THE PAIN



THE PRODUCT



WHAT'S UNIQUE



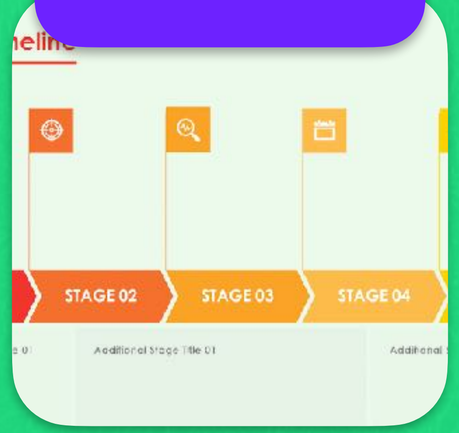
THE PROOF



THE ASK



TIMELINE



THE TEAM





PAIN

What is the **problem** customers are experiencing, that you solve?

How **big** is that problem?

What's the **result** of that problem?



PAIN

"We speak to customers in this industry every day,

and what they tell us they're struggling with is…"



PAIN

"With static weighing, 1 operator can only manage 4 pallets/hour

It's expensive, and hard to find operators.

Plus - safety is an issue."



Lost time?

More cost?

Complex steps?

Irritation?

Lost customers?

Bad reputation?

Put a Number on it

Be specific
PUT A NUMBER ON IT



"It wastes a lot of hours"

"They have to make a lot of calls"



"It takes up to **72 hours**"

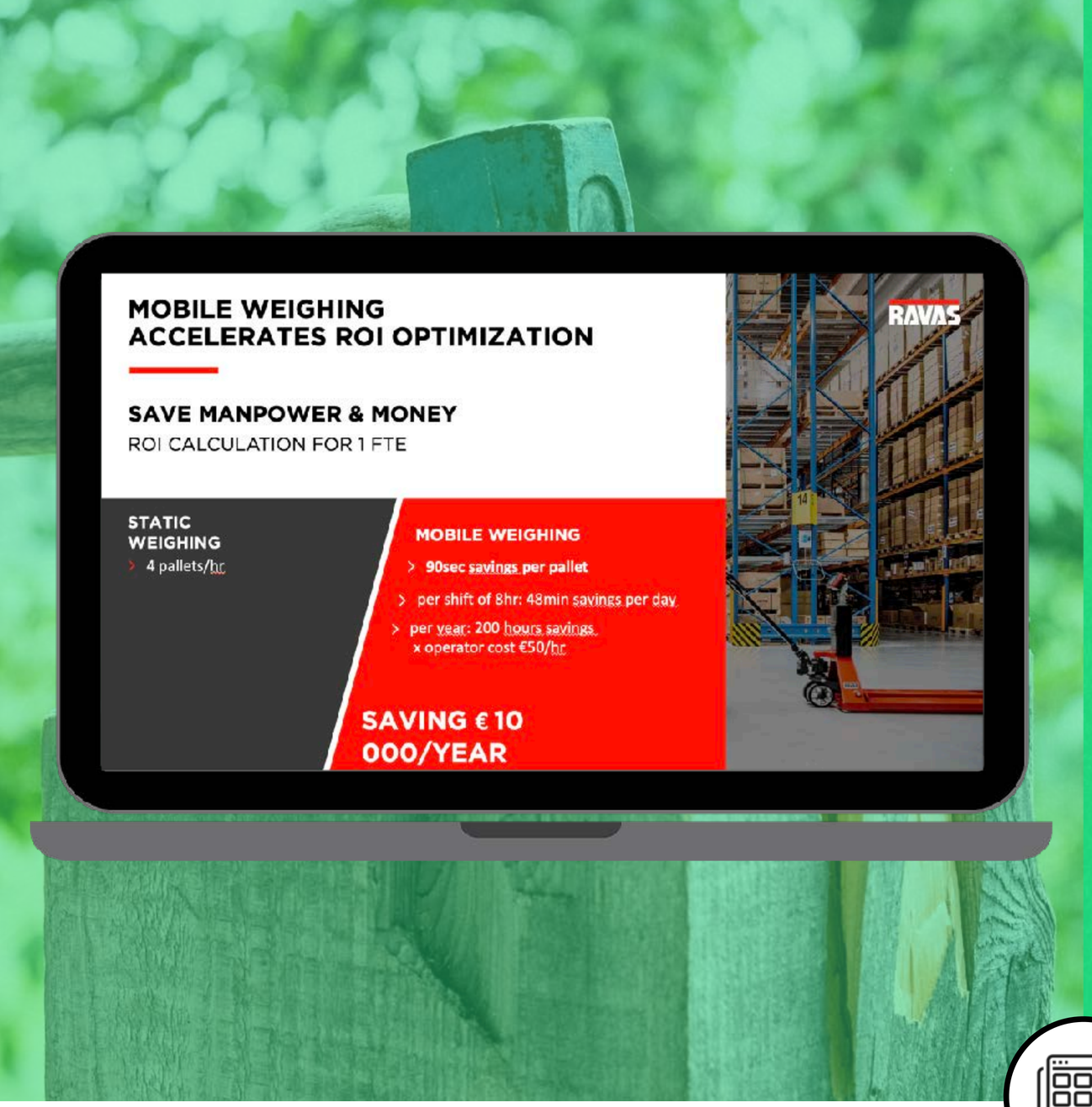
"They have to make up to **12 calls**"



