Walk Behind Scrubber Presentation Outline

Prior To Demonstration – **DO YOUR HOME WORK**. What is customer doing today, what is important to them, why are they looking for a new scrubber, what is their budget, etc.? Target your presentation to THEIR specific needs and facility to make a better connection with the customer and win the order.

**Stage 1: Establish Baseline Credibility**

* Value you bring as their sales professional
* Value your dealer brings (training, service, parts, other product lines and services – stand behind the machine)
* Value Nilfisk/Advance/Clarke brings

**Stages 2 – 4, follow solution flow**

**Stage 2: Solution System**

* Solution tank size – long run time between dump refills
* Fill location, water level gage system
* External mounted solution filter for easy service and removal of debris from solution system
* Solution control system
* Onboard chemical system and its advantages (if applicable)

**Stage 3: Scrub Deck System**

* Clarify why you recommend a specific deck technology and why this is right for their application
* Cleaning performance (down pressures, double scrub)
* Edge cleaning with right justified deck system
* Productivity
* Ease of installing and removing pads or brushes
* Spray skirt system, how it works, why they are there (if applicable)

**Stage 4: Recovery System**

* Leaves floor “clean, safe and dry”
* Squeegee system – like windshield wiper, blade material
* Ease of flipping squeegee with 4 wear sides
* Pivoting for full water recovery while maneuvering during cleaning
* Squeegee hanger (if applicable)
* Vacuum motor with full tank protection system – low sound level (if applicable)
* Large access tank access lid with bulb seal gaskets
* Debris catch cage (if applicable)
* Pinch control drain hose

**Stage 5: Power System, Service and Durability**

* Types and advantages, why you selected these batteries for them
* Batteries – access, run time
* Onboard charger (if applicable)
* Rugged rotomolded construction over sturdy, corrosion protected steel chassis
* No tools required for typical service tasks
* Stainless steel fasteners in scrub deck and other wetted areas
* Large, non-marking high traction wheels
* Components and design fully tested for ease of use and reliability
* Service, parts and warranty coverage as needed

**Stage 6: Operator Interface (always finish here)**

* Ease of use and safety
* Motion control (if traction drive)
* Scrub system activation
* Scrubbing variables adjustments (solution, down pressure, speed, chemical)
* Other buttons and information on operator interface
* Maneuverability (dance with the machine)
* Reemphasize water pick up and clean, safe, dry floors
* Stay at operators elbow when you let them use it for the first time to assure they are comfortable and avoid any confusion