



SUTPHEN

Family Owned and Operated since 1890!



Date 11/12/2020
Nick Faulkner
Sales & Marketing

Dealer Portal & Demo Program

Basics | Navigation | Communication

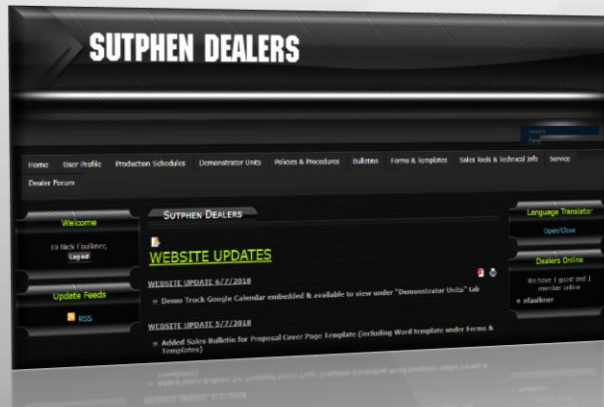


Dealer Portal

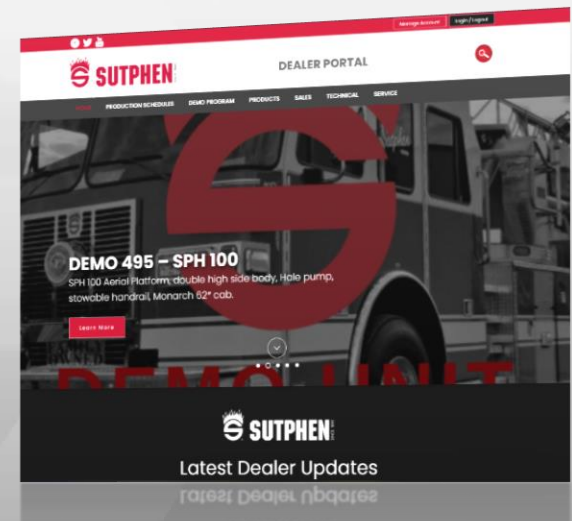


Portal Basics | **Background**

- New version launched 2019 - WordPress
- Consistent with Sutphen brand & website
- Information & communication hub



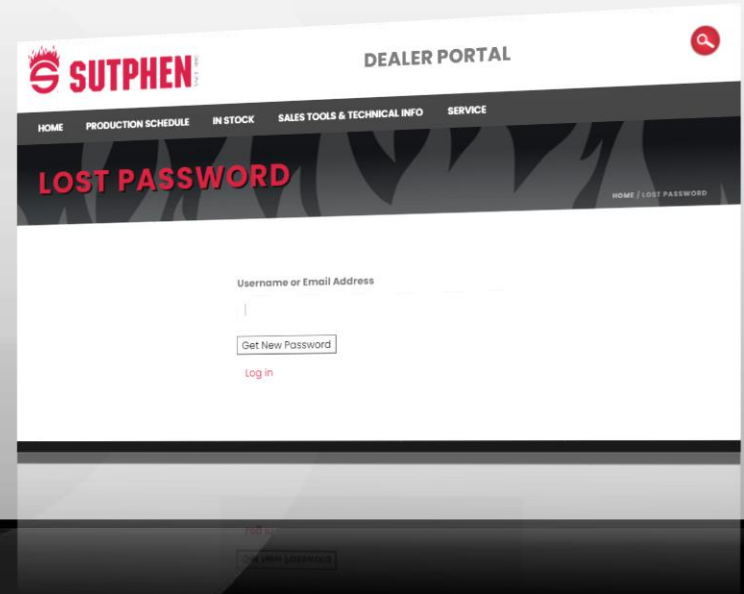
2019



Portal Basics | **Access**

- Computer or smart phone
- Login credentials provided via email
- From “dealer login” on [Sutphen website](https://dealers.sutphen.com) or direct to dealers.sutphen.com
- Lost Password reset option

***We can reset account if locked out**



Portal Basics | **Content**

- Updates & Information – continuous improvement
- Key reasons to use portal
 - Production schedules
 - Demo program updates & communication
 - Learning products
 - Sales processes and contract/bid documents
 - Bulletins & updates from sales & service
 - Contacts

