

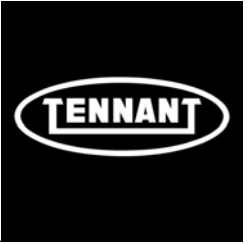


Model T7

Micro-rider Scrubber



DEMONSTRATION GUIDE



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Introduction

The purpose of this guide is to illustrate the prescribed methods for demonstrating a Tennant Commercial rider scrubber.

Whether demonstrating a rider scrubber to an industrial, commercial, or institutional facility, the general demonstration process and sequence of events remains the same.

It is important that the seller keep in mind the context of the product demonstration and where it fits into the overall selling process. In order for any product demonstration to be effective and meaningful to the customer prospect, a thorough survey of the prospect's facility is necessary. The information the seller retrieves during the survey will not only serve to clarify the prospect's needs, it will also direct the seller in how to properly align his or her product with these needs. The survey will also help the seller to posture a selected product against the competition. In summary, it is absolutely essential that a survey take place before any product demonstration is executed.

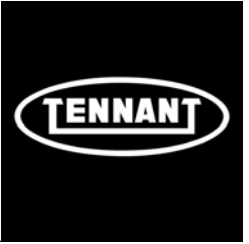
Once the survey has been completed and the specific needs of the prospect have been identified, the next step is to recommend the best solution for the prospect and then prove that your recommendation will work. These objectives will be accomplished during the product demonstration. It is during this step of the selling process that the seller is challenged to demonstrate his or her fluency in the use of product knowledge, presentation and demonstration skills, as well as showing skill in handling objections and in being able to effectively associate solutions with the customer prospect's needs.

To help facilitate the product demonstration in a logical, flowing manner, every Tennant Commercial rider scrubber is broken down into its primary operating components or "systems". Each system is then presented individually and in order, which helps the seller to focus upon those feature-advantage-benefit combinations that will be most meaningful to customer prospects and their specific set of needs. The order in which the various machine systems are presented is designed to follow the passage of dirt, slurry, and/or debris through the machine to its final point of recovery.

When demonstrating a rider scrubber, the main operating components are broken down into the following systems:

1. Solution Delivery System
2. Scrubbing System
3. Recovery System
4. Propulsion System
5. Operation and Controls System

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Utilizing the “systems” approach when demonstrating any Tennant Commercial rider scrubber helps to ensure a concise, effective and meaningful demonstration. It is a discipline that must be practiced routinely in order for the seller to truly master the process.

This guide will illustrate the proper use of the systems approach during a product demonstration as well as the physical demonstration sequence for the product.

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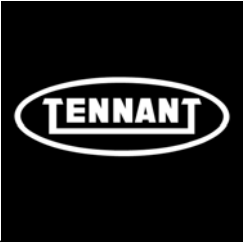
Preparation

1. Before conducting the demonstration, confirm that all buying influences will be present at the demonstration.
2. Be sure sufficient physical area has been set aside for you to conduct your demo. Be familiar with the selected area before demonstrating the product. The seller must always be in control of the demonstration environment in order for the demo to be successful.
3. Make sure that you can fit your product selection through all doors and passageways of the facility in which you will conduct the demonstration. This must be done prior to delivering the machine for demonstration!
4. Make sure that your demonstrator product has been thoroughly checked for proper operating performance prior to the demonstration. The seller should always make this inspection himself/herself. Failure for the product to perform to its full capability during the demonstration could cost you the sale!

Items to bring to the demonstration:

- ☐ Proper detergents considering the type of floor surfaces to be cleaned and the soil types to be removed.
- ☐ Proper selection of scrub brushes, pad drivers, and floor cleaning pads.
- ☐ All accessory items as identified during the survey.
- ☐ A battery charger in case the demo is extended or if there is an opportunity for sale and delivery immediately following the demonstration.
- ☐ The scrubber itself, equipped as specified by the survey.

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THE DEMONSTRATION PROCESS

Rider scrubber demonstration can be broken down into two (2) separate segments:

Static Overview of the Product

Live Demonstration of the Product

STATIC OVERVIEW

To begin the overall product demonstration, start by performing a static overview of the selected product(s). This means that the seller will review with the customer prospect the machine's key operating systems and how they work. More importantly, as each system is presented, the seller will focus on those key feature-advantage-benefit combinations of the product that directly apply to the customer prospect's needs. In this way, a clear relationship is established between the product and solutions it will provide the customer.

