



SUTPHEN

Family Owned and Operated since 1890!



Date 11/12/2020
Justin Howell
Sales Team



Did You Know?

Justin Howell
Senior Sales Territory Manager
Southeast Division



Intent of Presentation

- To provide an overview of various areas of general knowledge to help aid in the selling of Sutphen apparatus.
- Feel free to chime in with questions at anytime.
 - Add comments in Chat
 - Raising Hand
 - Phoning a Friend
 - Or by Pigeon *(if you have one)*



Order Submittal

- Do you know what the minimum required documentation is to submit an order and obtain an HS # is?
 - A Signed Contract (template found on the dealer website)
or
 - A Purchase Order (PO) made out to Sutphen Corporation



Order Submittal

- Do you know what other documents are required along with your submittal?
 - Completed SQS2 Quote and Submitted online
(this must match the PO or contract amount)
 - Sutphen Proposal w/cover page
 - Cost Sheet
 - Customer's Specification
 - Paint Codes
 - Sales Proposal Drawing
 - Completed Concession Form (if applicable)
 - Down Payment Discount Calculations (if applicable)



Order Submittal

- Do you know what documents are **not** acceptable as a submittal?

- A Leasing Agreement

- Notice of Award (even if it has a PO # on it)

- PO # (must have the complete Purchase Order)

- Email from Department



Initial Proposals

- Do you know the number of initial proposals the Sutphen support teams reviewed/produced in 2019?

- 400 Proposals **No!**
- 500 Proposals **No!**
- 600 Proposals **No!**

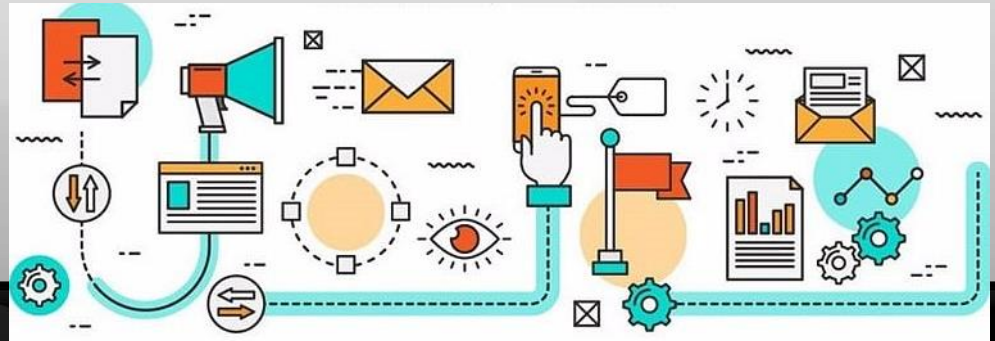


- The Sutphen support teams produced/reviewed over **860** proposals for bid.
- This not only includes the drawing itself, but the time it also takes to audit the cost sheet and verify special pricing.



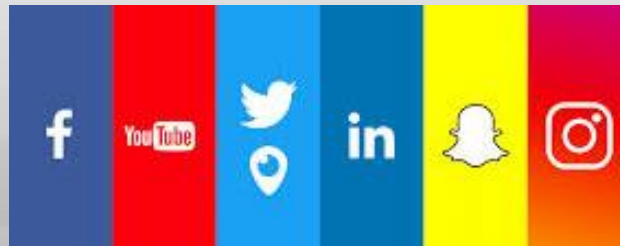
Marketing Influence

- Did you know that Sutphen doesn't just promote its products, it educates?
- Concerted strategy
- We've doubled website page views since 2019
- Decreased website bounce rate by 80 percent



Marketing Influence

- Did you know that Sutphen has grown its core audience?
- 11 percent growth to be exact. This is after unmatched growth last year
- With an exponential rate of engagement across all platforms



Marketing Influence

- Did you know that Sutphen is preparing for the future not only physically, but digitally?
- Younger audience via Instagram
- Grown that platform 40 percent alone
- Continue to engage on social media



Did You Know Co-ops?

- Do you know how many trucks were sold off Cooperative Purchasing (co-op) in 2019?
- **60%**
- Cooperative Purchasing keeps your customer away from the bid table and increases your chance of sale tremendously.



Leasing Options

- Do you know what leasing options are available to your customers?
- Lease to Own and Lease to Return
<https://www.sutphen.com/leasing-information/>
- Buyback Leasing Program
 - Leasing 2
 - Brindlee Mountain



Leasing Options

- Do you know what leasing options the competition is offering?
- Pierce Manufacturing - <https://www.piercemfg.com/lease>
- **Lease Purchase Plan:**
 - FD purchases the apparatus gradually over time. At the end of the lease, the FD can purchase the apparatus for just \$1. Terms for this plan range from 2 to 15 years (10 years for apparatus with commercial chassis).
- **Turn-In Lease Plan:**
 - This plan contains a “balloon payment” for the estimated resale value of the apparatus at the end of the lease. A department has two options at lease term:
 - Purchase the apparatus by paying off or refinancing the "balloon payment."
 - Return the apparatus to Pierce and lease a new Pierce apparatus (Pierce pays off the “balloon payment”).
 - Terms for this plan range from 2 to 10 years. This lease contains mileage and apparatus condition provisions, with 10,000 and 15,000 annual mileage options.



Leasing Options

- Do you know what leasing options the competition is offering?
- REV Fire - <https://www.revgroup.com/rev-financial-services>
 - **Full Payout Loan**
 - **Trac Leasing**
 - **Split Trac Lease**
 - **Fair Market Value Lease (FMV)**
 - **Municipal Lease**



What It Takes!

- Did you know that most Koala bears can sleep up to 22 hours a day?
- On the flip side being a Sutphen Sales rep you need to be awake for 22 hours a day.....



Windshield Time

- Did you know that since 2018 Sutphen has put more than 50 demos on the road?
- The plan for 2021 is to put **26** more units on the road. That is more than half of the previous 3 years combined.



Demo Outreach

- Did you know that the Sutphen Sales team now has a dedicated point of contact for all Demos?
- Who you might ask?
- Our very own Nick Faulkner has transitioned from STM to managing Demos.
 - Nick is your go to contact for all Demo related questions.
 - Demo price, location or availability.
 - If the information cannot be found on the dealer website. Nick is your first point of contact.



Do You Know Your Cabs?

- Do you know what other cab sizes outside of 56", 62", and 73" Sutphen offers?
- Does Sutphen even offer any other sizes?

We do!

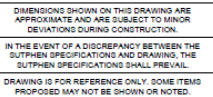
- Sutphen now offers a selectable 36" cab, and has the capability to do 80" cab!



Do You Know Your Cabs?

- Here is Sutphen's first 36" Cab that was sold to The City of Greensboro, NC (HS-6561)





SUTPHEN
GREENSBORO FIRE DEPARTMENT
GREENSBORO, NC
CUSTOM HAZMAT UNIT
DWG. NO.: HSB-3000C

Do You Know Your Cabs?



- What could this be in the making of?
- Any guesses?



Do You Know Your Cabs?

- Did you know that Sutphen now offers a split roof cab for all rear mount aerial products!



Do You Know Your Cabs?



Do You Know Your Cabs?

- Did you know that Sutphen offers more than just glove holders in the upper crew doors?

- UPPER CREW DOOR AREA, GLOVE BOX HOLDERS (SLANT/FLAT BACK)

- UPPER CREW DOOR AREA, SMOOTH PANEL

- UPPER CREW DOOR AREA, OPEN

- UPPER CREW DOOR AREA, N/A WITH WINDOWS SELECTED



Do You Know Your Cabs?

- What about raised roof storage options? How could we be possibly improve this area?
- Well, did you know that Sutphen now offers center only options for raised roof storage front and rear?