This is a work in progress

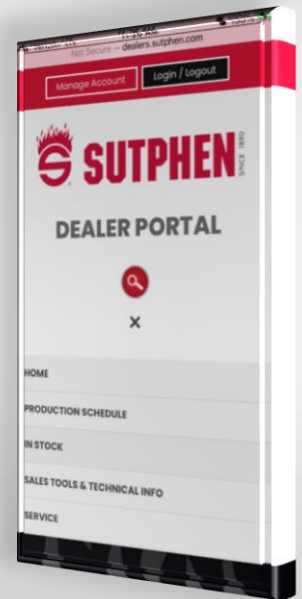
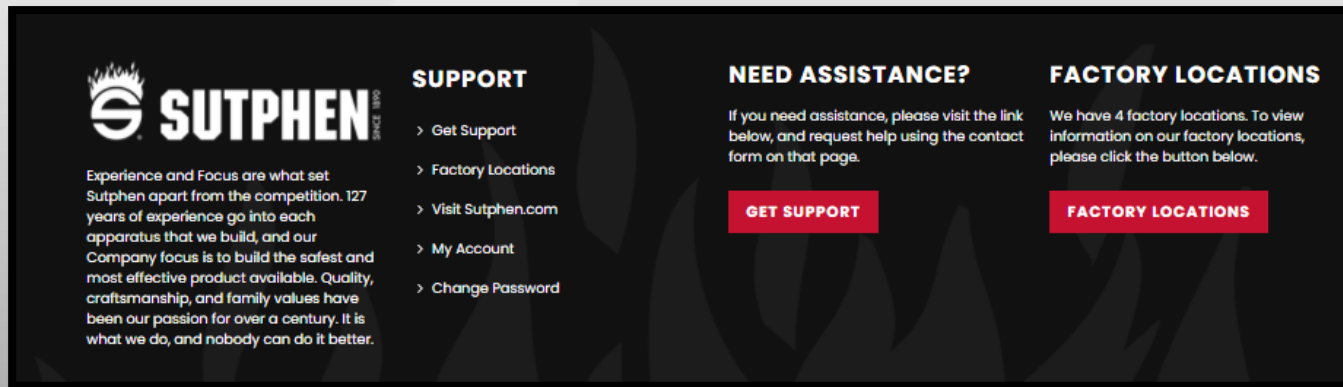
*** Please offer suggestions for content to be added or revised**



Portal Navigation | Consistency

- Same look & feel as [main website](#)
- Navigation & menu may vary depending on device
- Proprietary (portal) vs. public information (website)
- Contacts, facility details, account & support

