



Questions to Ask the End User

We sell Motorola business walkie-talkies (two-way radios). Do you use these products now?

If they say yes...

1. We have new Motorola models that match up to most models. They're small, light weight, and low cost. Can we be a source for your add-ons and replacements? (When they're ready to buy, call 800-248-5391 so we can help.)
2. We also can supply accessories for most Motorola models - batteries, chargers, speaker mics, headsets, antennas, etc. Can we be a source for these items? (When they're ready to buy, call 800-248-5391 so we can help.)
3. How many walkies do you use now and who uses them?
4. How many total workers during the busiest shift?
5. How do people without walkies contact other workers like...
 - Supervisors - to get help or information
 - Quality Control - if part looks wrong
 - Customer Service - if rush orders, order incorrect
 - Shipping/Receiving - to remove or bring materials, boxes, pallets, supplies
 - Maintenance - if machine not working properly
 - Safety or Security - to get help if workers hurt
 - Line Workers - to speed up, slow it down, get help
6. Companies outfit many workers because they can save thousands of dollars. When a worker leaves his area to get help or information, they waste 5 - 15 minutes each time. If this happens 6 - 12 times per day, using a walkie can save 1 hour each day.
 - If have 50 workers at \$20 per hour = save \$1,000
 - If have 250 workers at \$20 per hour = save \$5,000
 - If have 500 workers at \$20 per hour = save \$10,000
7. Do you want a no charge trial to see how much time and money you can save?

If they say no...

1. Ask "How do workers contact other people like... (See #5 above) They will use one of the ways listed below:
 - Walk or yell - ineffective, wastes a lot of time
 - Paging – ineffective, annoying; need to repeat page often; responses delayed
 - Phones – talk to only 1 worker; must go to a phone; calls missed, ignored or to VM; responses delayed
 - Cordless Phones – see above, most are not durable and have poor coverage.
 - Nextel & Cell Phones – very expensive due to monthly bills, hundreds of dollars per person; poor range in buildings
 - Consumer FRS/GMRS walkies (Motorola TalkAbouts) – not intended and not durable for everyday business use. Interference from others and not legal for business use.
2. Tell them Motorola business walkie-talkies can save them time and thousands of dollars
 - NO monthly fees, NO per-call charges, NO contracts
 - Durable, made for everyday industrial use
 - Workers are linked together, talk to any or all workers, quickly share information, respond and help others
 - Save time and thousands of dollars in reduced labor (See #6 above)
3. Do you want a no charge trial to see how much time and money you can save?