

Key Features and Value

Nov. 10, 2014

Ultra Speed Pro

Cord Electric Burnisher
20", 1500 rpm



Key Features

Value Statement

Key Features	Value Statement	Exclusive	Productivity	Ease of use	Reliability	Performance	Safety	Cost of ownership	Serviceability
For All "PRO" Products - "VALUE"	Best VALUE in the market. The basic feature needed at the lowest market price							X	
All The Typical Features of a Commercial Burnisher	Heavy duty - all metal design, safety switch, on handle circuit breaker, 1.5 HP motor, solid handle lock, 50 foot safety yellow cord and more		X	X	X	X	X	X	

Positioning

Best Value Available! All the typical features of a commercial burnisher at the best price in the market.

Who Buys This?

Anyone with finished floors

Demo Tips

Always customize presentation and demo to what is important to the customer!

Notes