***Scroll to bottom**

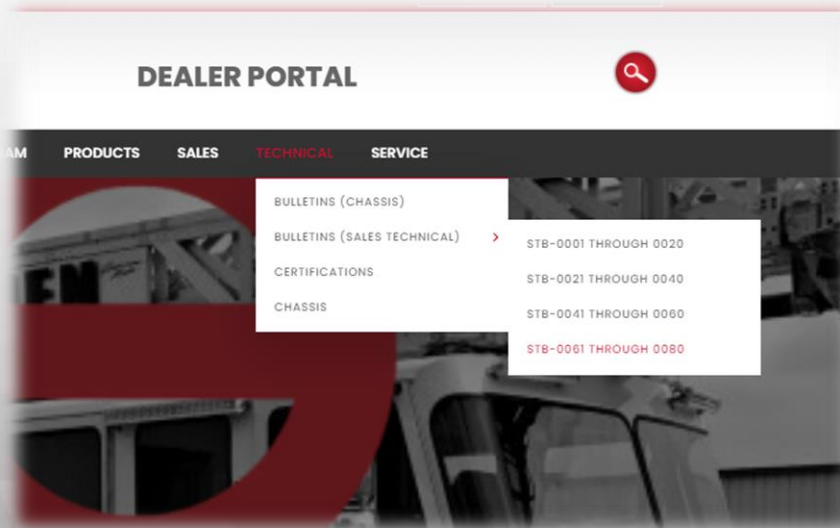


More vertical navigation on phone

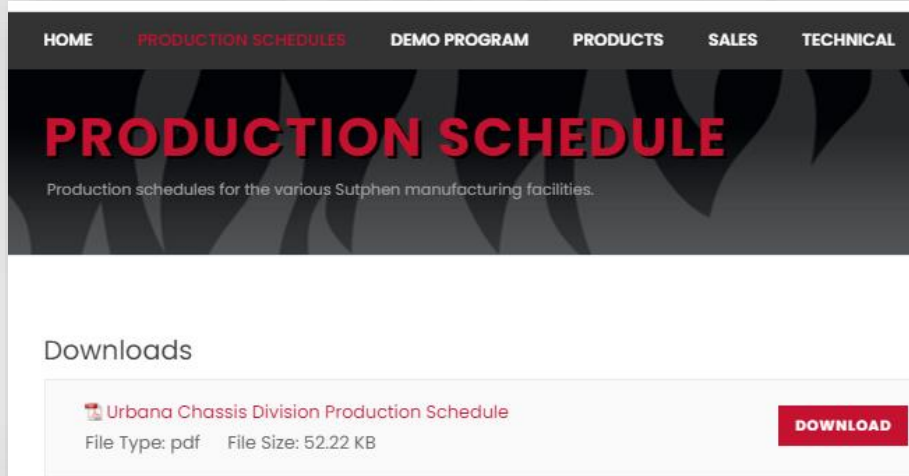


Portal Navigation | Menu

- Main menu at top – drop down
- Much information is a .pdf download
- Occasional extended menu ↓ (i.e. bulletins & schedules)



Portal Navigation | Schedules



- Updated monthly
- Show unit, location & estimated completion
- Contact coordinator or STM for details



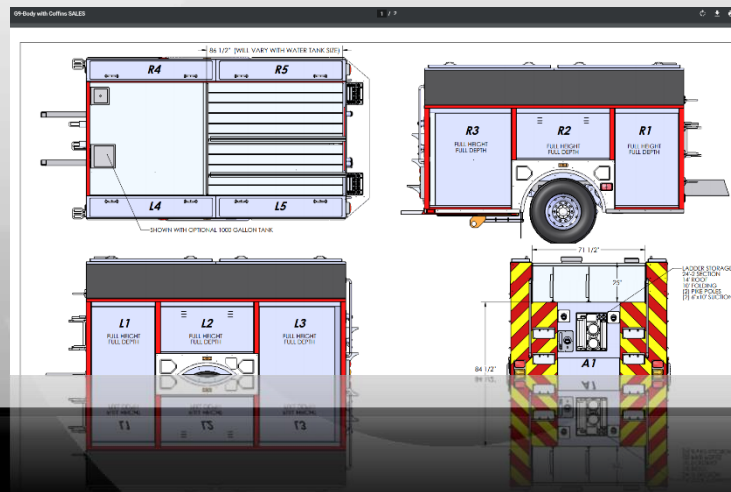
Portal Navigation | **Demos**

- Current Demo Units - updated weekly
- Driver DOT resource
- Truck info – drawing, shop order & photos as available
- Estimated schedule when confirmed
- Digital forms – request, transfer, expenses, follow up
- Documents – accountability, guidelines, sales form



Portal Navigation | Products

- Needs improvement (content & layout)
- Other resources - STM & website
- Product types
 - Aerial
 - Chassis
 - Industrial
 - Pumper
 - Rescue
 - Tanker



PROGRAM 1 PUMPER

More information coming soon. Please contact your STM.