Do You Know Your Cabs?

- Want a clean cab without the extra expense?
- Then option in the FRP headliner as a replacement for the Duraware material.



Do You Know Your Cabs?

- Has your customer ever asked what are my options if ripped seat are common in current apparatus?
- Bostrom Zip Clean is more than just for Clean Cabs.
 - The covers can be removed if it ever gets torn without having to replace the entire seat bottom.
 - Even just being able to clean a dirty seat extends the life of the seat.



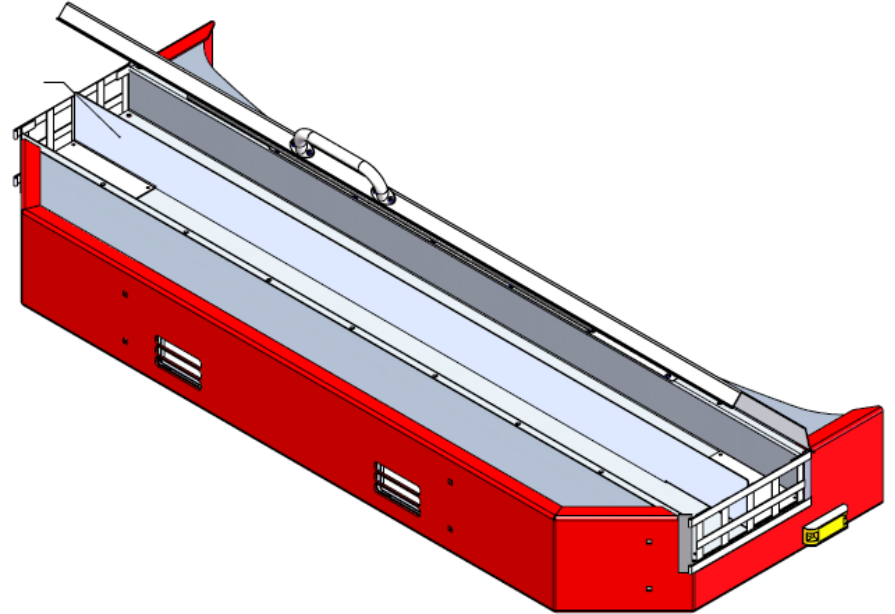
Front Bumper Crosslays

- Did you know that Sutphen can provide more than just a divider for a front bumper trough?
- Did you know that we can now offer front bumper crosslays in Stainless Steel or Steel Painted bumpers?
- How you might ask?

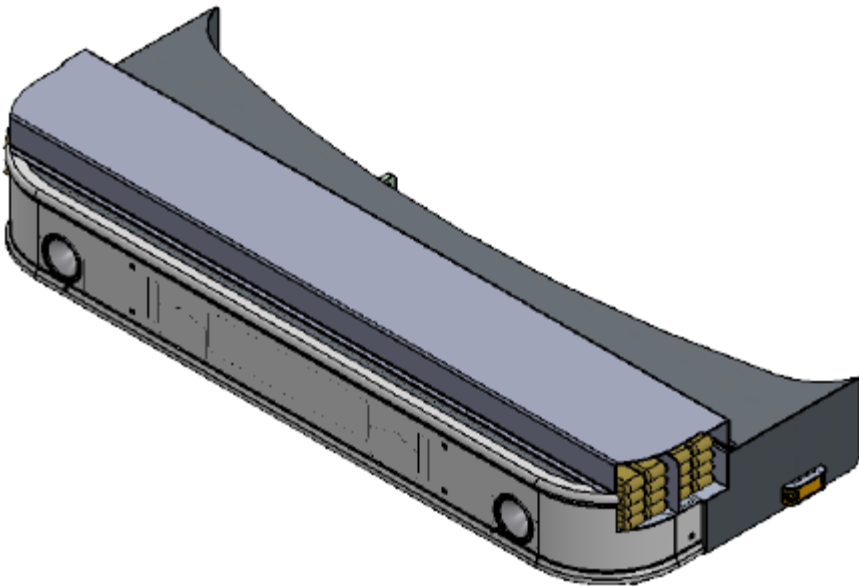


Front Bumper Crosslays

- Both setups can hold (2) 200' of 1.75" crosslays



- This type of setup does require a 30" bumper



How Short Do You Need?

- What is the shortest wheelbase available on any Sutphen Monarch Chassis Pumper?
- Cummins L9 24,000 lb. or 27,000 lb. **160"**
- Cummins L9 31,000 lb. **180"**
- Cummins X12/X15 24,000 lb. or 27,000 lb. **170"**
- Cummins X12/X15 31,000 lb. **190"**



How Short Do You Need?

- What configuration will get you to the shortest wheelbase?

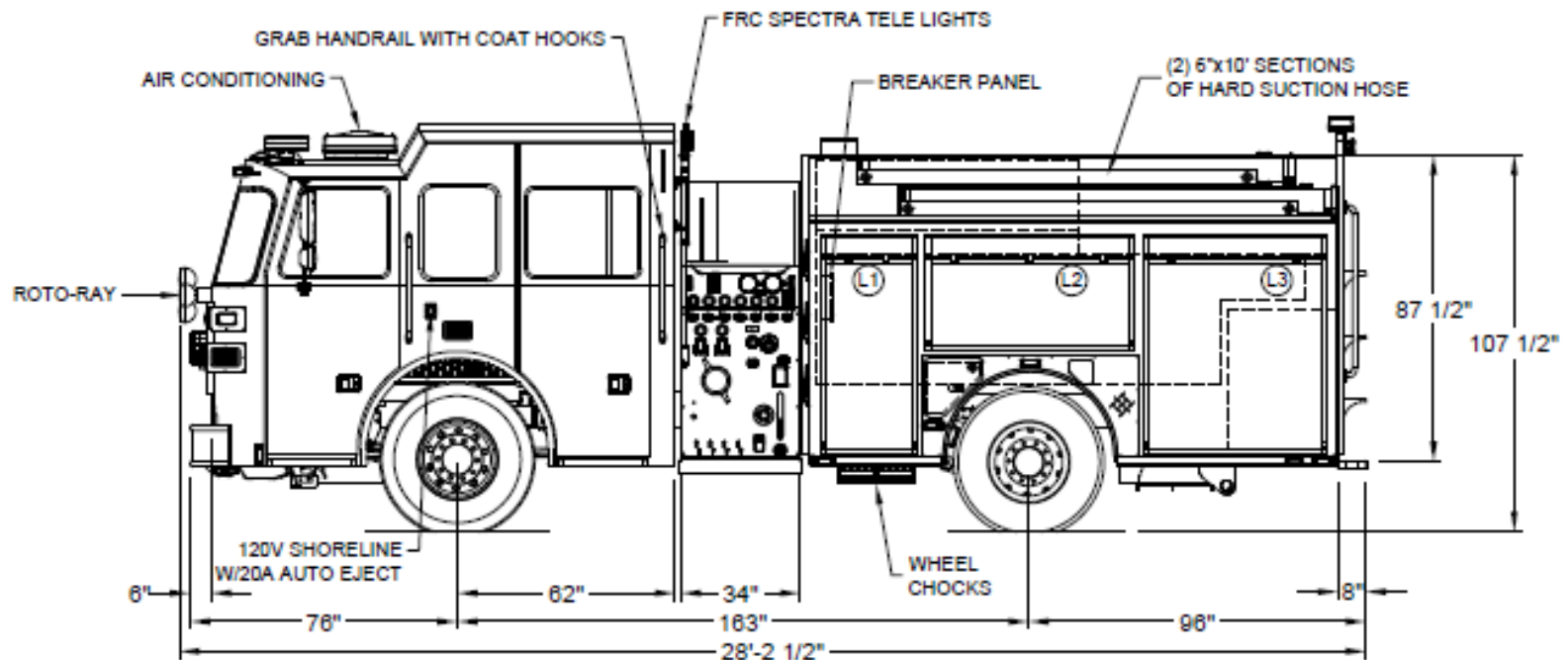
Program 2 Pumper

- 62" Cab
- DSD 34" Module (PRG SM2)
- S1/S4 Body Style (31/53)

Total 163" WB



How Short Do You Need?