PRODUCT

How do you **solve** the problem?

What **improvement** could your proposition deliver - & **how much?**



PRODUCT

Our mobile weighing solutions are **faster** and **simpler**,

which can save **1 operator** over **200 hours** per year - saving **€10,000** per year.



PRODUCT

NOTE: **Start** with the **Pain**, then introduce the product



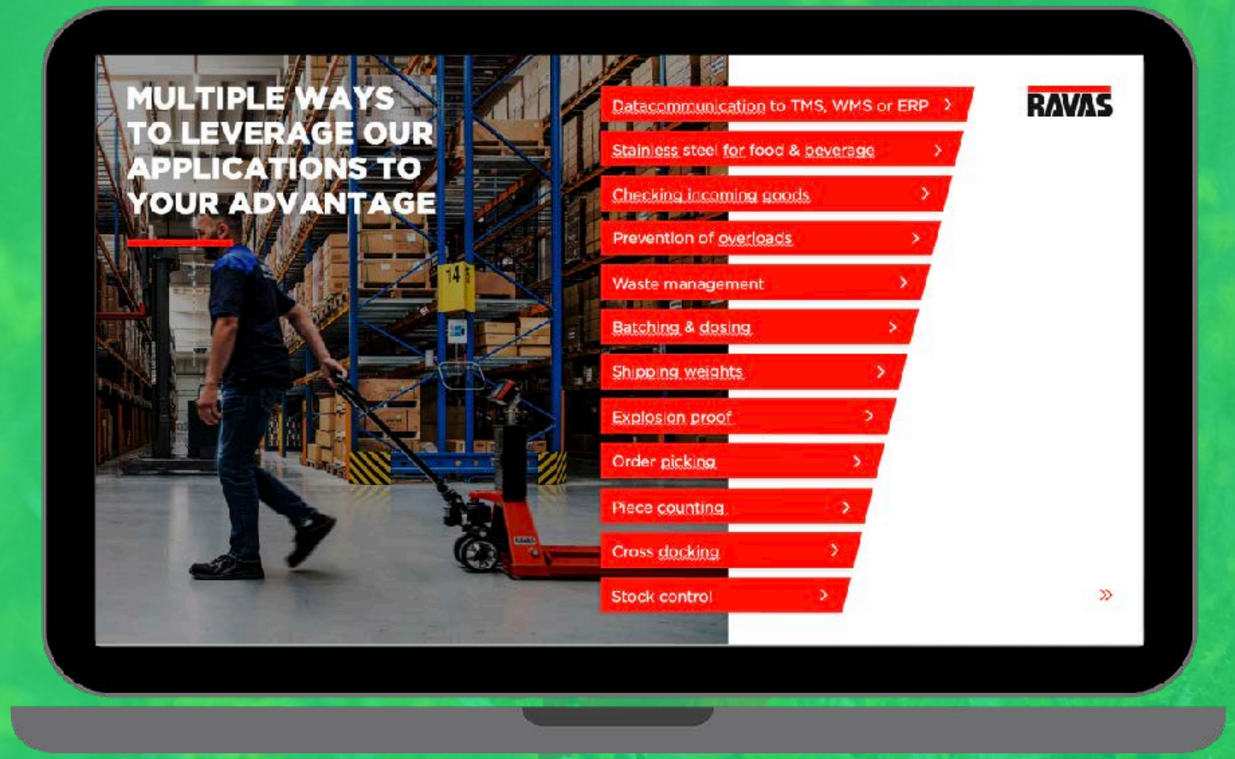
UNIQUE

What's **special** and **new** about your proposition?

Technology, **partnerships**, **complete** solution?

(Any competitors to mention?)