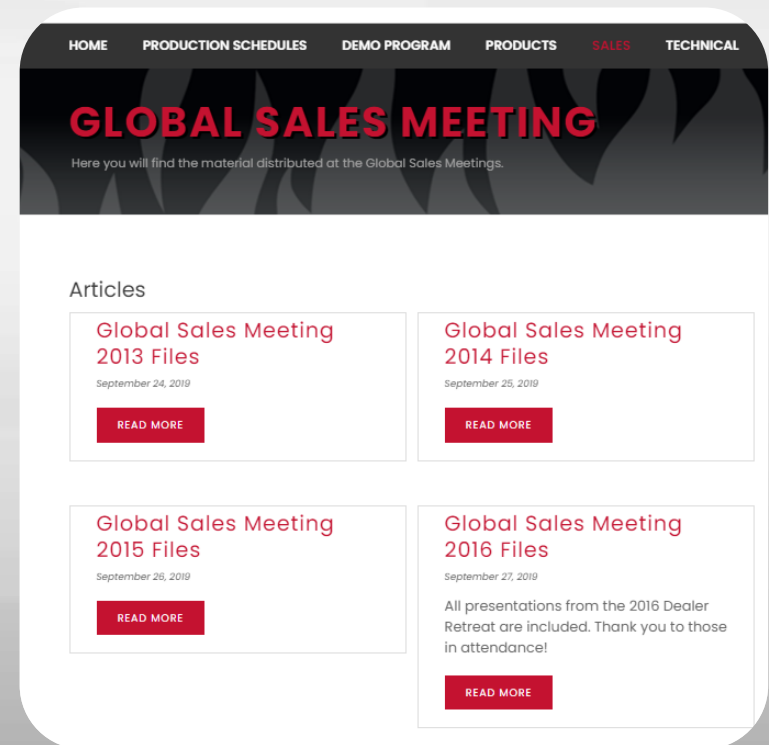
- G2 Body with low hose bed
- G2 Body w/ coffin compartments
- G2 Body
- G5 Body
- G7 Body
- G9 Body with coffin compartments
- G9 Body

- G8 Body
- G8 Body with coffin compartments
- G1 Body
- G8 Body
- G1 Body



Portal Navigation | Sales Tools

- INFORMATION – much more to be added
- Key resources
 - Bulletins
 - Contracts
 - Customer visit form
 - Past dealer meeting files
 - Territory & contact information



Portal Navigation | **Tech/Service**

- Bulletins
- Contacts
- Training
- Warranties

***Progress to interact with Parts & Service teams for more updated and relevant information and guidance**



Portal Communication | **Submit**

Examples for communicating through the portal:

- Customer Visit or fly in request
- Demo truck request, transfer etc.
- Links to other sites & resources
- Contact Sutphen team

CUSTOMER VISIT FORM

Customer Visit

VISIT DETAILS
Basic information about the logistics and reason for the visit.

Arrival Date *

MM DD YYYY

Estimated Arrival Time

:
HH MM AM

:
HH MM AM

MM DD YYYY

Reply Reply All Forward

Tue 4/7/2020 11:50 AM

Sutphen Dealer Portal <noreply@sutphen.com>
Customer Visit

To: Nick Faulkner

You forwarded this message on 4/7/2020 4:19 PM.

Visit Details

Arrival Date
05/05/2020

Estimated Arrival Time
10:00 am

Fire Department/Company Visiting
Columbus

Department/Company Location (City, State)
Columbus, OH

Type of Customer
Tour

Reason for Visit

- Tour or Demonstration (Potential Customer)
- Other
- Other
- Tour or Demonstration (Potential Customer)

Reason for Visit
Tour

Type of Customer
Columbus, OH

Department/Company Location (City, State)
Columbus, OH

Demo Program



Demo Basics | **Priority**

Trucks

- Sales tool - priority
- Sellable – after established demo period
- Sutphen focus
 - 100% complete, accurate & ready for demonstrating
 - Efficient scheduling
 - Increased frequency & duration → more trucks
 - Consistent communication



Demo Basics | Current List

Posted
when
confirmed:

Region

Completion

Release

Price

PUMPERS										AVAILABLE / DEMONSTRATING		SOLD / DEMONSTRATING			SALE / DISCOUNT	
Built	HS #	Demo #	Region	Estimated Completion	Released From Demonstration	Dealer Net Price	Location	Mileage (Date)	Cab Color	Engine	Pump	Water Tank	Module	Generator	Foam Tank	Body Doors
D	6616	473	Northeast	Complete	12/13/2020 (SOLD) Staley, NC	\$512,983.42	CT	7,716 (10/26/20)	73" 10"RR Solid Red	L9 450HP	HALE QMAX 1500	1,000	SM	N/A	30 GAL	S8 Aluminum red body/satin doors
U	6582	471	Atlantic / Southeast	Complete	11/24/20 (SOLD) Burlington, CT	\$456,884.46	AL, GA	5,100 (10/29/20)	73" 10"RR Solid Red	L9 450HP	HALE XS QMAX 1500	1,000	SM	N/A	30 GAL	G2 Aluminum red body/satin doors
U	6546	467	Midwest	Complete	12/7/2020 (SOLD) Swanton, OH	\$452,543.22	TX	2,938 (11/2/20)	62" 10"RR White over Red	L9 450HP	HALE QMAX 1500	1,000	TM	N/A	30 GAL	G9 Aluminum red body/painted doors
D	6790	481	Central	Complete	12/20/20 (HOLD) England Hill, KY	\$499,702.27	MIN, WI	687 (10/16/20)	73" 10"RR White over Red	L9 450HP	HALE XS QMAX 1500	1,000	SM	N/A	30 GAL	S8 Aluminum red body/satin doors
D	6739	479	Industrial	Complete	Contact Jim Kinyeda 3/12/2021 (AVAILABLE)	\$1,350,000.00	WI	2,909 (10/16/20)	62" 15"RR White over Red	X15 600HP	HALE 5000 GPM DUAL BFG PUMPS	0	TM	N/A	1000 GAL	Industrial STS Body
D	6669	476	Southeast	Complete	3/12/2021 (AVAILABLE)	\$470,433.82	OH	N/A	73" 10"RR Solid Red	L9 450HP	HALE QMAX 1500	750	SM	N/A	30 GAL	S9 Aluminum red body/satin doors
U	6802	485	Atlantic	11/16/2020	2/11/21 (SOLD) Branford, CT	\$446,701.90	OH	N/A	73" 10"RR Solid Red	L9 450HP	HALE XS QMAX 1500	1,000	SM	N/A	30 GAL	G2 Aluminum red body/satin doors
D	6796	484	West	11/30/2020	3/1/2021 (AVAILABLE)	\$436,862.82	OH	N/A	73" 10"RR Two Tone	L9 450HP	HALE QMAX 1500	1,000	SM	N/A	30 GAL	S2 Aluminum red body/satin doors
U	6818	488	Sutphen	12/18/2020	TBD	\$443,443.90	OH	N/A	62" 10"RR White over Red	L9 450HP	HALE XS QMAX 1500	1,800	SM	N/A	30 GAL	G2/G5 Hybrid Aluminum red body/satin doors
U	6826	489	Sutphen	TBD / 2021	TBD	Call STM for Pricing	OH	N/A	73" 10"RR Solid Red	L9 450HP	HALE XS QMAX 2000	1,000	SM	N/A	30 GAL	G9 Aluminum red body/painted doors
U	6827	490	Sutphen	TBD / 2021	TBD	Call STM for Pricing	OH	N/A	62" 10"RR Solid Red	L9 450HP	HALE QMAX 2000	1,000	SM	N/A	30 GAL	G2 Aluminum red body/satin doors