How Beefy Is Your Axle?

- Did you know that Sutphen offers 4x4 setups?



How Beefy Is Your Axle?

- Did you know that Sutphen offers 4x4 setups?



Updated SQS2 Options

- We now offer the following selectable options in SQS2 that were once a common special item.
 - X12 Engine on Program units
 - Manual Pump Shift Override on Programs
 - Mechanical Seal on Program modules
 - FRC Pump Boss Governor on Program Modules
 - Jake Brake with Retarder
 - Door Ajar Light (also know as “Do Not Move”
 - Along with Silence Button



Updated SQS2 Options

- We now offer the following selectable options in SQS2 that were once a common special item.
 - Pike Pole Storage in exterior cab compartment area
 - Protective coating on the top lip of the steel bumper
 - Coat Hooks on the Bottom of the handrails
 - ICC lights mounted on cab roof or integrated in brow light
 - Undercarriage ground lighting options
 - Lower Hosebed Options
 - Anything lower than 16" the A1 needs to be modified



How Low Can We Go You Might Ask?

- Low Hosebed options on a Program Units?



How Low Can We Go You Might Ask?

- Low Hosebed options on a Custom Units?



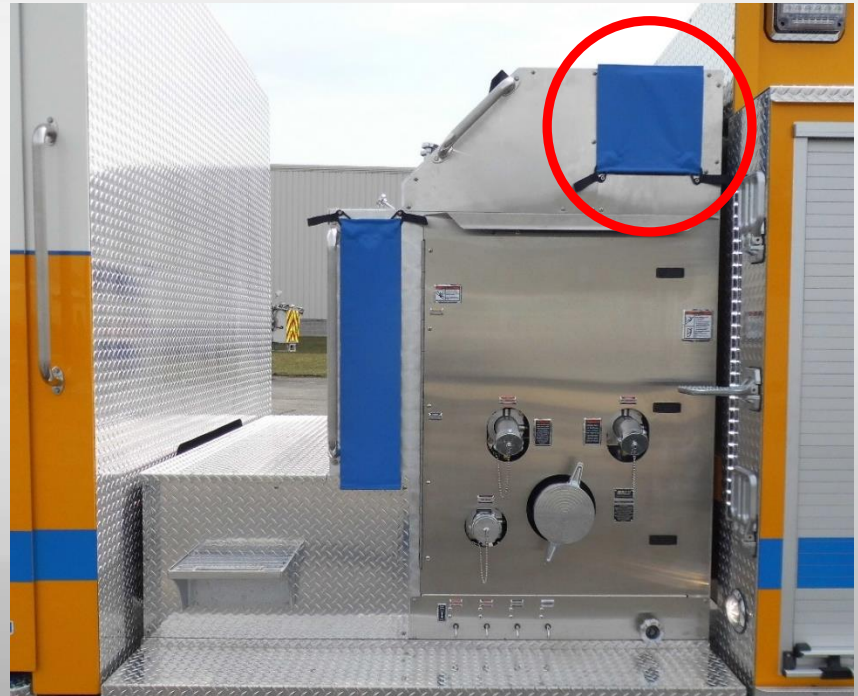
Options On The Way

- Upcoming Options on the next update
 - Bostrom Sierra High Back 500 series seat
 - 2 Position cab tilt lock out (HS6333, HS6679 & HS6840)
 - Elkhart Extender (alternative to the Extend-a-gun)
 - Firetech Scene Light options (Brow, Mini Brow, Guardian)
 - Adding body style PA-18 & PA-19 (Program Bodies known as S8 & S9)



Did You Know Options?

- Do you need another crosslay on a Top Mount module?
- Hale and Waterous offer a crosslay to replace the dunnage area. As selectable options today!

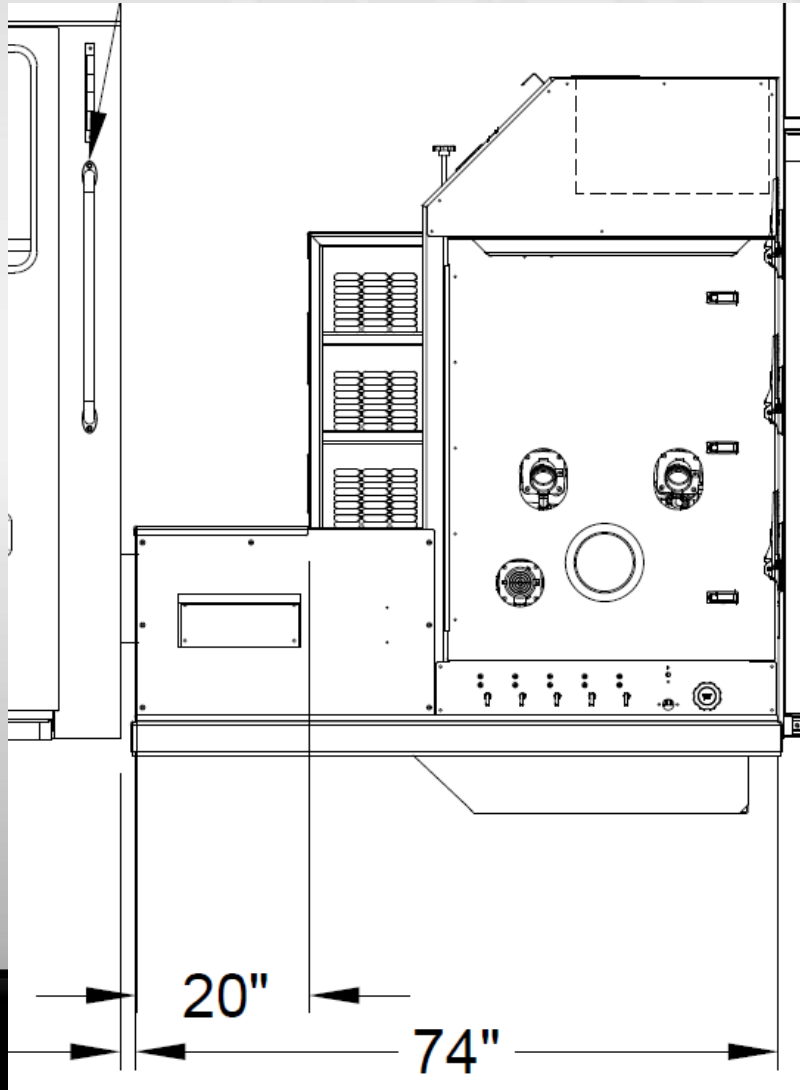


Did You Know Options?

- How about another speedlay?
- Your Sales team has been working with Hale to develop a third speedlay on the program Top Mount Modules.
- This won't be easy without sacrifices.
- The walkway will need to shrink to 20" in place of the standard 24" walkway.
- If you want foam to all 3 speedlays, then no Right rear discharge will be possible. If no foam, then we are good.



Did You Know Options?



- Here is what it could look like.
- This is still under development so contact your STM today for more info.



Do You Know Actuators?

- Did you know that Handwheels are options on Program style side mount modules?
- This is currently not a selectable option, but are offered by Hale and Waterous.
- Here are a few guideline to follow in the meantime.