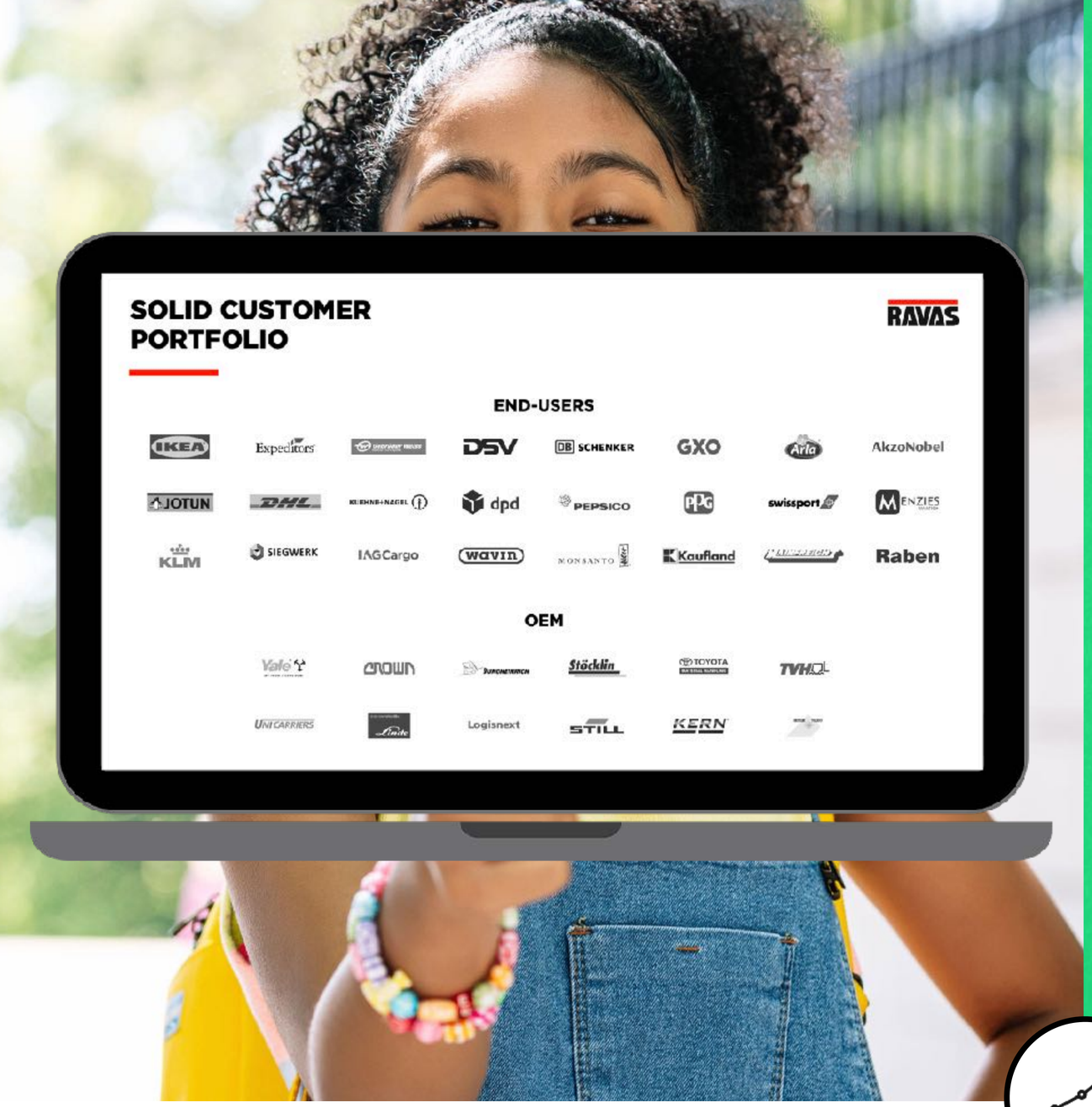
UNIQUE



"We cover all your application needs,