U	6860	492	Sutphen	TBD / 2021	TBD (SOLD) Atoka, OK	\$448,756.42	OH	N/A	62" 10"RR Black over Red	L9 450HP	HALE XS QMAX 1500	1,000	TM	N/A	30 GAL	G9 Aluminum red body/satin doors
U	6914	494	Northeast	TBD / 2021	TBD	Call STM for Pricing	OH	N/A	73" 10"RR Solid Red	L9 450HP	HALE XS QMAX 1500	750	SM	N/A	30 GAL	S9 Aluminum red body/red doors
D	6670	477	Central	TBD / 2021	TBD	Call STM for Pricing	OH	N/A	73" 10"RR White over Red	L9 450HP	HALE QMAX 1500	1,000	SM	N/A	30 GAL	S9 Aluminum red body/painted doors
U	6929	497	Sutphen	TBD / 2021	TBD	Call STM for Pricing	OH	N/A	73" 10"RR Solid Red	L9 450HP	HALE XS QMAX 2000	1,000	SM	N/A	30 GAL	G9 Aluminum red body/painted doors
D	6933	499	Midwest	TBD / 2021	TBD	Call STM for Pricing	OH	N/A	73" 10"RR Two Tone	L9 450HP	HALE QMAX 1500	750	SM	N/A	30 GAL	S2 Aluminum red body/satin doors
U	6932	498	Sutphen	TBD / 2021	TBD	Call STM for Pricing	OH	N/A	62" 10"RR Solid Red	L9 450HP	HALE QMAX 2000	1,000	SM	N/A	30 GAL	G2 Aluminum red body/satin doors
D	6939	500	Atlantic	TBD / 2021	TBD	Call STM for Pricing	OH	N/A	73" 10"RR Solid Red	L9 450HP	HALE QMAX 2000	750	SM	N/A	30 GAL	S8 Aluminum red body/painted doors
U	XXXX	XXX	Sutphen	TBD / 2021	TBD	TBD	OH	N/A	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
D	XXXX	XXX	Southeast	TBD / 2021	TBD	TBD	OH	N/A	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
U	XXXX	XXX	Sutphen	TBD / 2021	TBD	TBD	OH	N/A	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
D	XXXX	XXX	West	TBD / 2021	TBD	TBD	OH	N/A	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
U	XXXX	XXX	Sutphen	TBD	TBD	TBD	OH	N/A	TBD	TBD	TBD	TBD	TBD	TBD	TBD	TBD
AERIALS										AVAILABLE / DEMONSTRATING		SOLD / DEMONSTRATING			SALE / DISCOUNT	
Built	HS #	Demo #	Product	Estimated Completion	Released from Demonstration	Dealer Net Price	Location	Mileage (Date)	Cab Color	Engine	Pump	Tank	Module	Generator	Foam	Body
H	6684	478	SL75	Complete	11/17/2020 (SOLD) Pell City, AL	\$739,011.75	NY	19,747 (11/4/20)	62" 10"RR White over Red	L9 450HP	HALE QMAX 1500	500	SM	NONE	30 GAL	STS L-high, R-inter Silver turntable
H	6753	480	SL100	Complete	3/19/2021 (HOLD) CT Fire Academy	\$942,602.83	NY	4,411 (10/28/20)	62" 10"RR White over Red	X12 500HP	HALE QMAX 1500	300	SM	SP 6 KW	N/A	STS L-high, R-high Silver turntable
H	6812	487	SP70	1/4/2021	4/5/2021	\$846,649.61	OH	N/A	62" 10"RR White over Red	L9 450HP	HALE QMAX 1500	500	SM	Harrison 6 KW	30 GAL	STS L-high, R-inter Silver turntable



