GDI Distributor Checklist – Sales Steps and Keys to Identify to Get More Sales:

1. The need or problem they are looking to solve – this must be done 1st and find out if they are open to looking at possible solutions to address the problem?
    - Assuming you've identified the person inside the business that you need to talk with – Owner, CFO, Head of Maintenance, Head of Fleet Operations, etc.
    - *"We partner with companies across the country to do 3 important things:*
        - *Increase their profits*
        - *Decrease maintenance costs and down time*
        - *Keep equipment running better and longer*
        - *"Which of these benefits do you feel would help your company the most?"*
    - Also, find out who (if any) are the other decision makers and get them together asap!
        - "If your company found a solution that (insert benefit they were interested in), in addition to yourself – who else would be involved the decision to use and purchase the solution?"
            - If they say something like "That depends on what you're selling."
                - Respond with something like, "Typically our clients start our discussions with the owner or CFO (chief financial operator) and the head of maintenance or the fleet supervisor. For your company, who would be involved in the decision to use and purchase a solution - if it makes sense?"
2. What are these problems costing the company (think about things like money, customers, sales, time, stress, etc. – and think short term and long term)?
3. What are they doing now (or they have done in the past) to deal with the problems?
    - What are the costs of the products or services they have tried (or are using)?
    - How did you measure the effectiveness of those solutions?
4. If they found a solution they believed can help and that made sense to company, how quickly would they like to get started using it to address the problem?
5. Reinforce the problems they have described with customer stories and/or 3rd party resources like websites or handouts and tell them how Xp3 can help with their problems. Use the demonstration to support the visual proof of how we can help solve problems.
6. What trial is needed for the best opportunity to prove/measure the benefits of using Xp3?
    - Think about the number of tanks it could take to prove/measure the benefits and make sure they purchase enough to do that. Always think before-and-after comparisons.
    - About bulk tanks: How many vehicles fuel from the tank, how many times can each of them fill from 1 full bulk tank, how many full bulk tanks will it take for a good trial?
7. What specific outcomes are they looking for in the trial to use Xp3 in all their equipment?
    - **IMPORTANT:** This step needs to be done BEFORE they purchase any Xp3 products
8. Who will you be working with (management, drivers, operators, etc.?) in the trial and what will you need to teach/communicate to them in order to succeed in the trial?
9. Set up a follow up process for management and drivers/operators through the trial
    - Always set the next contact or meeting along with the purpose of the contact/meeting.
10. Once they make their initial purchase, ask: "Who else do you know that might also be interested in looking at Xp3 to get some of the same benefits you are?"
11. Ask for a testimony (and permission) to share it – possibly offer a discount or product in exchange for the testimony.