

Hedson

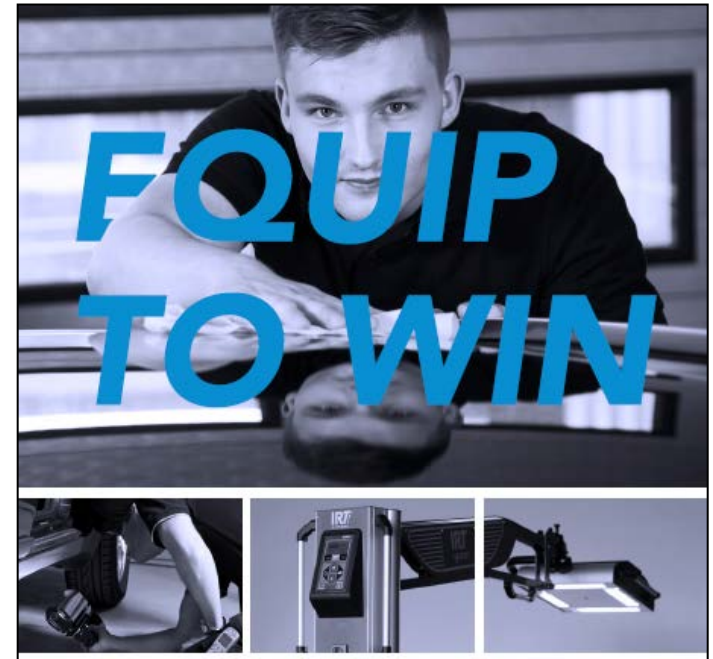
"The Hedson way to sell value"



The Hedson way to sell value

- 1) Understand the Customer and the Customers situation
- 2) Describe how Hedson products can solve the issues in the workshop
 - i. Use the Workshop efficiency flow for identifying bottlenecks
 - ii. Use the Hedson Product Catalogue as a base for the discussion
 - iii. Use the tools on the web such as Testimonials, White Papers and Product Flyers
- 3) Make an Activity Plan - template

The customers doesn't buy from us because they understand our product – they buy from us because we understand their situation!



1) Understand the Customer and the Customers situation

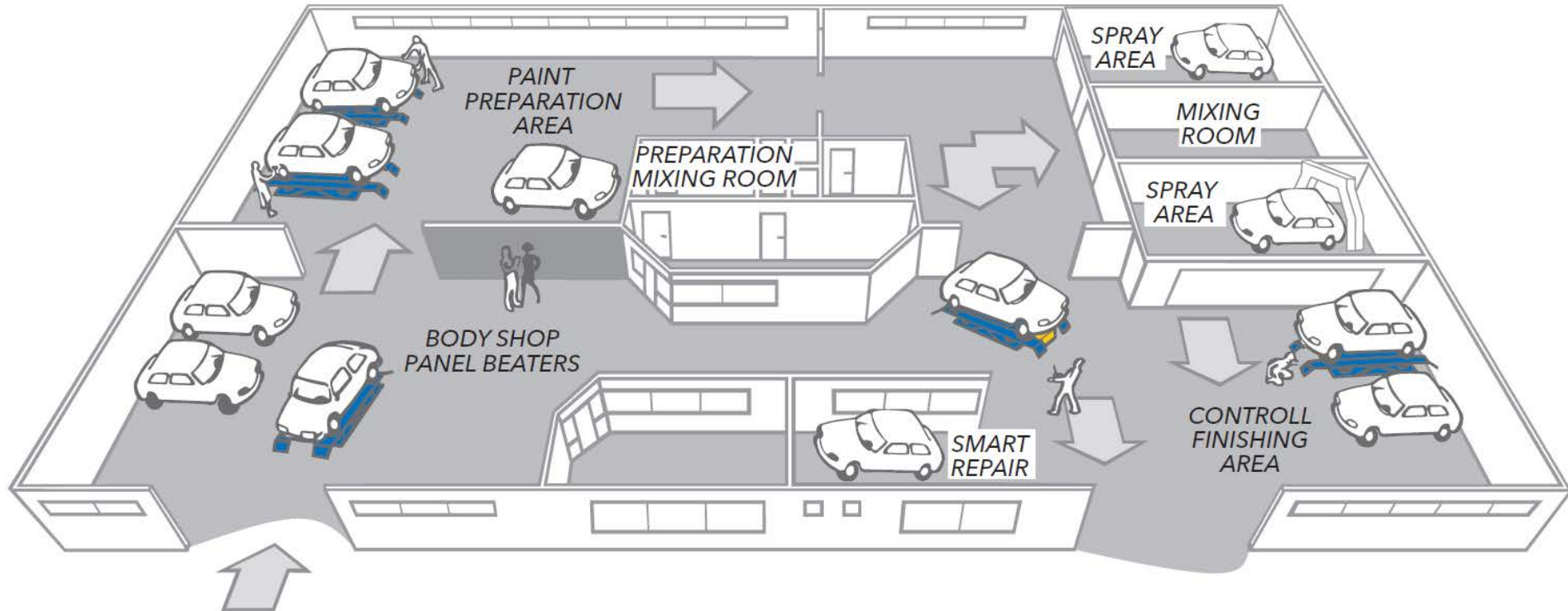
Question	Answer
Define and describe the customer <i>"ask the customer to describe their situation in the workshop, challenges and efficiency limitations"</i>	
Describe External influencers that affect the customer <i>"is there anyone distracting or deciding on which equipment should be used?"</i>	
Describe the customers need problem	
What does the customer want to achieve? <i>"i.e increase no of cars throughput, general setup of shops etc"</i>	
Who takes the initiative to buy? <i>"the owner, the user of equipment etc?"</i>	
Who takes the decision to buy?	
Who is influencing the decision during the process?	
How does the customer collect information about us and our products?	