Actuator Guidelines

Hale Crosslay Module

- Module must be 47"
- Only Akron Handwheels are available
- If #3 discharge has handwheel, front bumper discharge must be electric
- If 3 crosslay are desired, then Right Rear Discharge is not available

Waterous Crosslay Module

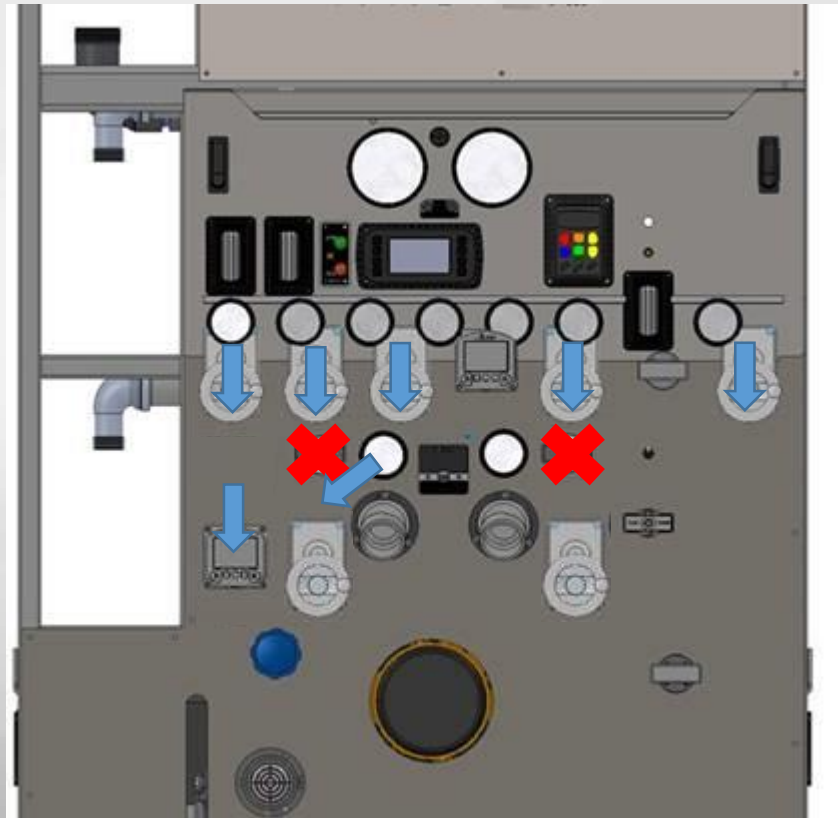
- Maintains 44" module
- Only Innovative control Handwheels are available



Actuator Guidelines - Continued

Hale Speedlay Module

- Module must be 51"
- Only Akron Handwheels are available
- #1 & #2 must be handwheels
- If #3 discharge has handwheel, front bumper discharge must be electric
- Right Rear Discharge must be electric

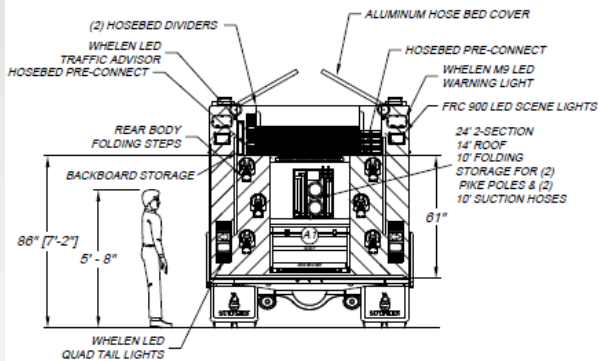


Did You Know Your Flow?

- Did you know the Hale now offers Flowmeters on program modules?
- Flowmeters can be added to crosslays only on the SM1 program module. Any other requests will take you out of the program offering.
- Hale only offers Class 1 and Akron Style Flowmeters.

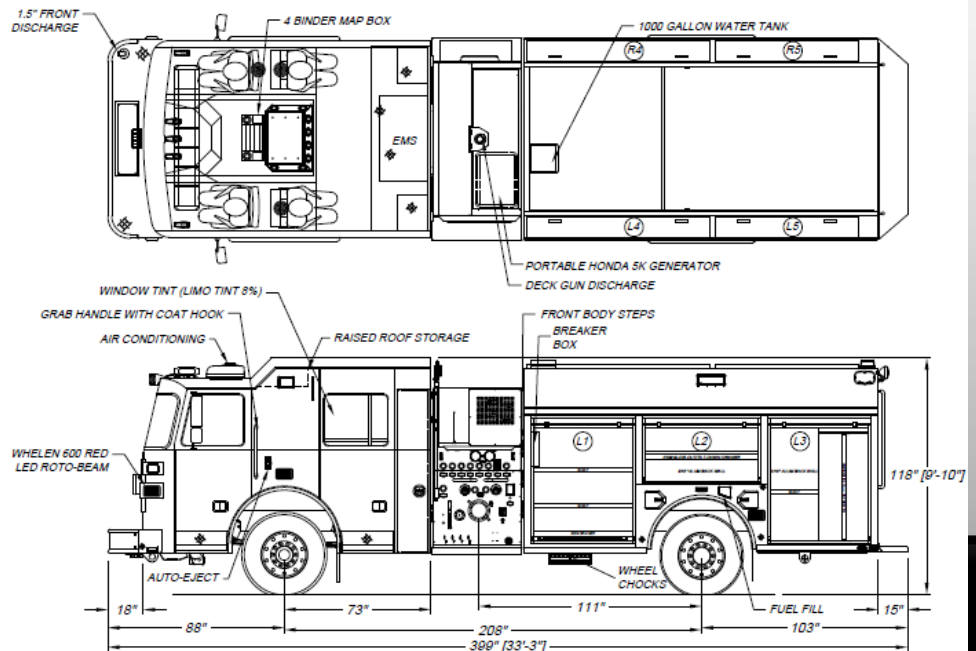
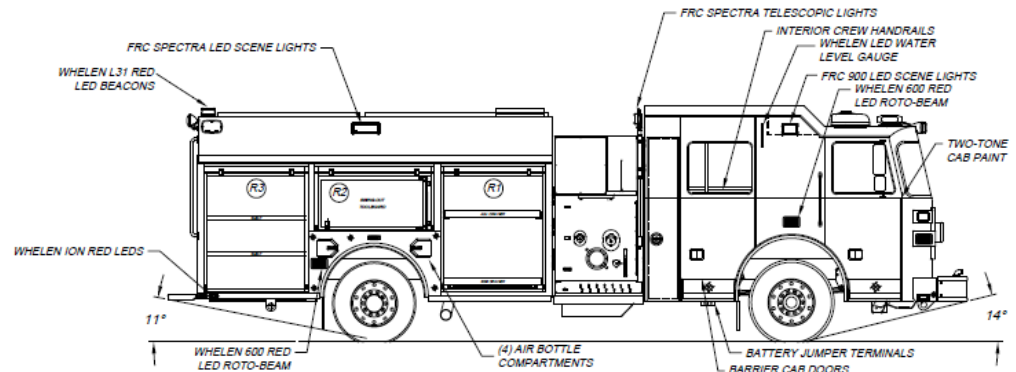
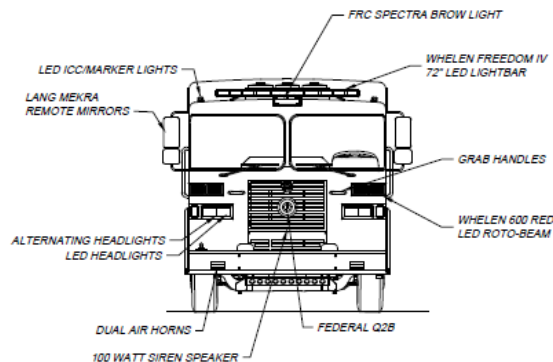


Hot or Not?



