



Sample Manufacturing Conversation Starters

Unplanned Meeting

Sample 1:

Hello, George, my name is Joe SalesRep and I represent TopNotch Solutions. I help small and medium manufacturers customize mobility solutions to address their business challenges.

George, I was talking to an auto parts manufacturer last weekend. He runs an efficient assembly line, and said his production throughput improved 10% last year. They deployed wireless handheld computers and bar code scanners on the floor, and they run applications designed to improve inventory visibility and synchronize manufacturing processes. He can monitor machine performance, line sequencing, and plant usage, and he's able to detect and fix problems before they impact the production schedule. The system also helps reduce work-in-process inventory and save operator time.

In your business, George, how do you ensure production is aligned with demand?

Sample 2:

Hello, George, my name is Joe SalesRep and I represent TopNotch Solutions. I help manufacturers use mobility and data capture technology to improve their business processes.

George, I read recently that Ford Motor Company considers wireless technology as essential for its build-to-order manufacturing strategy. Wireless solutions enable accurate parts tracking and tracing, automated material replenishment, and reduced machine downtime. Real-time visibility into all aspects of the supply chain and manufacturing processes helps Ford sense and respond to consumer demand.

George, what are the critical production metrics for your business?

Planned Meeting

Thanks for taking the time to have lunch with me today, Alice. My objective for our first meeting is to learn more about you and your business, and to address any questions you might have about me or my company. How does that sound to you?

What would you like to accomplish during our discussion today?

So, Alice, tell me what you enjoy most about your job.

Alice, what do you see as the top two or three challenges for your company this year?

I hear you! I've seen clients struggle with those same challenges...



Introductory Call Script – Manufacturing Sample

Hello, Miss Prospect, I'm Joan SalesRep from TopNotch Solutions in Peoria. The reason I'm calling you today is to schedule an appointment so that I can show you ways manufacturers like PartsRUs are improving production efficiencies using cost-effective wireless solutions.

I'm sure you, like the production manager at PartsRUs, are interested in improving production throughput.

Terrific! I've helped several manufacturers streamline their production processes—and it's easy to do. One client revealed that a key competitor was *siphoning business* away from him by guaranteeing shorter production times than he could. When he finally asked a trusted former customer what the competition was doing differently, he was told they were using wireless mobile computers to accurately track production in real time. He realized his outdated manual methods were holding him back.

Miss Prospect, from experience, you know that the slightest inefficiency can actually jeopardize your production output, reducing your ability to compete and costing you customers.

I'm sure you recognize that mobile technology is a perfect match for manufacturing processes. It provides a real-time view of parts, production stages, and machine status, AND it enables roaming staff to stay on top of things. The right wireless mobile solution can enable you to circumvent production problems and reduce human error, enhancing your ability to meet customer demand on time. Integrating mobile technology into your business is actually easy to do, and your CEO will appreciate the increased flexibility and quality improvements.

Miss Prospect, I'd like to meet with you to learn more about your manufacturing processes and business goals. Is Thursday afternoon at 3 convenient for you?

Objection: We buy everything from one source.

I can understand how you feel, and several of my clients told me they buy from the same source, but they found their source didn't specialize in mobility technology. My customers appreciate the fact that we focus on mobility solutions. Let's get together for 30 minutes on Thursday. I'm sure I can give you creative ideas that can help you streamline your production processes.

If she still objects...

Miss Prospect, my purpose with this call is not to try to sell you a solution, but simply to get you to think about how wireless mobile technology can help you improve production performance.

I'm a technology consultant with experience understanding the business challenges U.S. manufacturers like you face every day. The manufacturers I've dealt with tell me that their biggest challenges are controlling costs and meeting customer demand.

Does that resonate with you?

If the response is “yes”:

- Well, I have a lot of experience helping clients overcome those challenges.

If the response is “no”:

- It sounds like you may have other challenges in your business.

If the response is “no, my biggest challenge is ...”:

- I can understand why that would be a challenge.

Miss Prospect, the way I work with clients is to start by understanding their business goals, and then identifying process improvements that can help achieve those goals. At that point, we outline a wireless solution that meets those needs and is within budget. We offer a range of solutions designed to meet varying needs and budget. You can choose the functionality best suited to address your critical business metrics.

Let's meet Thursday at 3pm, all right?

Great, Thursday at 3 it is. Thank you, I look forward to meeting with you then.



Manufacturing Outbound Voicemail Samples

Sample 1:

Mrs. Prospect, my name is Joe SalesRep and I represent TopNotch Solutions, a systems integrator in Peoria. One of my clients, ABC Auto Parts Manufacturer, attributes a 10% improvement in production throughput to a new wireless communications and computing solution. By combining scanning with mobility technology, he is able to identify and validate parts to ensure correct sequencing. The same system enables him to automate line-side material replenishment, reducing line-side inventory, so his costs are reduced while throughput is up!

I will call you today at 3:30 to set up a time when we can meet to discuss your business challenges and some strategies to address them. Or, you can reach me at 999-999-9999. I look forward to speaking with you!

Sample 2:

Mrs. Prospect, my name is Joe SalesRep and I represent TopNotch Solutions, a systems integrator in Peoria. Did you know that Ford Motor Company views wireless technology as central to its build-to-order manufacturing strategy?