The customers doesn't buy from us because they understand our product – they buy from us because we understand their situation!
Build trust that we can help bringing value to the whole workshop!



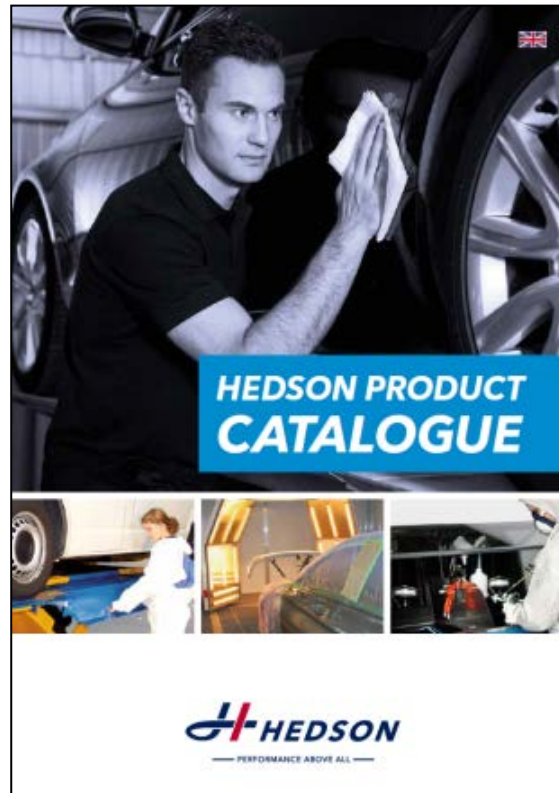
2) How can Hedson products solve the problems in the workshop

a) Use the Workshop efficiency flow for identifying bottlenecks and discuss potential solutions



2) How can Hedson products solve the problems in the workshop

b) Use the Hedson Product Catalogue as a base for the discussion to identify solutions and equipment needed