Here is an example of how the static overview might begin, starting with the machine's SCRUBBING SYSTEM:

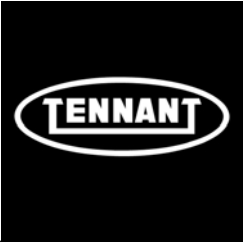
"Mr. Prospect, you told me during my survey of your facility a clean and dry floor is vitally important to you. You also indicated that the next scrubber you purchase must be easy to operate due to high staff turnover, and be able to use for cleaning in busy public areas. In addition, you said that you want a machine that will scrub floors faster so you're operators can become more productive."

"The product that I have selected for you is the Tennant Model T7 rider scrubber. Let me show you some of the key features of this product and how they are going to serve these needs."

"The most important difference between this scrubber and the one your operator has used in the past is that the Model T7 is a rider scrubber. Most operators would much rather ride than walk, and this feature alone plays an important role in reducing operator fatigue during scrubbing and greatly increasing operator productivity. In fact, in a 26-inch (650 mm) cleaning path, the Model T7 is capable of scrubbing over 30,000 square feet (2800 m²) per hour. That's as much as 30% more productive than your current walk-behind scrubber. And that means tremendous labor savings over the course of a year."

"With respect to your need for easy operation due to staff turnover, the Model T7 has one large green button that when pressed either starts all scrubbing functions, or stops them. A low solution light tells your operator when you are out of water, and the scrubbing functions shuts down if the recovery tank is full. With our proprietary FaST™ operations are even easier because chemical mixing and metering is done automatically. All your operator does is put

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water in the T7 and push one button. Your floors are left clean, dry and safe from slip-and-fall potential in public areas. The T7 is the quietest scrubber in the industry, so it can be used around people without being an annoyance. I know you are going to be pleased with T7's highly productive cleaning performance that leaves floors dry and safe, simple controls that are easy to operate and train new operators, and quiet operation that will not disturb the public using your facility."

Use the Features, Advantages, and Benefits module of this tutorial as a guide in performing a static overview for this Tennant product.

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Live Demonstration of the Product

As mentioned above, a rider scrubber demonstration can be broken down into two (2) separate segments: static overview of the product and the live demonstration of the product.

The next section of this guide will address the live demonstration part of the process. This segment of the demonstration will take place immediately following the static overview of the product.



T7 – Live Demonstration		
Step	What to Do	What to Say
<ul style="list-style-type: none">• Post “Wet Floor” Signs 	Always post wet floor signs and/or cordon off the designated work area for safety.	Explain to the customer prospect that safety comes first when performing floor cleaning operations.
<ul style="list-style-type: none">• Dust Mop or Pre-sweep Surface to be Scrubbed  	Make sure all soil, debris, litter, and particulate matter is removed from the floor before scrubbing. Make sure all labels, adhesive material, and gum are removed from the floor as well. This will ensure optimal scrubbing performance and solution recovery by the squeegee assembly. This preparation will also help to eliminate streaks.	Point out to your customer prospect that dust mopping smooth surfaces or pre-sweeping textured floor surfaces are essential in order for the automatic scrubber to perform properly and to pick up all solution slurry from the floor. This is also an excellent opportunity to “system sell” a Tennant Commercial power sweeper in place of manual sweeping.

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T7 – Live Demonstration		
Step	What to Do	What to Say
<ul style="list-style-type: none"> • Select Proper Brushes or Pads 	<p>If scrubbing textured or 3-dimensional floor surfaces, brushes will typically work best. The roughness or abrasive nature of the floor surface will usually dictate the type of brush.</p> <p>Use pads for floor surfaces that are smooth and/or finished. Use white or red pads for daily light scrubbing applications, more aggressive blue or green pads for heavier scrubbing and shower scrub/re-coat applications, and brown or black pads for removing or stripping floor finish from floors.</p> <p>Next, install the brushes or pad drivers on to the automatic scrubber.</p>	<p>Show your customer prospect the scrubbing medium you have selected for the floor surface to be cleaned. Point out that the selection of the proper brush or pad type is critical in producing a clean floor. Also point out that the machine you have recommended is capable of using all types of conventional scrubbing mediums (brushes and pads).</p> <p>Next, install the brushes or pad drivers on to the automatic scrubber. Show your prospect how easy it is to install and remove brushes or pad drivers from the machine.</p>
<ul style="list-style-type: none"> • Selecting the Proper Chemical 	<p>Select the proper FaST™ chemical for the floor surface type to be cleaned and types of soil to be removed.</p> <p><u>Smooth, finished floors:</u> 365 General purpose neutral cleaner</p> <p><u>General purpose, light cleaning of all floor types:</u> 365 General purpose neutral cleaner</p> <p><u>Heavy duty soil removal:</u> 665 Heavy duty, degreaser</p>	<p>Share with your customer prospect the importance of selecting the proper chemical for the specific cleaning application. The chemical itself facilitates much of the cleaning that takes place on the floor. Therefore, proper chemical selection is very important to the overall floor cleaning process and can have a great impact on final cleaning results.</p>

