

Types of Customers in Lubecore's Eyes

By asking questions to find out who your customers are, you will be able to narrow them down into 3 categories in line with Lubecore's product offerings. These are:

1. Non-user of automated lubrication systems without any preconceived notions
2. Non-user of automated lubrication systems with objections to the concept
3. Current user of automated lubrication systems

Each type is unique, and your marketing approach must adjust to handle each of these scenarios. If you were to approach an objecting non-user with a sales presentation showing the basic concepts of automatic lubrication, they would most likely be offended and may feel like you are talking down to them. Adjust your sales presentation to every customer. Once you determine which one of the three types of customers you are dealing with, you can ask the appropriate questions below to determine their needs.

1. **Non-user of automated lubrication systems:**

Have they heard about automatic lubrication? Are they familiar with the concept?
What do they think about?
Have they considered using it?
What do they think would happen if they were to install a system?
What benefit about automated lubrication attracts this potential customer?
Is there a potential benefit for this prospect?

2. **Non-user with objections to automated lubrication:**

Refer to "Objections" document to see how to deal with some common objections.
What are the objections?
Why are you currently not using it?
What happened in your past experience?
Everything that works or moves requires lubrication, therefore lubrication must take place - nobody can argue that. Now, what's the best way to go about it?
Are we dealing with an educated objector, or an uneducated objector?

3. **Current user of automated lubrication systems:**

What are they using?
What is the benefit to them of automatic greasing?
Why are they buying it?
What features do they like about the system they currently use?
Is there anything they would like to see in an automatic system that they do not currently have?
What would need to happen for the current user to consider Lubecore?