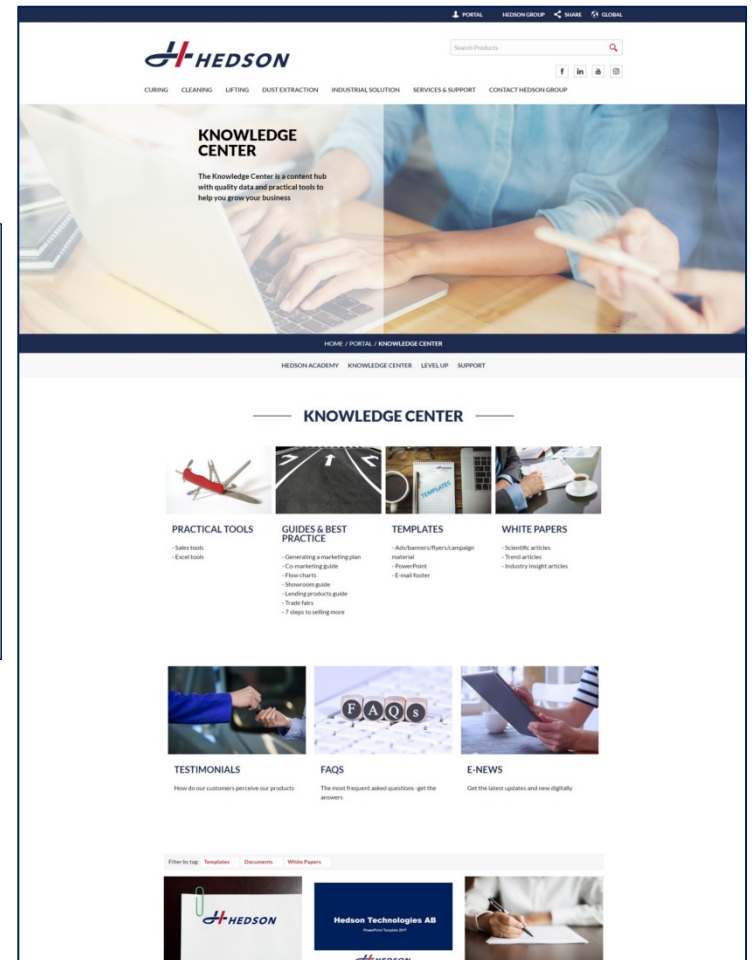
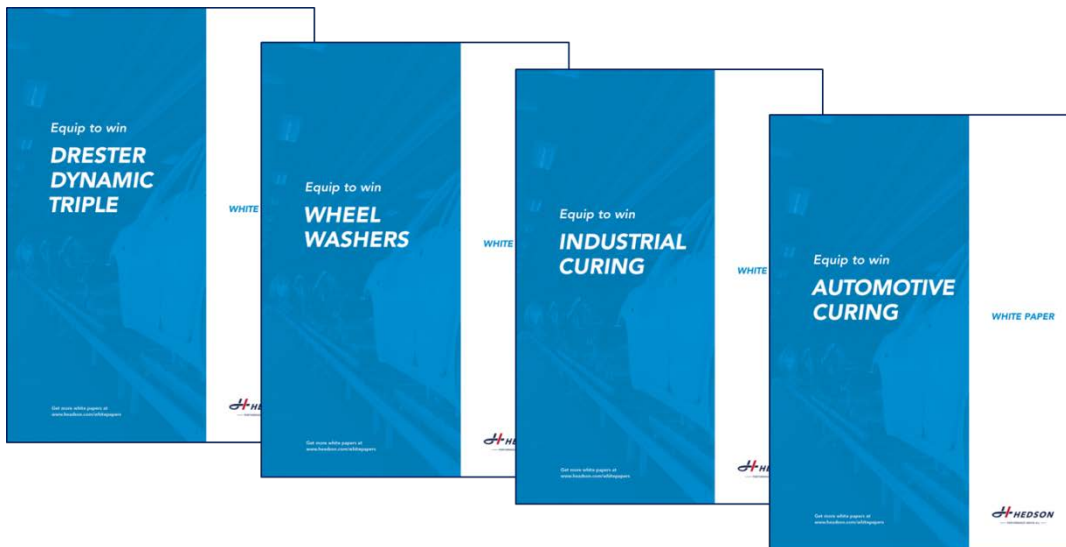
2) How can Hedson products solve the problems in the workshop

What is the unique ATTRIBUTE?	Which BENEFIT does it give?	Which IMPLICATION does it mean for the customer?
Closed water system	Place the machine where you want	Optimized process, high throughput
Granules	Mechanical cleaning, no chemicals needed, better for the operator and the rimes	Best wash result in the industry and less environmentally impact
Total cost of ownership lower than competitors	Stability over time in terms of costs	No need for high maintenance costs

Example Wheel Washers

2) How can Hedson products solve the problems in the workshop

c) Use the tools on the web such as Testimonials, White Papers and Product Flyers for USP's and Reason to Believes for the products



3) Make an Activity plan - Template

Action	Comment	Responsible	Priority 1-3	Timing	Status