LEFT SIDE COMPARTMENTATION				
COMPT	DOORS	INSIDE DIMENSIONS	DOOR OPENING DIMENSIONS	VOLUME
L1	ROLL-UP	51 1/2" W X 87" H X 26"D	48 3/4" W X 86 1/2" H	28.4 CU. FT.
L2	ROLL-UP	51 1/2" W X 31 1/2" H X 26"D	50 1/4" W X 27" H	28.4 CU. FT.
L3	ROLL-UP	51 1/2" W X 87" H X 26"D	48 3/4" W X 86 1/2" H	28.4 CU. FT.
L4/L5	LIFT-UP	84" W X 13.5" H X 19"D	81" W X 9.5" H	28 CU. FT.
RIGHT SIDE COMPARTMENTATION				
COMPT	DOORS	INSIDE DIMENSIONS	DOOR OPENING DIMENSIONS	VOLUME
R1	ROLL-UP	51 1/2" W X 87" H X 26"D	48 3/4" W X 86 1/2" H	28.4 CU. FT.
R2	ROLL-UP	51 1/2" W X 31 1/2" H X 26"D	50 1/4" W X 27" H	28.4 CU. FT.
R3	ROLL-UP	51 1/2" W X 87" H X 26"D	48 3/4" W X 86 1/2" H	28.4 CU. FT.
R4/L5	LIFT-UP	84" W X 13.5" H X 19"D	81" W X 9.5" H	28 CU. FT.
REAR STEP COMPARTMENT				
COMPT	DOORS	INSIDE DIMENSIONS	DOOR OPENING DIMENSIONS	VOLUME
A1	ROLL-UP	50 1/2" W X 26" H X 31"D	36 3/4" W X 19" H	13.8 CU. FT.

BASE STORAGE: 286 CU. FT.
TOTAL STORAGE: 318 CU. FT.



SPH Aerial Features

- Do you know some of the latest trends on modifications to the SPH body?
- Such as a combined L5/L6 or a taller L5...



SPH Aerial Features

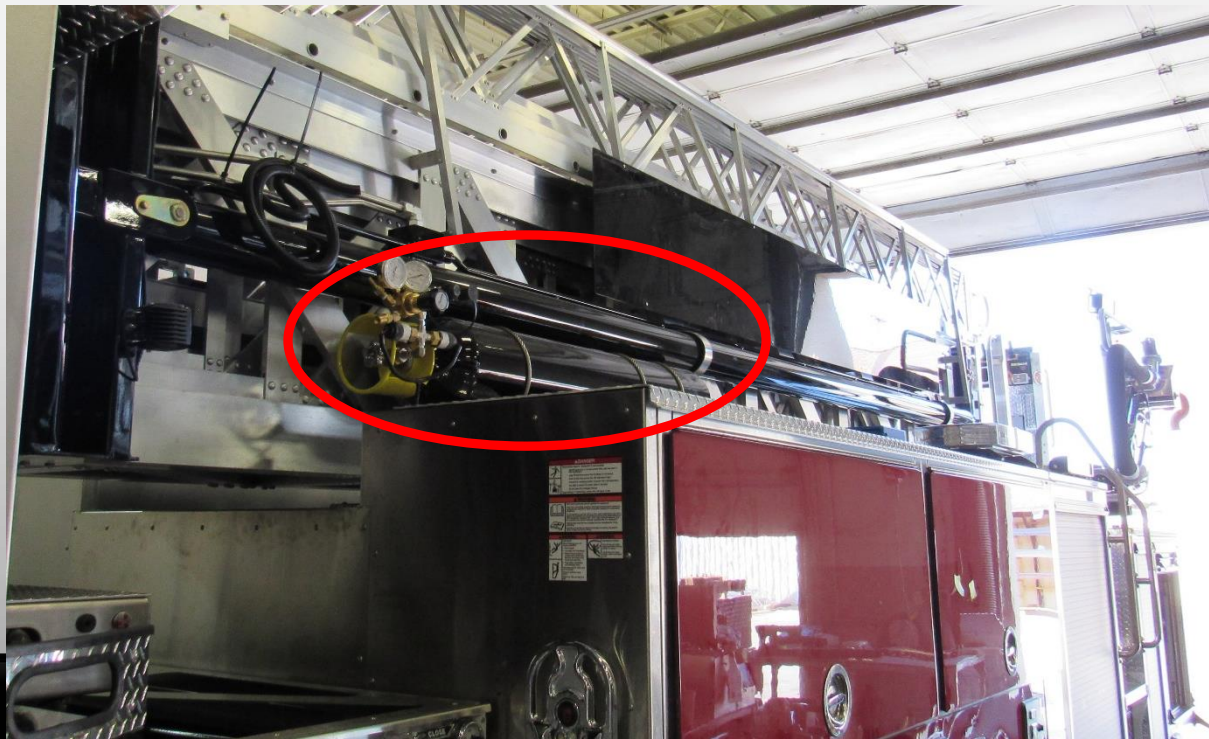


03/



SPH Aerial Features

- Did you know there is an alternative location to mount the air bottle on the SPH?



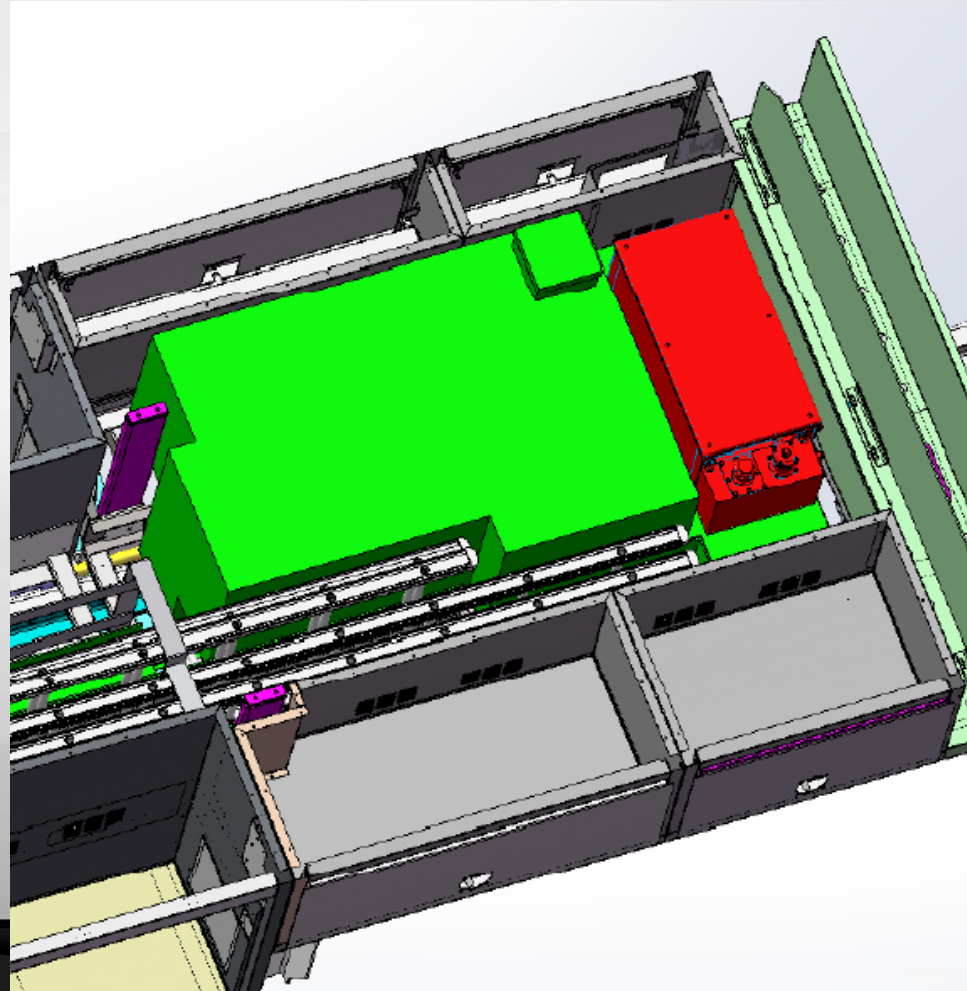
SPH Water Tank Capacity

- Why is it so difficult to put more than 300 gallons of water on the SPH100 aerial platform?
- The SPH100 was designed to be as short and compact as possible.
- The SPH100 also is a 2-piece body with a flex joint between L3/R3 & L4/R4 compartments.