I focus on helping manufacturers improve their business processes using mobility technology. I will call you Tuesday morning to set up a time when we can meet to discuss your business challenges and some strategies to address them. Or, if you prefer, you may call me at your convenience at 999-999-9999. Thank you for your time.



Manufacturing Inbound Voicemail Samples

Sample 1:

This is Joe SalesRep of TopNotch Solutions. Thank you for calling me today. I am interested in understanding your business challenges, and demonstrating how our solutions can help you sense and respond to customer demand more effectively. Please leave your name, number, and the best time for me to contact you. I'm eager to speak with you!

Sample 2:

This is Joe SalesRep of TopNotch Solutions. Thank you for calling me today. I am interested in understanding your business challenges, and demonstrating how our solutions can help you improve accuracy and boost productivity. Please leave your name, number, and the best time for me to contact you. I'm eager to speak with you!



Follow-Up Letter: Financial Sample

September 12, 2005

Miss Jill Prospect
Production Manager
We Make Your Parts
2468 Main Street
Yourtown, ST, 02468

Dear Miss Prospect:

Thank you for speaking with me last Thursday about streamlining production efficiencies. Manufacturers like We Make Your Parts have been able to guarantee shorter production times by integrating flexible TopNotch wireless mobility solutions into their manufacturing processes. ***Here's why you should consider a TopNotch solution:***

With **energy costs spiraling out of control**, the already-competitive manufacturing environment is becoming even tighter. **Delays in production**—whether due to human error, equipment failures, or inventory problems—can cost manufacturers dearly. Products that are second to market earn **25% less revenues** than those that are first out of the chute. If your **line-side operators are idle** while waiting for parts replenishment, or a **process is delayed** due to a machine problem, your entire **production schedule is jeopardized**. Postpone delivery more than once, and your customers know that your manufacturing process is unreliable! Without a way to track parts, processes, and equipment in real-time, you have **little control** over the inevitable process glitches—and risk **incurring additional costs** or **losing business** to a more progressive competitor.

TopNotch Solutions offer a set of flexible, rugged mobility solutions that are configurable to suit your business needs. Proven TopNotch solutions enable you to streamline the production process and regain control over unavoidable malfunctions. And they are geared specifically for factory environments like yours.

Here are three significant process improvements you can expect with a TopNotch solution:

- **Automate line-side replenishment:** Reduce operator idle time by using wireless communication to signal the material handler when line-side inventory is nearly depleted.
- **Error-proof the assembly line:** Using integrated bar code data capture and wireless communications, you can automatically monitor the assembly process and issue alerts when errors are made.
- **Reduce equipment downtime:** By monitoring machine performance, you'll be able to isolate and repair equipment malfunctions—before they adversely impact your schedules.

Through your professional experience, you know that seemingly insignificant errors can delay or shut down an entire manufacturing process. Forward-looking manufacturers regard wireless mobility solutions as a **competitive advantage**. *Manufacturers who fail to recognize the importance of real-time communications and point-of-activity computing substantially reduce their ability to meet customer demands.*

I will call you next week to set up an appointment, so you can see first-hand how the right TopNotch solution can improve your business. Or you can reach me at 999-999-9999. I look forward to meeting with you personally.

Sincerely,

Joan SalesRep
Mid-Atlantic Sales Manager
TopNotch Solutions, Inc.

P.S. You'll be pleased at how affordable TopNotch solutions are. I'll help you configure a solution that meets your business goals within budget. Just ask me how!

P.S.S. Let's meet soon—*our current promotion will help your budget even more!*



Manufacturing Email Sample

Note: This sample assumes solution provider has a free offer (assembly-line assessment) and a white paper or other web page to visit, providing further information about the benefits of mobility technology to the manufacturing industry.

Subject line:

Guarantee shorter production times

Body:

Respond by September 30 to set up your complimentary assembly-line assessment!

ARE YOU IN CONTROL OVER INEVITABLE PRODUCTION PROCESS GLITCHES?

Dear Mrs. Prospect,

Products that are second to market earn 25% less revenues than those that are first out the door. How efficient is your production line? How quickly can your staff recognize and fix manufacturing equipment problems?

[Click here to learn more about solutions that help streamline the manufacturing process.](#)

Progressive manufacturers are investing in new ways to improve the efficiency of their production line—ways like using mobile wireless solutions to track and relay critical information about parts, inventory, equipment, and production status. Mobility technology coupled with automatic data capture creates an effective way to streamline production—*reducing costs and eliminating unnecessary delays.*

TopNotch Solutions offers a range of wireless mobility solutions designed to help manufacturers like you shorten production times and improve quality. And now through the end of September, we are offering a complimentary assessment of your assembly-line process. We'll give you advice on how to make it more efficient and error-free.

Click here to learn:

- how automating line-side material replenishment reduces operator time
- ways to eliminate wasted motion and better align production with demand
- how a simple solution can ensure correct sequencing
- techniques for detecting errors before they negatively impact schedules

Your customers don't want delays or excuses. They want quality products delivered on time,

OR THEY'LL GO SOMEWHERE ELSE.

RESPOND TODAY—to guarantee your customers the best possible production time.

Joe SalesRep
Mid-Atlantic Sales Manager

P.S. To schedule your complimentary assessment today, call me at 999-999-9999.