the layaway program.
2. When a customer is declined for a Sears Card via the Rapid Credit Process, offer the layaway program as an alternative "financing" option.

## USE THE LAYAWAY BROCHURE TO EXPLAIN

Always keep Sears Layaway brochures readily available. The brochure is a great tool to use when explaining Sears Layaway. It contains payment examples to help your customers decide which option is best for them.



## SEARS LAYAWAY PAYMENT EXAMPLES

### 8-Week Payment Plan

Purchase Amount	Down Payment	Four Easy Payments	Total Payments
\$200	\$41	\$41	\$205
\$400	\$81	\$81	\$405

### 12-Week Payment Plan\*

Purchase Amount	Down Payment	Six Easy Payments	Total Payments
\$400	\$82	\$55	\$410
\$600	\$122	\$82	\$610

\*Only available for purchases over \$400.

## SALES TIP

Don't forget to mention online layaway. All layaways, whether opened in the store or online, can be managed online. Layaway interim payments can be made online. Cancellations and sales adjustments can be performed only in the store where the layaway contract was initiated.



# CE Layaway Top Performer Spotlight

What does it take to be a top-performing Sears Layaway store? Look no further than Angela Moreno and her CE Associates from Store #2247 in Laredo, Texas. Angela and her team were a consistently top-performing store in Sears CE Layaway in 2011.

*Angela Moreno, ASM Brand Central with her CE Associates — Store #2247, Laredo, Texas*  
*From L to R: Sandra Gonzalez, Tomas De Saro, Angela Moreno (ASM), Eugene Zavala III and Edelmiro Cardenas*



**Question:** How have you been able to perform so well using Sears Layaway in Consumer Electronics?

**Answer:** “We use Layaway as another tool in our sales toolbox. Our job as professional salespeople is to assist the customer in getting what they really want, not just what they need. Layaway is one of the best ways to do this, and we make sure to let our customers know that it is there, it’s simple and it can get them the item they really want.”

**Question:** What are your keys to creating such a high-performing CE Layaway team?

**Answer:** “The basic assumption that we build into our sales team is that they must ‘add value’ to every transaction. Anyone can ring up a sale; a real salesperson is someone who assists the customer in getting real value from a transaction. If the entire sales team is ‘in it for the customer,’ then Layaway is a natural progression in many customer conversations.”

**Question:** What advice would you give other stores to help them become a top-performing Sears Layaway store?

**Answer:** “Remember that no one ever really walks into a store wanting only the least expensive item on the shelf. Everyone is aspirational and our job is to help them meet those aspirations! Many of our customers take advantage of our credit offers and products. When this is not an available option, we go straight to Layaway!”

**SALESTODAY<sub>2GO</sub>**

*Check out this handy link in the online version of this article to connect to more information about Sears Layaway.*

“Nobody walks and Layaway makes that happen. We own the Layaway customer and believe that it builds a permanent bond between Sears and our Customers for Life!”

— Angela Moreno, ASM Brand Central

# Sony's Dynamic Home Theater System



## SONY

#88812 (BDV-E390)

With 1,000 watts of intense, theater-quality sound, your customers can experience their favorite music, sports and games like never before. With five speakers and a subwoofer, your customers can enjoy powerful sound in their home regardless of what they're listening to or watching.