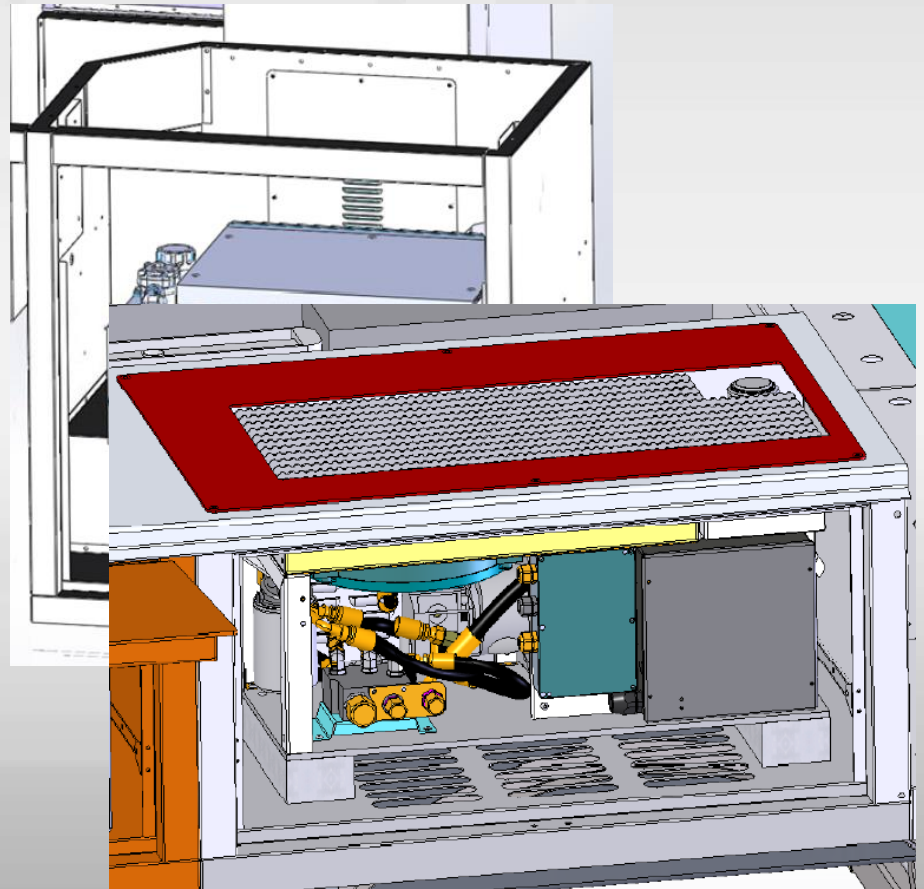
SPH Water Tank Capacity

- Standard Configuration:
- 300 Gallons of Water
- Space for generator at front of body
- Standard ladder compliment:
- (1) 35' 2-section ladder
- (1) 24' 2-section ladder
- (2) 16' roof ladders
- (1) 14' combo ladder
- Full-length hose bed (130" L)



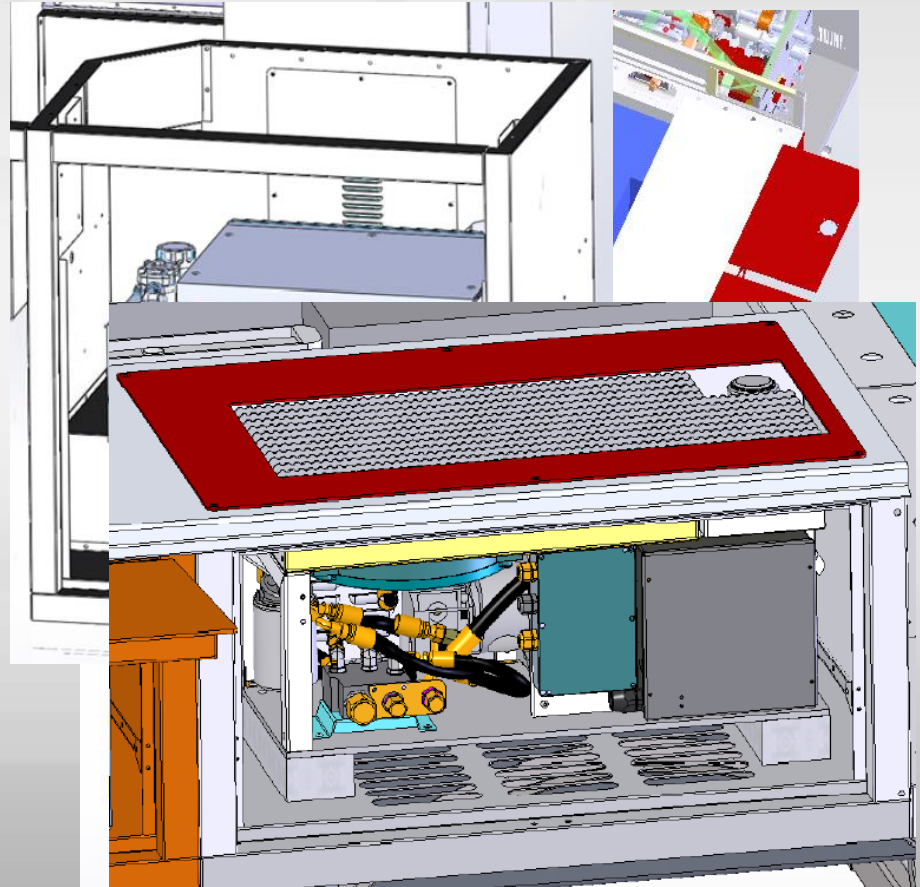
SPH Water Tank Capacity

- Alternative Option 1:
- 400 Gallons of Water
- Generator relocated to R1 or R2
- Standard ladder compliment:
- (1) 35' 2-section ladder
- (1) 24' 2-section ladder
- (2) 16' roof ladders
- (1) 14' combo ladder
- Full-length hose bed (130" L)