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T7 – Live Demonstration		
Step	What to Do	What to Say
<ul style="list-style-type: none"> Feature/Advantage/Benefit Presentation 	<p>Point out all the proprietary features on the machine and relate them to the needs uncovered on the survey. Make sure you cover all needs and all proprietary or key features that solve the prospect's problems. Now it is time for the physical use of the machine.</p>	
<ul style="list-style-type: none"> Perform a Single-Pass Scrub 	<p>Once seated in the operator's compartment, start the machine.</p> <p><u>Conventional</u> Set solution flow rate between 50% and 75%.</p> <p><u>FaST™</u> Press FaST button on consul. Water and detergent flow automatically controlled.</p> <p>Push the "brush icon" on the control panel, accelerate to a moderate speed, and then begin a single pass scrubbing mode of operation. For open areas and corridors/hallways, always work in a circular motion, starting at the outside of the area to be cleaned and then work towards the center. Always work from right to left.</p>	<p>Prior to starting the rider scrubber, point out to your customer prospect that you would like him or her to take notice of following machine characteristics:</p> <ul style="list-style-type: none"> • Easy access, visibility, and comfort of operator's compartment • Ease of operation • Maneuverability • Low noise • Solution pickup capability <p>Next, start the scrubber and begin scrubbing the floor in a single-pass scrubbing operation.</p>

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T7 – Live Demonstration		
Step	What to Do	What to Say
<ul style="list-style-type: none"> Double Scrubbing 	<p>Once the single-pass scrub has been completed, prepare to operate in a <i>double-scrub</i> mode. To do this, push the 'squeegee icon' on the control panel to raise the squeegee assembly from the floor. Leave the scrub deck seated to the floor and continue to scrub, leaving the foam and water on the floor. Accelerate forward at a slow speed, applying solution in a circular pattern as illustrated.</p> <p>Lay down a layer of solution that is at least 8 feet (2.4 meters) in width.</p>	<p>Explain to your customer prospect that you are going to demonstrate a double-scrub cleaning pass. Point out that this scrubbing technique is useful in removing heavy soil from high-traffic areas.</p>
<ul style="list-style-type: none"> Double-Scrub - Pickup Pass 	<p>Once the rider scrubber has applied an area of solution, position the machine to the front and center of the solution layer. With scrub deck seated to the floor, engage the squeegee assembly back to the floor and make a scrub-and-pickup pass up the middle of the solution layer. Once this pass has been completed, stop the machine and invite the prospect to examine the floor for cleanliness and dryness. To the left and right of the pick-up pass you've just made, the floor will be wet from solution slurry. The contrast created by this</p>	<p>Point out to your prospect that in this next sequence, you are going to perform the second pass of the double-scrub process. Make sure the prospect understands that you will leave the solution on the floor to build up more than normal water puddles (to dramatize the machine's solution pickup capability) as you make a final scrub and recovery pass through the middle of the solution layer.</p> <p>Once this pass up the middle has been completed, stop the machine and ask the prospect to examine the</p>

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Step	What to Do	What to Say
	demo technique will amplify the cleaning and solution recovery performance of the scrubber.	cleaned floor surface. Point out that the floor is absolutely dry, clean, and safe to walk on.
<ul style="list-style-type: none"> Operator Involvement   	Once the double-pass scrub sequence has been completed, invite the operator and/or customer prospect to operate the machine. Be sure to stay close, or “shadow” the operator to make sure he/she is comfortable with the overall operation and handling of the machine. Make sure that the machine is activated and all settings are established before the operator enters the operator’s compartment and takes control.	Invite the customer’s operator to “test-drive” the scrubber. With the machine pre-set for proper operation, walk closely with the operator and make sure he/she is comfortable with machine’s ease-of-use, maneuverability, and general cleaning performance. Also, be sure to invite your prospect to operate the machine in the same manner as described above.

