

DEMONSTRATIONS SELL – “SEEING IS BELIEVING”!



One characteristic successful PowerMate® Partners share is they demonstrate the PowerMate® equipment both at their location and on-site for their potential customers. Based on our experience in North America and our established International Partners, showing and using the PowerMate® equipment is the best way to write more sales in the shortest period of time!

How do PowerMate® International Partners achieve this today?

- They participate in trade shows and events where they can demonstrate the PowerMate® solutions “live” to targeted industries and customers.
- They have sales and service people with vehicles large enough to accommodate going on sales and service calls with the PowerMate® equipment. They tell us, the more demonstrations they complete in a week, the more sales they make!
- Where applicable, they use the PowerMate® equipment for their own delivers and pick-ups. Using the Product is a highly effective form of advertising for both lead generation and new sales.
- They have the PowerMate® prominently displayed in their store(s). They have a set of stairs that can be used for the demonstration and a sample load on hand that can be used to demonstrate the PowerMate® as required. If you do not have stairs at your location, we sell a portable platform and steps ideal for stores, on-site customer demonstrations and events!
- They use short and long term rentals as an opportunity for customers to try the PowerMate® before purchasing and create additional cash flow on an interim basis. Some Partners even rent their people with the PowerMate® (by the hour or day) to complete office or commercial moves for customers!
- They DO NOT solely rely on a catalogue or website to sell product. PowerMate® is not a commodity that everyone knows what it is and what it does. It is not like a TV or photocopier. It is a “custom” piece of equipment. A large part of making the sale is educating and developing the “need” and “want” for PowerMate® for the potential customer.

Beyond the well documented benefits of the PowerMate® equipment – Remember:

- ✓ Demonstrating the PowerMate® to the client “live”;
- ✓ Delivering a solution to an issue they have;
- ✓ Showing a Return on their Investment (R.O.I.) and;
- ✓ Presenting your company as an important part of the solution is a critical components of the PowerMate® value proposition and will help lead to your making more sales!