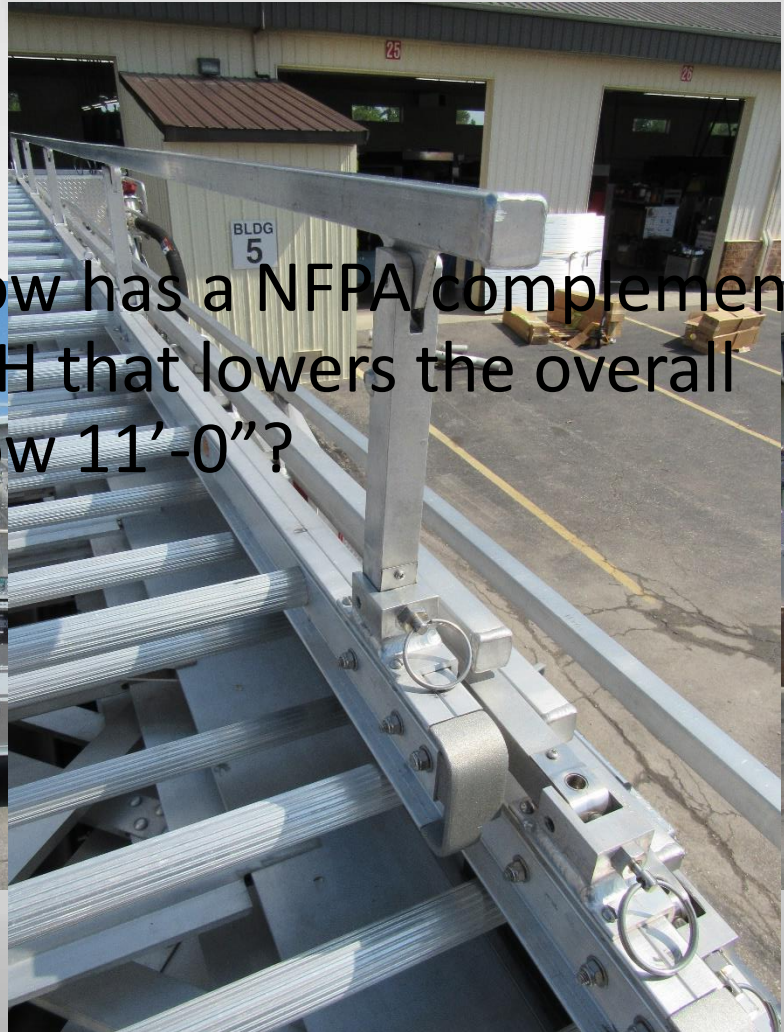
SPH Water Tank Capacity

- Alternative Option 2:
- 500 Gallons of Water
- Generator relocated to R1 or R2
- Rear Chute Compliment:
- (1) 24' 2-section ladder
- (1) 18' roof ladder
- 800' of 5"/500' of 2.5" hose bed
- Ladders Outside of Chute:
- (1) 35' 3-sec
- Boom mounting available



SPH Handrails

- Do you know Sutphen now has a NFPA complement handrail setup for the SPH that lowers the overall height of the unit to below 11'-0"?



SPH Handrails



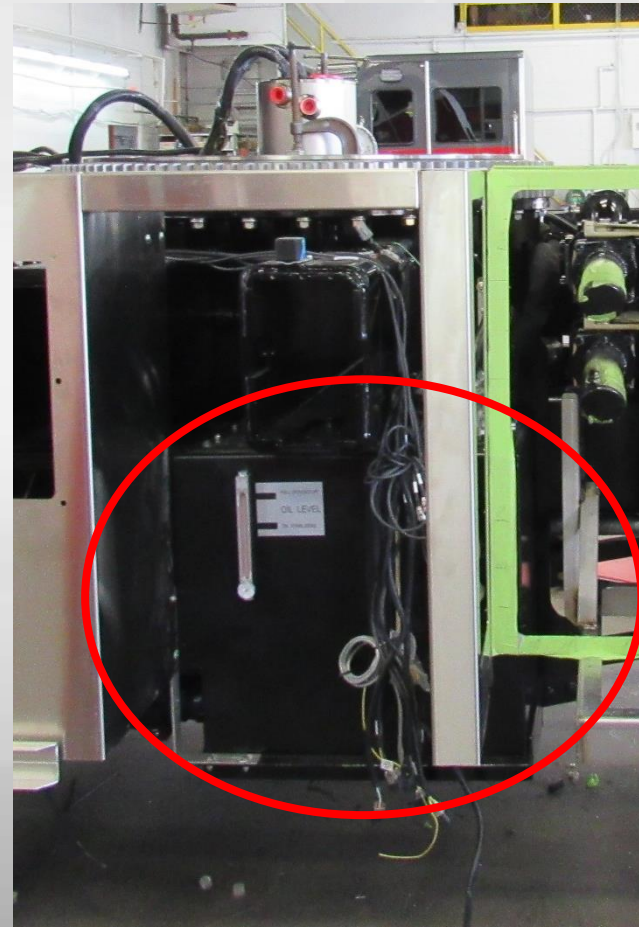
The Strong and Stable

- Did you know Dublin still offers the SP95/100?
- Possible redesigns or additions to the SP95
 - Hydraulic tank moved to match SPH location
 - Ladders enclosed on outside
 - Ladders moved to the center in a chute...