Demo Basics | **Forms**

- Most important for success
 - **Current demo units list**
 - **Request forms**
 - **Transfer forms**
- Forms - email is generated and sent to person accountable
- Provide maximum details on form
- Option to upload documents & photos



Demo Basics | **Keys**

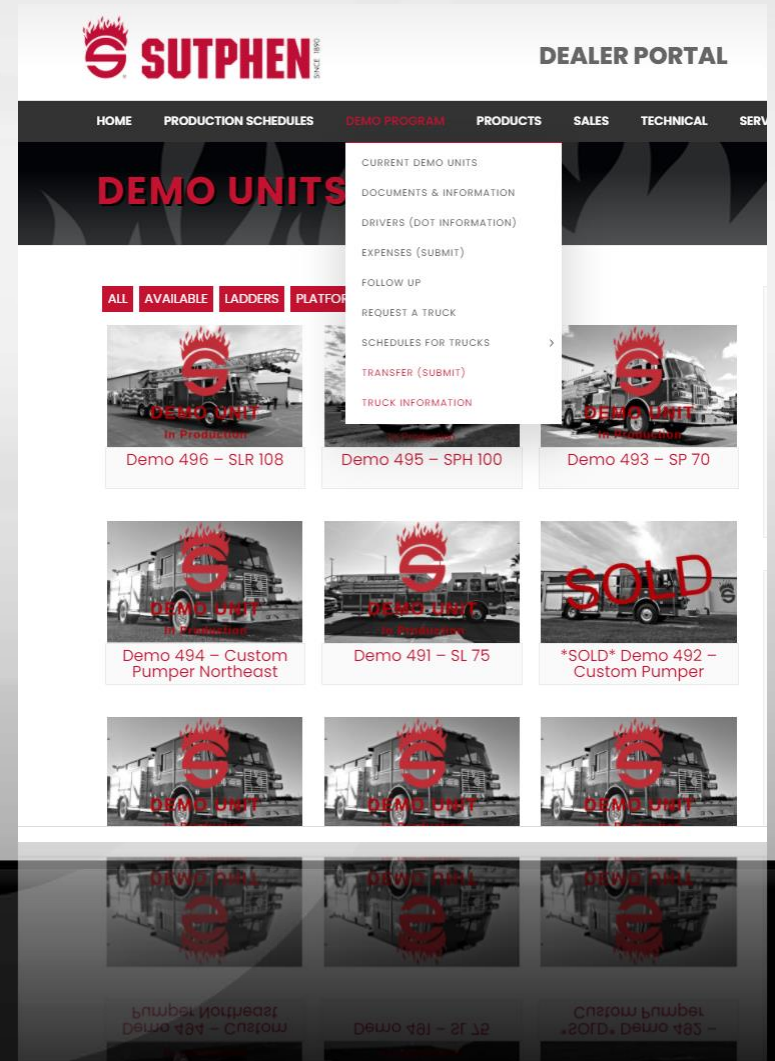
Keys + Guidelines

- Schedules are formed based on requests
- Regions are guidelines for pumpers & expenses
- **Drivers must be approved** by Sutphen
- **Maintenance must be pre-approved** whenever possible
- **Transfer forms must be submitted** by both teams each exchange
- Expense reimbursement policy outlined in program guidelines
- Team or driver picking up the truck is responsible for coordinating the transfer



Demo Navigation | Portal

- Portal is primary resource
- Most information is downloadable .pdf
- Most other information can be submitted via online form



Demo Navigation | Updates



Demo 483 – SPH 100
Aerial Platform



Demo 481 – Custom
Pumper Central



Demo 479 – Industrial
Pumper



SOLD Demo 478 – SL
75

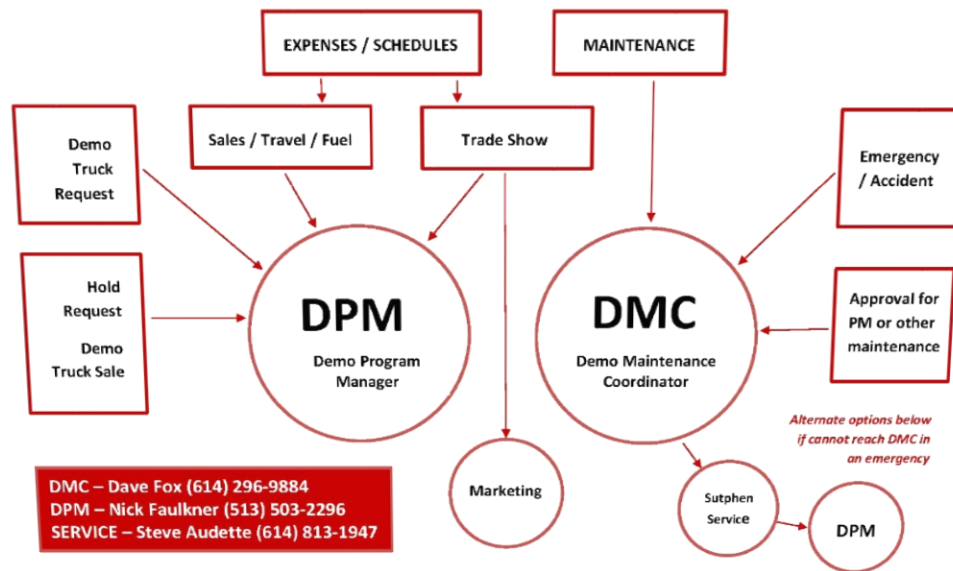
- Always verify information is up to date before sending to customer
- Trucks on hold, sold, production dates and maintenance is constantly changing
- Everything is a guideline = obstacles & flexibility



Demo Communication | Flow



DEMO PROGRAM - COMMUNICATION FLOW CHART



Demo Communication | Accountability



DEMONSTRATOR PROGRAM ACCOUNTABILITY

Demo Program Manager (DPM)

