

CREATING A CLEANER, SAFER, HEALTHIER WORLD.



STEP UP

TO SELLING SERVICE

Make the connection between your customer's goal of buying equipment and their need for consistent performance with **TennantTrue® Service**

STEP^{UP}

TO SELLING SERVICE

First you must appreciate that while they've been thinking about buying a piece of equipment, they've likely **not given any thought to how they'll service that equipment** or more importantly **signing a service agreement** at the time of purchase.

STEP 1:

BEGIN WITH THE *CUSTOMER'S* MINDSET



Past experience always serves for future direction. Take stock of their pre-existing notions and ideas related to service plans before presenting yours.

Your strategy and method of presenting service should be guided by their current feeling around maintaining equipment. Obviously these feelings will be heavily influenced by their past experience good, bad or otherwise. Which is why we need to start there.

QUESTIONS TO ASK

- ➔ How do you service your equipment today?
- ➔ How do unexpected breakdowns impact your business operations, and how you clean?
- ➔ What costs and inconveniences, such as rentals and administrative expenses, have you experienced as a result of breakdowns or extended downtime?
- ➔ Does your company typically put critical equipment on planned maintenance programs?
- ➔ What value do you see in proactively managing the service and maintenance of your equipment?
- ➔ How would your job be affected if we were able to reduce the risk of breakdowns?



STEP 2:

DISCOVER THEIR NEEDS & THE VALUE OF TENNANT*TRUE*® SERVICE

Just like the machine itself the more you discover here the more opportunity you will have to create and build value.

You must find the hard data around their service needs (e.g. application, environment, cleaning methods/programs, hours used, economic requirements, etc.). Once you have that it's a matter of translating those needs into potential service values for them and their organization.

THINGS TO KNOW

NEED	VALUE
<i>How many hours a week do you use your cleaning equipment?</i>	Determine the right hour bands
<i>How experienced are your operators? Do you have frequent turnover?</i>	TennantTrue Service provides operator training
<i>Do you prefer to have repairs done on site or taken away for repairs?</i>	Tennant delivers on-site repairs, so your machine is back in service ASAP
<i>What is an acceptable time to wait for parts needed to complete repairs?</i>	Most common parts are stocked in Tech's van to reduce down time
<i>How do you perform cleaning operations in the event of equipment breakdown?</i>	Priority scheduling to get your machine back in service sooner
<i>Do you have staff to perform your own machine maintenance? How would you rate their equipment knowledge?</i>	Factory-trained & certified technicians understand how your machine works and can fix it right the first time
<i>How important are predictable service expenses to you?</i>	Protect your budget with fixed pricing



Start planting the importance of service **early in the conversation.**



Avoid the “Retail” treatment, presenting the value of a service plan 20’ from the door and 20 seconds from the customer leaving.



Weave in **maintenance based questions** while discussing their needs & presenting the equipment.



Create an **unbreakable connection** between planned maintenance and consistent machine performance, with the Total Cleaning Solution.



STEP 3:

PRESENT SERVICE USING AN “OPT-OUT” MENTALITY

Reinforce the fact that planned maintenance is essential to maintaining machine performance.

Service is a necessity of operating equipment. It should not be viewed as an option since repairs and maintenance are unavoidable. A machine’s performance is determined as much, if not more, by its maintenance than its original engineering and design.

STATISTICS TO REMEMBER

- ➔ Network of **400+** Factory trained and certified technicians.
- ➔ Average tenure over **10 years.**

TECHNICIANS AVERAGE

OVER 150 HOURS

OF ANNUAL TRAINING TO KEEP THEIR SKILLS SHARP.



- ➔ All Technicians receive **pre-employment screening** and **background checks.**
- ➔ Service vans stocked with **OEM parts**, designed for your machine and deliver optimal cleaning performance.
- ➔ **Flexible programs** to fix your unique needs.
- ➔ TennantTrue Service recovers **26% more** value on warranty work.

STEP 4:

HANDLE THE CHALLENGES OF MOVING FORWARD

Recognize that a buyer’s mindset, at the time of purchase, is not to think they will require service.

RESPONSES TO MAKE

CUSTOMER

RESPONSE

It's a new machine why would I need service?

Like changing the oil in your car, planned maintenance is the best way to keep your machine at peak performance.

You have the strongest warranty in the business, won't I be covered?

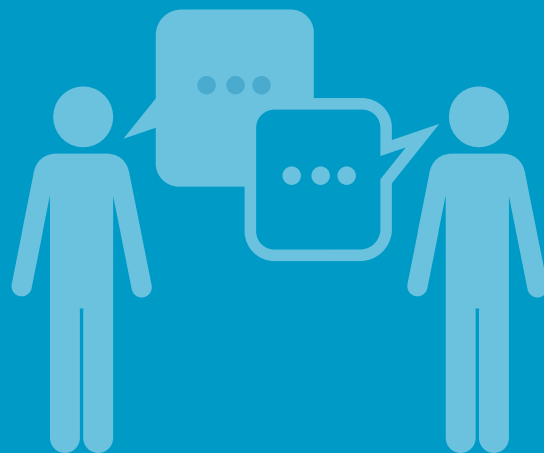
Warranties are meant to cover manufacturing defects from building the equipment. Service is meant to cover issues related to the use of that equipment.

My mechanic can fix anything that goes wrong.

Perhaps if the problem is obvious but what about when troubleshooting is needed?

I'll end up paying more on a service plan than I would if I paid on a time and materials basis for my service calls.

What you might be forgetting in that straightline comparison is the time lost due to unexpected breakdowns, productivity lost to a poorly maintained machine that's underperforming, and the potential for paying higher rates for parts and hourly rates.



SERVICE PLAN COMPARISON

HELP YOUR CUSTOMER CHOOSE THE BEST PLAN FOR THEIR NEEDS



GOLD SERVICE

Assures peace of mind – maintenance and breakdown coverage, provides budget management and control, helps maximize uptime and equipment life.



PAY AS YOU GO

Pay for services when performed based on actual labor and parts.



SILVER SERVICE

Provides predictability and control of routine maintenance costs.



SAFETY & PERFORMANCE INSPECTION

Let our Technicians help you discover how to best care for your machine.

	GOLD	SILVER	PAY AS YOU GO	SAFETY & PERFORMANCE INSPECTION
PLAN INCLUSIONS				
Planned Maintenance	✓	✓	✓	
Breakdown Repairs	✓			
Brushes	✓			
Parts	✓*	✓**		
Operator Training	✓	✓	✓	✓
Maintenance Inspection Report				✓
*Does not include pads or detergents **Select Wearable Parts only				
HOURLY USAGE PER MONTH				
Large Rider Equipment	Up to 150 hrs/mo	Up to 150 hrs/mo	Any	Any
Small Walk-Behind Equipment	Up to 100 hrs/mo	Up to 100 hrs/mo	Any	Any
TYPES OF ENVIRONMENTS				
Light/Medium Environments	✓	✓	✓	✓
Harsh Environments			✓	✓
BILLING OPTIONS				
Pre-pay	✓	✓		
Monthly Billing	✓	✓		
Pay Per Visit		✓	✓	✓