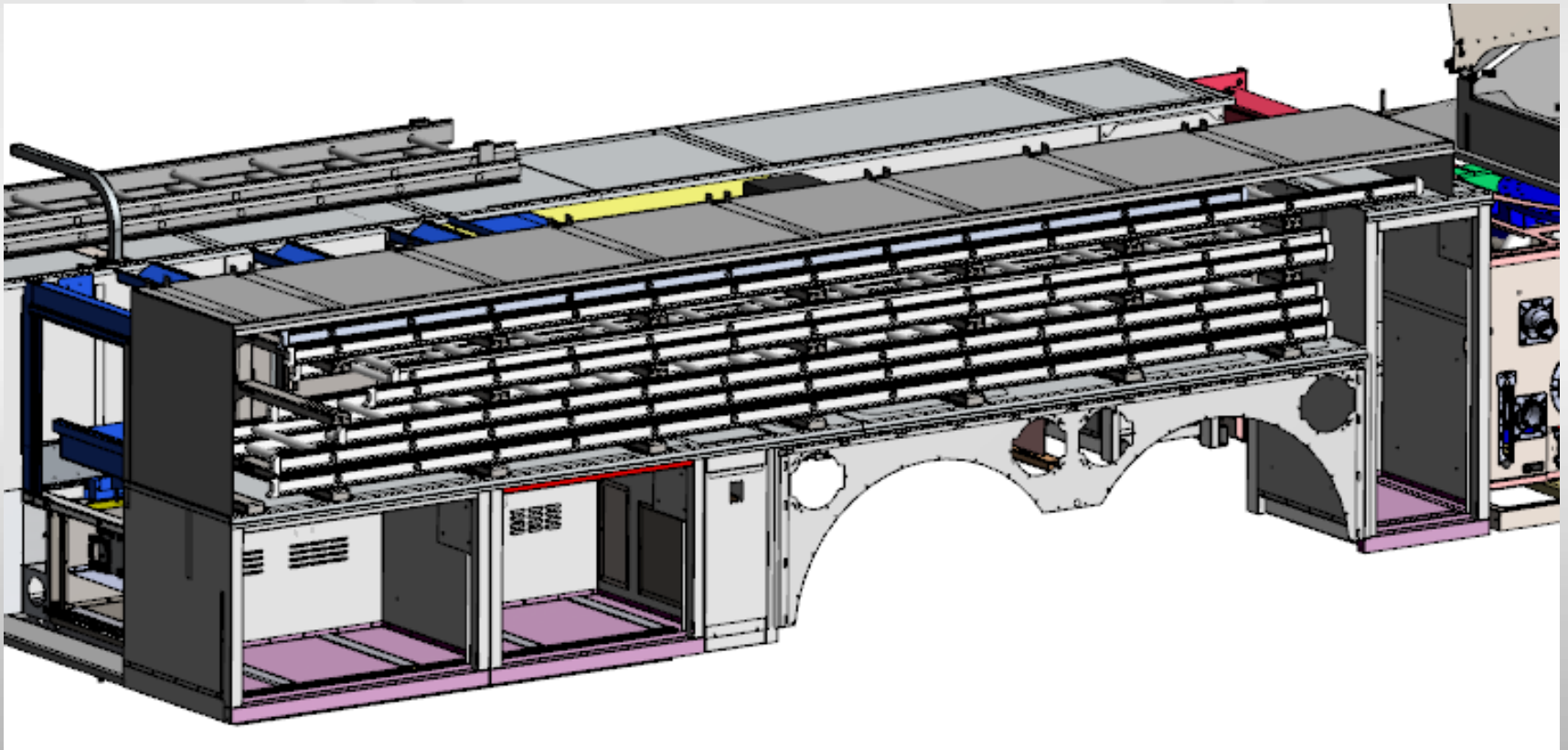


Hydraulic Tank Moved

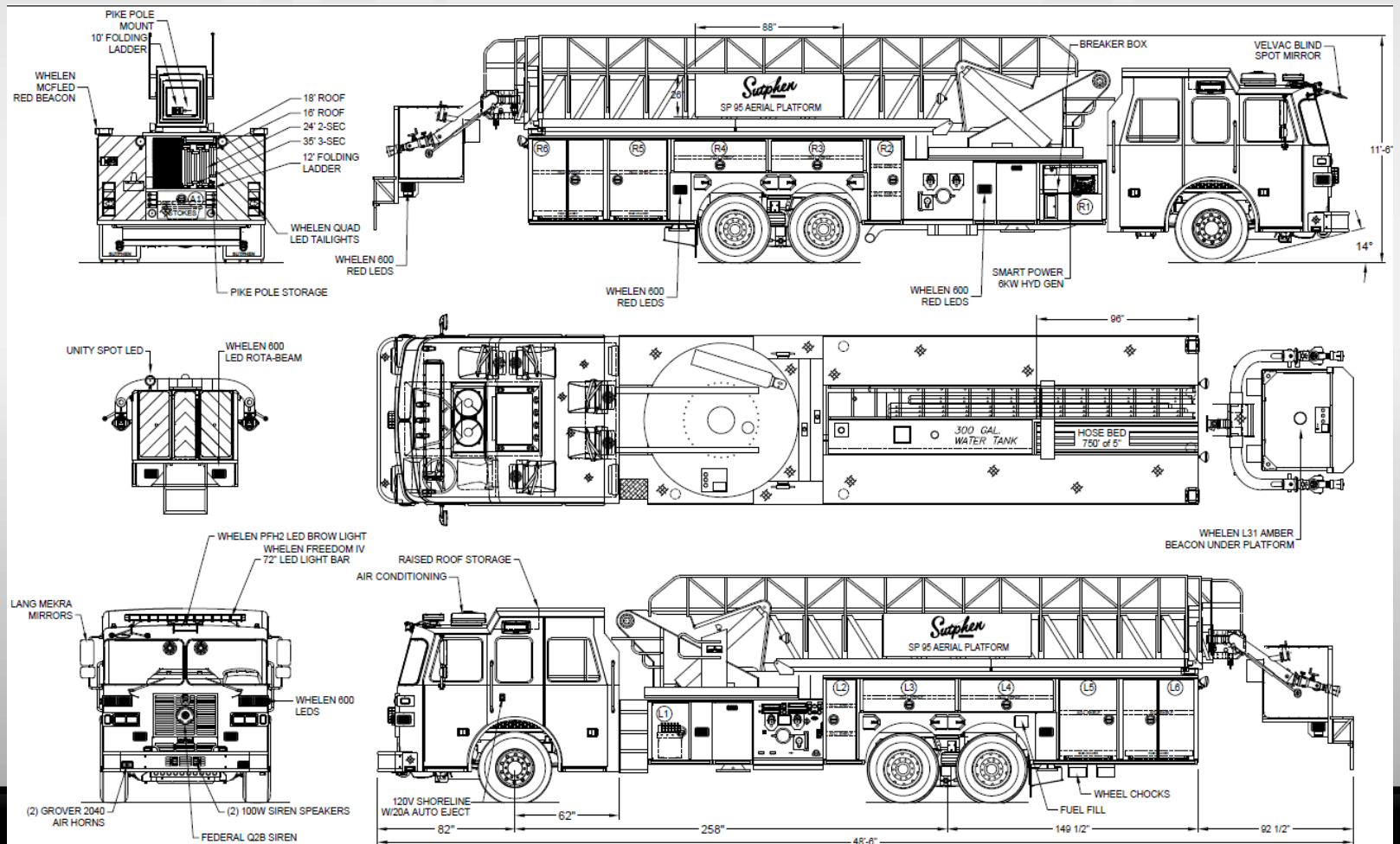
- Moving the hydraulic tank from the body to under the driver's side outriggers. You free up space for the generator or a longer hosebed.



Ladders Enclosed

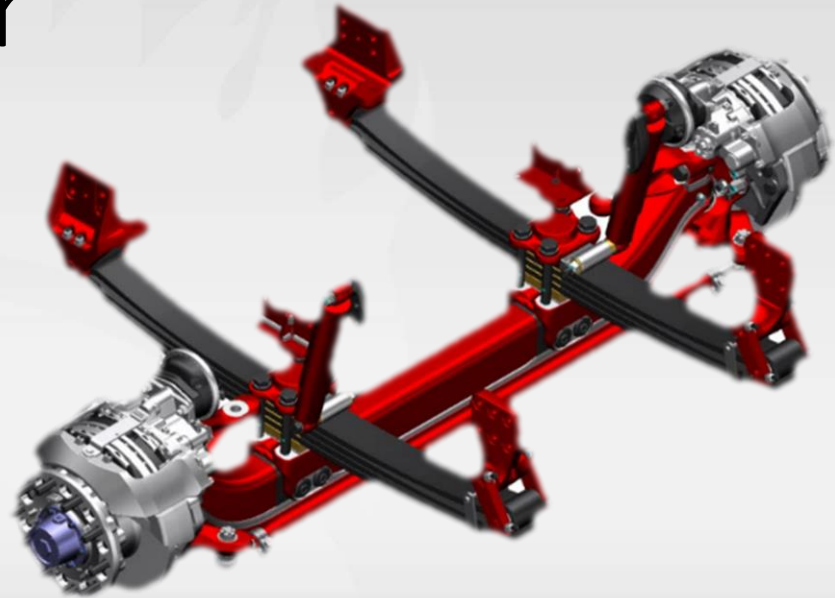


Ladder Chute Design



We Can Do It Better

- Hendrickson vs IFS
 - Warranty – Front and Rear
 - Tighter Turning Circle
 - Improved Ride and Handling
 - Similar Performance to Competitors IFS
 - Comparable to IFS without the added service costs



We Can Too

- Did you know that SAM is more than just a persons name?
- SAM is an integrated total water flow control system that manages your truck's, pump, tank, intakes and discharges.
 - Delivered 1
 - Currently Building 4



We Can Too



Have You Heard The News!

- Did you know that Sutphen now holds the Industrial Flow Record from draft?



- Did you also know that it cost \$70K to be certified under Guinness Book of World Records



Education to the next Level

- Everything found in the tool kit, and more!



Alignment Across Facilities

- All alarm models are now the same
 - Cab crush to pump overheat
- Breaker Panels
- Hosebed Divider Design
- Black Bolts to be used on Black Pump Panels
- Standard Texture Material for Blackout Packages
 - Raptor
- Compartment Unistrut
- Aerial Hour Meters
- New Style of Butt Splices
- Type of insulator used between aluminum body and stainless drops
- High speed foot switches
- Rubber Bumpers/Stops for all double hinged doors
- New Fuel Cap/ Fuel Neck
- Aluminum compartment interior finish, DA or Smooth
- Inside latch location alignment for single and double
- FIREMAXX air ride as standard on all single-axel trucks



Question?

