IDENTIFY the Opportunity
Anyone who is using a retail brand TV.

UPSELL the Product
Explain why it costs less to spend a little more for a JENSEN. Go into detail of why it makes sense for them to make an investment in a television that's made for the RV environment, as opposed to one that isn't. Also mention that 12 volt TVs are perfect for dry camping.

CLOSE the Deal
Emphasize all of the benefits of a television engineered and designed specifically for rigorous RV application.

Retail brands
- JENSEN uses epoxy on circuit board components for reinforcement to withstand vibration.
- JENSEN has steel reinforced chassis and mounting provisions, while retail brands use plastic chassis and housings.
- JENSEN uses a marine-grade conformal coating on circuit boards to prevent premature corrosion.
Upselling can be tough. But if you look for the selling opportunity with each RV you sell or service, you can create additional sales and profits for your dealership.

For well over a decade, JENSEN® and Voyager® have been recognized as “The Premium Brands” in the RV industry. They are the only brands designed, engineered, tested, and built to withstand the rigors of the RV environment. Using our simple three-step strategy, you’ll be able to increase profits and become an industry expert in RV electronics.

Voyager® Digital Wireless Camera Systems

**IDENTIFY the Opportunity**
A customer who still has a black and white picture tube monitor, a broken or damaged system, or doesn’t have an observation system at all.

**UPSELL the Product**
Voyager wireless observation systems are the only back-up camera systems on the market that can be used in real-time while traveling, virtually eliminating blind spots and making it easier to switch lanes and park.

**CLOSE the Deal**
Let the customer know that installation is quick and easy! A wireless back-up camera system installed on their trailer will take less than one hour. No need to hard-wire your tow vehicle!

SELLING TIP
Once you’ve convinced them to upgrade, upsell them units that have top-tier features such as:
- App Ready
- Bluetooth® streaming audio
- iPod®/iPhone® charging & controls
- 1080p HDMI output
- Front USB and AV inputs
- DVD player
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### Voyage® Wallmount Audio Systems

**IDENTIFY the Opportunity**
A customer that is still using an older unit that only has a CD player with an analog tuner, or a limited feature set.

**UPSELL the Product**
More than one million JENSEN wallmounts have been installed to-date by OEMs, all with exactly the same footprint and mounting pattern. This means that no new holes will need to be cut and no old holes will need to be covered to install an updated JENSEN wallmount system into your customers’ RV.

**CLOSE the Deal**
Because these wallmounts are plug and play units, no new wires need to be run. So installation of a new, updated system for customers will be quick and easy and can be done while they wait.

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**STOP selling yourself short!**

A seller's guide for increasing profits.

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**JENSEN® 12 Volt LED Televisions** 19” | 22” | 24” | 26” | 32”

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### Retail brands

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**Retail brands**

<table>
<thead>
<tr>
<th>Feature</th>
<th>JENSEN</th>
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<tbody>
<tr>
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<tr>
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<td>Corrosion!</td>
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