- Update & Maintain
 - Current units list
 - Dealer Portal
 - Demo folder on share drive
 - Internal maintenance documents
- Coordinate Final Inspection / DOT inspection
- Communicate & Manage
 - Demo requests
 - Scheduling demonstrations
 - Transfer forms
 - Follow up forms
- Approve expenses
- Driver documents & approval

Demo Maintenance Coordinator (DMC)

- Attend Final Inspection
- Prepare Demo Binder for truck
- Approve, coordinate and document all maintenance when truck is on the road

Sales & Marketing

- Plan new Demo trucks
- Configure quotes in SQS2
- Submit new Demo truck quote for approval
- Price quote for sales proposal by Dealer
- Coordinate sale and any changes with appropriate facility, Dealer & contract

Contract Administration

- Process order for new Demo trucks
- Procure Demo Sale Form
- Process change order for sold truck
- Update documents with "Customer" info

Project Coordinator (PC)

- Manage truck through production
- Preconstruction
- Add documents to HS folder
- Document any changes while truck is in production

Production or Service Facility

- Approve price quotes from sales
- Order parts as requested
- Make repairs & changes as requested
- Coordinate with Dealer & Sales for final inspection & delivery

Service Manager

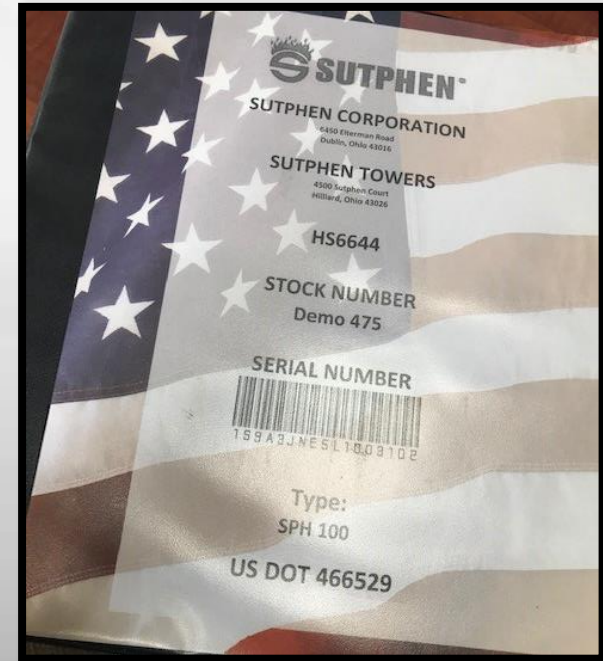
- All trucks except Hilliard & East
- Approves price quotes from sales
- Coordinates timelines for any work to be done after truck is sold
- Coordinates maintenance as requested



Demo Communication

Resources

- Portal
 - Information available digitally
 - Paper versions of all forms available upon request
- Sales Team/STM
 - Updates and contact if cannot reach DPM
- Book/binder on each demo truck
 - Details needed for driving and demonstrating



Demo Communication | **People**

- **Primary**

- DMC – Dave Fox (614) 296-9884
- DPM – Nick Faulkner (513) 503-2296

- **Secondary**

- STM
- SERVICE – Steve Audette (614) 813-1947



Future Projects



Future | **Portal**

Customer Portal

- Similar look and functions to dealer portal & website
- Focus
 - Interactive hub for dealer, customer and Sutphen
- On demand access to photos, videos, documents and communication
- Extends beyond delivery for doc. storage, service updates, return customer reference & experience



Future | **Sales & Marketing**

“How to do Business” manual currently under revision for improved dealer experience

- Accuracy
- Consolidation
- Information updates
- More references and resources



Future | **Training**

Dealer network is dynamic and growing

Goals & future projects:

- Establish improved dealer team onboarding process
- Ongoing product training resources
- Truck demonstration training



Contact



Accountability | **Contact Me**

- Nick Faulkner
 - Nick.Faulkner@sutphencorp.com
 - 513 503 2296
- Dealer Portal - questions, suggestions or issues
- Customer Portal - updates, questions, suggestions
- Demo Program - everything
- Sales & Marketing processes





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Family Owned and Operated since 1890!



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Nick Faulkner
Sales & Marketing