

Workflow - Sales & Delivery of Rental

By following this strategy, you will effectively engage with the customer to discuss positioning, weighing & safety technology, providing a solution that addresses their specific requirements.

1

Qualification

Through the initial qualification stage of the process, we need to ascertain what the customer is trying to achieve and the application of the machine on the jobsite.

This will help us understand if GPS is the right fit for the job, or does the customer require a final trim or weighing solution. Identifying what the customer is seeking to get out of the system is the starting point.

2

Quantification

This stage is crucial in establishing the urgency of the customer's request for a machine hire with a technology system (working out what it is that needs to be delivered).

Aptella can help you work through this stage of asking the detailed questions to the customer around correction types and project files for the machine to work off. Ultimately, our goal is to empower you to understand what steps need to be taken to get to the end solution for the customer quickly (less things go wrong, when more people are aware of what to ask).

3

Delivery

The delivery stage involves understanding the expectations of the customer and how the machine will be deployed.

How we all work together to make sure the machine goes out on time and any changes to the timeline are identified to act upon promptly.



1 Qualification – Questions to Ask



Script – The questions to ask the customer, why we ask them and what the answers mean to the team.

- > **What sort of work are you doing, do you need positioning technology on the machine?**
 - *Establish application of machine on jobsite. What is the customer trying to achieve?*
- > **Are you aware of how you could use positioning technology and how this can benefit you on the jobsite?**
 - *Providing details on what purpose the customer is wanting to use a rental machine with GPS Technology for.*
- > **What sort of results and tolerances are you trying to obtain?**
 - *Understanding if GPS is the correct solution for the customers outcomes. Do they need a Final Trim System, Payload System (weighing), or safety solution?*
 - *How are they confirming what they are doing is accurate? Is there a site surveyor or do they need a GPS rover?*
- > **Do you have project data or designs for the job?**
 - *Does the customer understand what is required to make the machine work and read accurately onsite?*

2 Quantification – Questions to Ask



Script – The questions to ask the customer, why we ask them and what the answers mean to the team.

- > **Establish urgency. When does the machine/system need to be onsite and working?**
 - *Establishing an end date for when all components of the GPS machine system need to be confirmed by.*
 - *Hire system fitted or with the machine*
 - *Buckets calibrated and loaded in the screen*
 - *Does the customer have a project file for the job?*
 - *Identified base correction (either customer is using the projects UHF/network license, or the network license that comes with the machine hire kit)*
- > **Is this customer a subcontractor, or working on their own site?**
 - *This will help identify if the customer can provide all site details themselves (base station information, project data, other specific requirements)*
- > **Does the customer have their own designs and data for the project?**
 - *We need to consider this straight away for the customer to source the project data prior to machine delivery*
 - *It may be the case that the data needs to be sent to the regional Aptella Support Team for verification before loading into the machine system*

2 Quantification – Questions to Ask Cont..

- > **Does the end customer require initial instruction and/or training on the hire system?**
 - *Understanding the customers' ability with the technology. Do they have previous experience with GPS systems on an excavator, or are they new to positioning technology?*
 - *How would the customer prefer to receive the training and support for using the machine with the technology?*
- > **What is the customer using to obtain an RTK correction (accuracy)?**
 - *Are you providing your own correction services (network license), or is there a UHF base station onsite?*
 - *The hire system comes with a network license (AllDayRTK) included. We need to understand if the customer is aware of how he is receiving a base correction onsite.*
 - *Does the customer need to hire a UHF base station?*
- > **Are there any challenges, concerns or constraints we should be aware of?**
 - *This will help identify any potential issues so we can achieve customer success sudden custom configurations and machine setups we may come across specific to the project*

3 Delivery – Questions to Ask



How we work together to make sure the machine goes out on time and any changes to the timeline are identified to act upon promptly.

> Is the delivery date still the same from when first proposed?

- *This keeps everyone on the same track, ensuring all requirements for the machine control are ready (Machine & buckets calibrated, Project file ready, correction type identified)*
- *Are these buckets calibrated to that specific machine? Do they need to be re-calibrated before the machine goes out?*

> Is everything internally inline and checked off between the business and Aptella?

- *Machine off-hire checked correctly, health check of machine before going out, any obvious damage?*
- *If we don't know we don't know. Aptella can work with you to amend any issues if we have time to plan and prepare*

> Checking back in with the customer to confirm the machine is working and under control (support team check in, customer satisfaction)

- *This can be a few days after delivery of machine, is there anything else the customer requires from our end?*



Key Rental Company MC Promo Rates

Key Rental Company – Machine Control (MC-X) System Hire Rates

- > STD MC Promo Discounted Rate – Key Rental Company
 - > MC-X System = **\$899.10pw**
- > Long Term MC Promo Discounted Rate – Key Rental Company > 3 Months
 - > MC-X System = **\$719.28pw**