



Sales Training

SureSpec

October 2009

SureSpec

SureSpec was designed to be a user friendly tool that allows salesmen to:

- Match truck features with a customer application
- Recommend options based on applications
- Provide a target message for the customer
- Specify warranties associated with the product features

SureSpec Exercise

Instructions:

- Read through one of the Case Studies provided in the training binders
- Fill out the Customer Application Survey provided in the training binders
- Log into SureSpec on the partner site
 - partner.crown.com
 - Path: Sales & Marketing / Electronic Briefcase / Crown IC
- Fill out the SureSpec forms on-line and save your output for reference during the pricing exercise
- Review and discuss output

SureSpec Case Study 1

Water Boy, Inc. operates a distribution center in south Florida. Operators push pallets and do first-level stacking as part of a crowded cross-dock application. Loads typically weigh 4,500 – 5,000 lbs. and are placed on standard-sized pallets. Operators say they often shift gears without braking (hotshifting). Several drivers also note that their current trucks feel sluggish and struggle with larger loads.

Indoor temperatures at the DC often exceed 90°F. To combat the heat, Water Boy opens its overhead doors and runs large fans, which causes papers, shrink wrap, and dust to blow through the facility. The floors in the facility were refinished last year, so they're now level and smooth.

Water Boy currently uses 5,000 lb. LPG trucks (TT188) with sidershifters. Truck usage averages 160 hours per month. The company's facility manager says he's never paid much attention to radiator blow-outs, but estimates it's done once a month.

SureSpec Case Study 2

Great Lakes Pipes manufactures spiral-welded steel pipe used in water treatment plants, gas stations and power plants. The Michigan company wants to replace its existing 5,000 lb. capacity LPG trucks.

Great Lakes forklift operators unload unfinished pipes from trailers and store them in a multi-level (max height: 177") warehousing area on the other side of the 100,000-square-foot facility until they're ready for transport to the fabrication area. The pipes are 20 feet long and have irregular, sometimes sharp edges.

Total monthly usage is below 150 hours. Operators are required to turn off the truck every time they exit.

Temperatures in the facility average 70°F. The building stays relatively clean, and the current trucks' radiators are only blown out every other month. Though the floor at Great Lakes is smooth, there is a ramp with a 15% grade that operators must travel down when transporting from warehousing to the fabrication area of the facility.

SureSpec Case Study 1 (SOLUTION)

Water Boy, Inc. operates a distribution center in south Florida. Operators **push pallets** (*Drive: Frequent hot shift, rear travel, or pushing pallets*) and do **first-level stacking** (*Lift Height: Mostly floor or first level staging*) as a part of a **crowded cross-dock** (*Drive (other): Frequent tight turning; Dock Cycle: Frequent or constant; Application: Dock*). **Loads typically weigh 4,500-5,000 lbs.** (*Load type: capacity loads*) and are placed on **standard-sized pallets**. (*Load Size: Standard Pallet*) Operators say they often **shift gears without braking** (hotshifting) (*Braking/Inching: Little braking with loads*). Several drivers also note that their current trucks feel sluggish and struggle with larger loads.

Indoor temperatures at the DC often exceed **90°F** (*Temperature: More than 90*). To combat the heat, Water Boy opens its overhead doors and runs large fans, which causes **papers, shrink wrap, and dust** (*Dirt/liquid/corrosives: high airborne particles, large amount of paper, plastics or corrosive liquids*) to blow through the facility. The **floors in the facility were refinished** (*Floor surface: smooth or some uneven surfaces*) last year, so they're now level and smooth.

Water Boy currently uses **5,000 lb** (*Capacity: 5,000*) **LPG** (*Fuel type: LPG*), trucks **TT188** (*Mast type: TT; Lifting Height: 188*) with **sideshifters** (*Attachments: none or sideshift only*). Truck usage averages **160 hours** (*Hours per month: greater than 150*) per month. The company's facility manager says he's never paid much attention to radiator blow-outs, but estimates it's done **once a month** (*Radiator clearing: every month*).

SureSpec Case Study 2 (SOLUTION)

Great Lake Pipes manufactures spiral-welded steel pipe used in water treatment plants, gas stations and power plants. The Michigan company wants to replace its existing **5,000 lb** (*Capacity: 5,000*) capacity **LPG** (*Fuel type: LPG; Attachments: none or sideshift only*) trucks.

Great Lakes forklift operators unload unfinished pipes from trailers and store them in a **multi-level** (*Lift height: constant second level staging*) -**max height: 177"**- (*Mast type: TT; Lifting Height: 188*) warehousing area on the other side of the 100,000-square-foot facility until they're ready for **transport** (*Drive: mostly forward, long runs, or constant speed; Dock cycle: minimal or none; Braking/Inching: little braking with loads*) to the fabrication area. **The pipes are 20 feet long and have irregular, sometimes sharp edges** (*Load type: loads with sharp edges or components; Load size: some or many wide or long loads*).

Total monthly usage is below **150 hours** (*Usage: less than 150 hours*). Operators are required to **turn off the truck** (*Drive: frequent engine starts and stops*) every time they exit.

Temperatures in the facility average **70°F** (*Temperature: between 20 and 80*). The building stays relatively **clean** (*Dirt, liquids, corrosives: clean or moderate amounts of dirt, paper, plastic or airborne particles*), and the current trucks' radiators are only **blown out every other month** (*Radiator cleaning: every other month*). Though the floor at Great Lakes is **smooth, there is a ramp with a 15% grade** (*Floor surface: smooth or some uneven surfaces; Ramp use/grade: frequent/steep greater than 15%*) that operators must travel down when transporting from warehousing to the fabrication area of the facility.