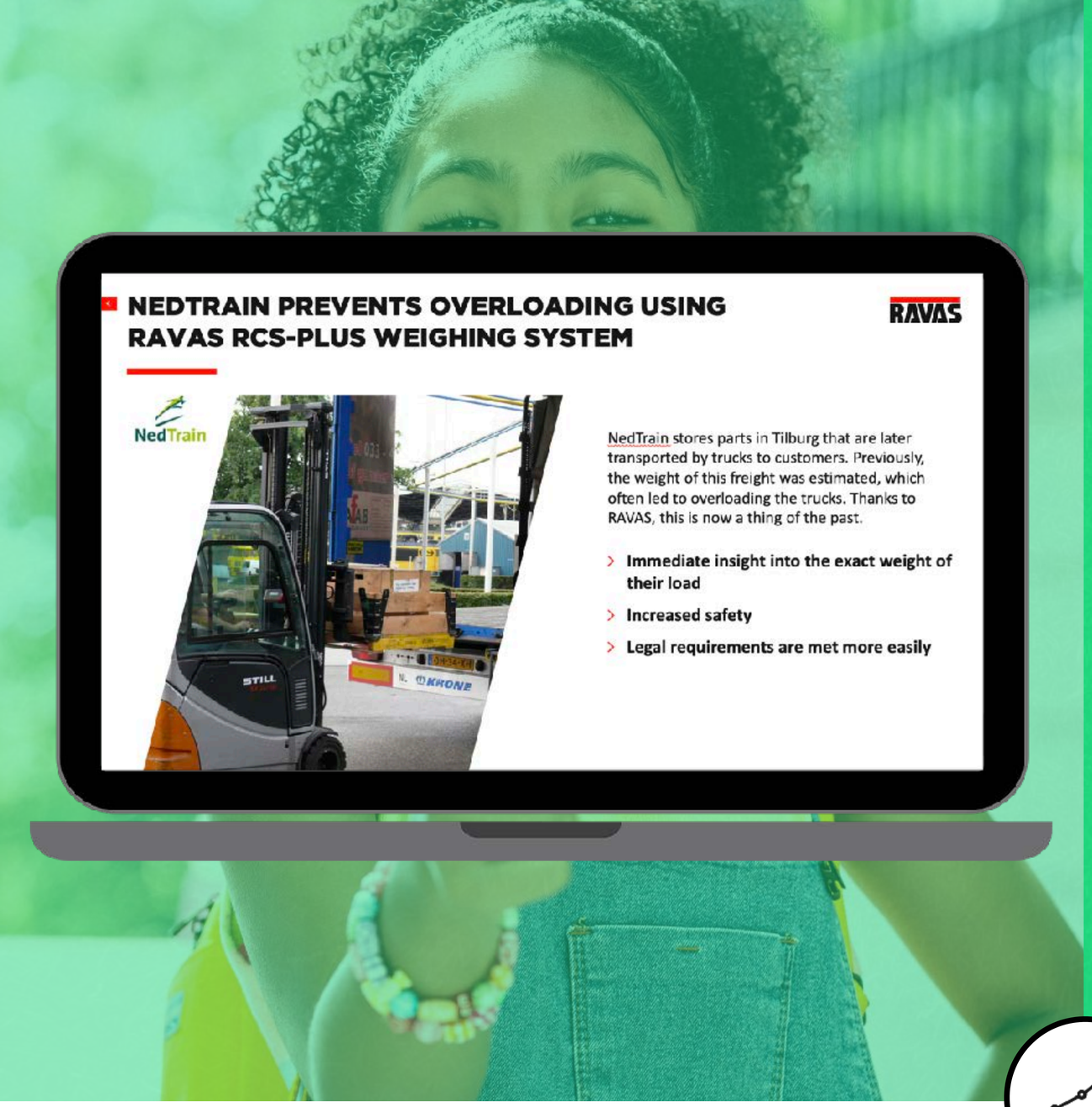
and can share examples of all these later."