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T7 – Live Demonstration		
Step	What to Do	What to Say
<ul style="list-style-type: none">• Aftermarket Service and Support	<p>Once all of the performance aspects of the product have been demonstrated, it is now time to share with your prospect your service support capabilities in the following areas:</p> <ul style="list-style-type: none">• Turnaround time on repair calls• Parts and accessory availability• Machine loaner or rental programs (if available)• Planned maintenance programs (if offered)• Warranty <p>Aftermarket service and support is a key component to the overall product offering. Good service helps tremendously in minimizing machine downtime and long-term operating life-cycle costs.</p>	<p>Begin to discuss with your prospect the scope of your company's service offering. Be sure to identify the type of service your prospect can expect once the machine has been purchased, delivered, and installed. Be sure to define your company's current response time to service calls and the average time necessary to complete a machine repair. Also, be prepared to quote turnaround and delivery time on such items as parts, accessories, rental or loaner machines (if applicable), and any other support programs (planned maintenance agreements) that might help to minimize machine downtime.</p> <p>Be sure to review with your prospect the machine's warranty coverage at this time. Point out the benefits provided by the product warranty and how it serves as a buyer protection plan for the customer.</p>

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T7 – Live Demonstration		
Step	What to Do	What to Say
<ul style="list-style-type: none"> Summarize the Call 	<p>It is now time to summarize the call. Start by reviewing the customer prospect's needs as defined during the survey. Point out to your prospect how your product recommendation has fulfilled these needs based on the results of your demonstration. Be prepared to answer question and address objections to the prospect's satisfaction before beginning the closing sequence of the sale.</p>	<p>"Let's review your needs and then discuss how this machine has addressed each of these needs. Let's start with the need for cleaner, drier, safer floors."</p> <p>"When I performed the single and double scrub passes across the floor, can you recall how well the scrubber recovered all the solution from the floor, controlled brush overspray, and how the product left the floor surface absolutely clean and dry? You can? Good! This is the kind of performance I want you to expect from this product – day in, day out. Are you satisfied with this level of cleaning performance?"</p> <p>(If the customer prospect answers 'Yes', move on to how well you addressed the next set of customer needs. If the answer is 'No', identify the objection/concern, and be sure to satisfy these before attempting to move forward with demonstration summary.)</p>

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T7 – Live Demonstration		
Step	What to Do	What to Say
<ul style="list-style-type: none">Summarize the Call (continued) 		<p>“Now, let’s review how well the product handled and maneuvered in your tighter environments. Your operator appeared to have no problems running the machine. In fact, he looked quite comfortable and mentioned that he really liked riding the scrubber rather than walking behind it. Are you convinced that this product is going to do the job with respect to maneuverability and working properly in your specific cleaning environments? You are? Excellent! Let’s move on.”</p> <p>“The FaST technology certainly left the floor very dry and safe, and used significantly less water... How will this dry floor benefit your operation?”</p> <p>(Ask a need payoff question to confirm the buyers acceptance of your solution.)</p>

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T7 – Live Demonstration		
Step	What to Do	What to Say
<ul style="list-style-type: none">• Closing Sequence 	<p>It is now time to bring the sale to closure. Once you are comfortable that you have addressed the customer prospect's needs, questions and/or concerns with your product recommendation, ask the customer for direction on how to proceed in placing an order. Also, ask the prospect for a mutually convenient time to meet with his or her operators for proper product installation.</p> <p>Be sure to include in the order all necessary machine accessories at this time as well as getting commitment on a Planned Maintenance Agreement for the machine (if available).</p>	<p>Example:</p> <p>"Well, it looks as if we've been successful in addressing all of your floor cleaning needs that were identified during the survey. If there are no other questions, I suppose the next step is to initiate an order and set up a time for installing the machine. Would this be acceptable to you?"</p> <p>(Always allow the prospect to respond first!)</p> <p>"Very good, then. Thank you for this order. At what time would you like me to schedule delivery of the machine? We also need to talk about having our service rep come out to sign you up on our planned maintenance program."</p>

For more information about this product, or to answer any questions you may have regarding this product learning tutorial, please contact the Education Department in Minneapolis at: Commercial e-Learning@Tennantco.com.