



STRONG.

SUTPHEN

STABLE.

COMMITTED.





Maximizing the Sutphen Experience

Setting Expectations



- Pre-Order
- Closing The Deal
- Before Pre-Construction Meeting
- Pre-Construction Meeting
- After Pre-Construction Meeting
- Mid-Inspection Visit
- Final Inspection
- Post Delivery



Pre Order



- **LISTEN. Less talk more listening**

- Gives you an idea of what is important to them and where you should focus
- Allows you to start controlling the narrative on what you want to sell and how it fits their needs
 - E.g Electrical issues (hard wire)
 - E.g Service issues (how you handle service)
 - E.g Corrosion (grab handles, spaced fender, treated screws, Cathacoat, etc.)



- **Know or begin to understand your position with the department**
 - Solid standing or still competing?
 - Allows you to structure your dialogue
- **Know or begin to know the personnel you will be dealing with**
 - Who is the Sutphen cheerleader?
 - Who wears Pierce underwear?
 - It is easier to talk to the Sutphen guy but more effective talking to the Pierce guy.
 - Identify the “Decision Maker”
 - The build process is much easier if everyone on the committee is bought in.



Closing The Deal



- **Follow up is everything**
 - Email. Follow up email with a call
 - Find a reason to follow up (You can set this up)
 - More interaction will help solidify your relationship, build trust and help prove yourself
- **Have a 2nd Contact**
 - Multiple perspectives
 - Improves chances of having contact with the “Decision Maker”



Closing The Deal



- **Explain the purchase process**
 - One final email. Simplify. Clarify.
 - Proposal document, cover page, drawing, down payment and contract.
 - Coach the customer. You are the expert.
- **Ask for the order**
 - “Are you comfortable moving forward with the current proposal?”
 - Timing. Don’t let the window pass.
 - Ask when their guard is down. Have a feel for the timing.



Before Pre-Construction



- **Order is in house. What Next?**

- Give the customer an idea of when the Pre-Construction meeting will be held.
- Depends on which factory
- If later than customer would expect let them know early on
- This will keep the customer from feeling like they are being pushed back
- Stay in contact with customer if the time period is long between order and pre-con.
- You don't want the customer to feel forgotten.



Before Pre-Construction



- **Delivery Time Conversation**

- Stay ahead of delivery time conversation (Quoted 13-15 months and schedule) indicates 11 months. DON'T SHARE THIS INFORMATION.
- This creates a new set of expectations and is not necessary.
- Be the good guy later in process if we are going to be early.



Pre-Construction Meeting SUTPHEN

- **Review the shop order before the meeting**
 - Make notes of areas of concerns. Something that was sold that you would like to suggest a change.
 - More standard options w/ proven track records.
 - The customer may have asked for something based on a previous experience that doesn't apply now
 - Talk to project coordinator beforehand if there is something vitally important to a customer or a “special” item that could be confusing.
 - Stay ahead of delivery time conversation (Quoted 13-15 months and schedule indicates 11 months.)

DON'T SHARE THIS INFORMATION



Pre-Construction Meeting SUTPHEN

- **Emphasize the importance of the pre-construction meeting and explain why**
 - Many eyes will see the shop order (purchasing, engineering, shop floor, etc.)
 - Shop order becomes THE document
 - Take notes or record the meeting. This provides transparency and helps jog memories later.
- **Watch the room. Be Aware**
 - If pace is fast and someone seems frustrated.
 - Wants to ask question but not sure.
 - Encourage questions.



After Pre-Construction



- **Communicate with your project coordinator**
 - Compare your notes to the revised shop order and change order.
 - Get with project coordinator to make these documents as clean as possible before sending.
 - Stay on project coordinator and customer to get documents created and signed in timely fashion.
 - Fresh in everyone's mind.



Mid-Inspection Visit



- **Scheduling Mid-Inspection**

- Not always necessary. Understand your customer's desire to have this meeting or not.
- Touch base with project coordinator.
- Ask coordinator to touch base with Chassis, OFAB, Class 1, etc.
- Have an understanding of where everything is in production (don't simply rely on the schedule).
- They often think it takes longer to build truck than it really does.



Mid-Inspection Visit



- **During the Visit**

- Before seeing the truck, explain that changes can be very expensive at this point and will likely delay the delivery time.
- This is important. Many customers think this is a time to make changes. It is not.
- Costs and delays can be frustrating for the customer.
- Explain to them the costs and effects of vendor re-stocking fees, undoing and redoing work, production time lost, etc.



Final Inspection



- **Scheduling Final Inspection**

- This can be difficult with your schedule, the customer's schedule and Sutphen's schedule.
- Try and nail down as early as possible (3-5 weeks before final)
- Discuss with operations manager where truck is being built and your project coordinator
- I typically add 3-5 days to Sutphen given date to protect against unforeseen delays (your truck / other truck)



Final Inspection



- **Performing the inspection**
 - Understand if this is first time or experienced customer
 - Go through shop order with customer
 - Point out positives
 - Point out success of customer ideas (Feed the ego)
 - “This is the Inspection”
 - “You are the Inspection team”



Final Inspection



- **Remain Involved**

- Don't let only customer interaction be with the guy addressing issues
- Guys have best interest but don't always say the right thing
- We are on the same team (No finger pointing)
- The customer doesn't care who made the mistake



Final Inspection



- **Negotiating at Final Inspection**

- You were a salesman to this point, don't stop now
- Find settlements that satisfy customer and help Sutphen production and cost
- Talk to operations manager separately
 - They can give you guidance on the difficulty of adjustment or better solutions
 - “We will do this, if we can solve the issue this way”
 - Doesn't always work, but you won't know if you don't try



Final Inspection



- **Don't forget to wear your Sutphen Hat**
 - Understand the production consequences of final inspection changes.
 - This should be explained to the customer when explaining why the prices are so high.
 - Customer cares about getting what they want. Cost and delivery delays needs to be the deterrent.
 - Be a team player. Who else do these late changes effect?
 - Other dealerships
 - Other customers
 - Sutphen



Post Delivery



- **Follow Up**

- Don't wait until they have an issue to have next contact
- Explain that there most likely will be something that needs addressed. Custom Fire Trucks
- Make yourself a primary point of contact
- You have a strong relationship now. Ask about neighboring departments



Guidelines to Follow



- **The customer is always right (Unless they're not)**
- **Play Offense not Defense**
- **Understand Sutphen's challenges**
- **Service isn't just turning a wrench**
- **A happy customer is your best sales tool**
- **Ask for the order**

Family