PROOF/ TRACTION



Who's already **buying**?

Recognisable brands?



PROOF/ TRACTION

Who's already **buying**?

Recognisable brands?

User cases?



PROOF/ TRACTION

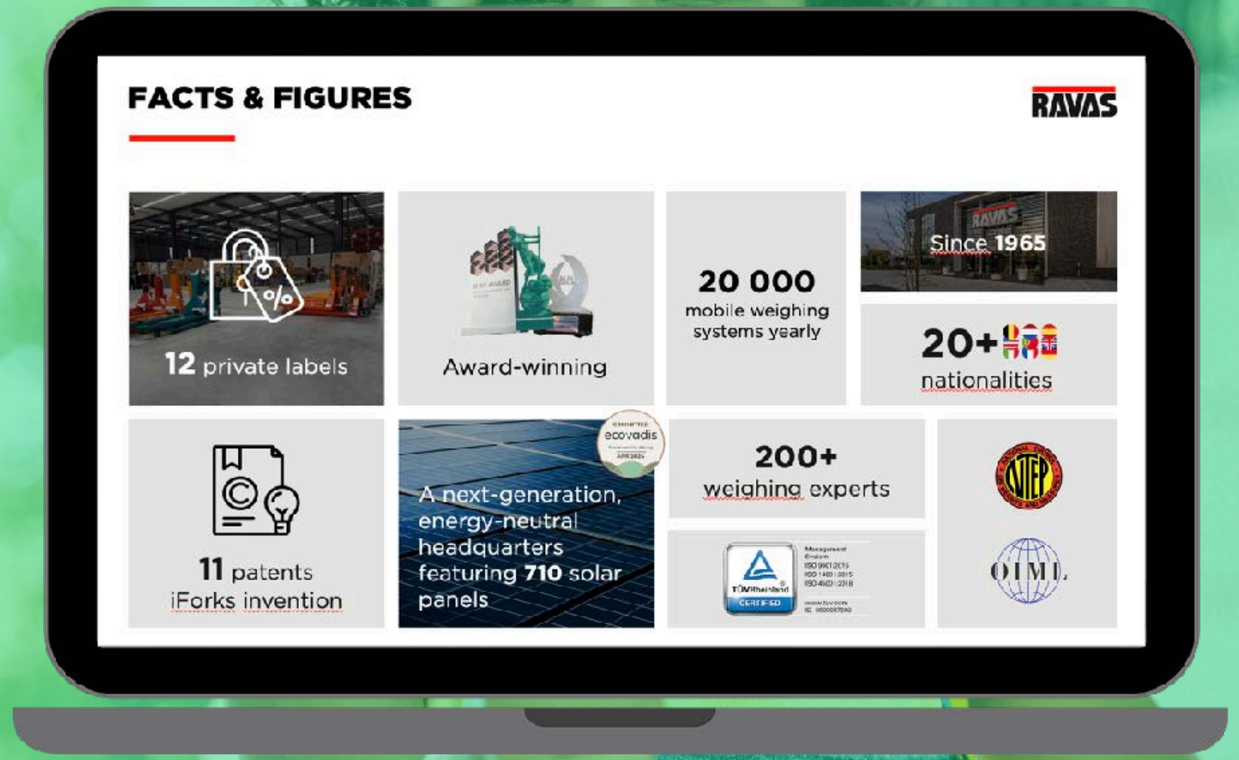
Who's already **buying**?

Recognisable brands?

User cases?

Customer Success Stories?

PROOF/ TRACTION



If a **larger, International** customer, the bigger picture will add value



THE ASK

Provide **introductions**

Agree to a **pilot**

Plan a **follow up** meeting

Sign a **deal!**

Translate your **OBJECTIVE** into a **CALL TO ACTION**