



SUCCESS STORY



OPPORTUNITY

- **Business Unit:** Checkers
- **Channel partner:** Regional distributor
- **Industry:** Industrial Supply
- **Customer type:** Distributor

Through the "good better best" program we were able to get an alternative product in at an aggressive price point and re-established the relationship. In this case, they recognized the value of our "better" option and made the switch.

Dan Hacker

SITUATION

- Distributor was using a competitor's medium-duty mats and was experiencing challenges with the product, specifically with handholds and grabs.
- This resulted in end user dissatisfaction and safety concerns
- Competitors price point was lower

SOLUTION

- Checkers VersaMAT® is a superior alternative
- Emphasized the handholds and grabs while highlighting our higher quality product
- Outlined good, better, best options that met customer's need
- Offered competitive pricing and availability

WHY WE WON

- The Checkers VersaMAT® met the customer's needs better than the competitor's product
- Overcoming the hurdle of shipping costs by factoring it into a cost that worked for the customer
- Using good, better, best options to cover distributor priorities

RESULT

- \$13,000 medium-duty mat conversion directly against a major competitor.
- Opportunity to earn back \$100,000 to \$150,000 worth of spend that went to competitor
- The "good, better, best" program can be applied to other accounts