

SUCCESS STORY

Justrite | Fire & Emergency Services | Government / Municipal |
Lithium-Ion Safety | Charging Cabinets | <\$25K | Patrice Jackson



**\$9K Fire Station Network:
Budget-Aligned Safety Sale**
Turning early interest into funded
demand through persistence

IMPACT SNAPSHOT

- \$9K initial order at list price
- Positioned for broader adoption across additional stations
- Future testimonial opportunity in progress

KEY QUESTIONS

- "When does this get funded in your budget cycle?"
- "How are you currently addressing lithium-ion fire risk?"

PROBLEM

Unaddressed lithium-ion fire risk in facility planning

- Fire station evaluating equipment for new builds
- Awareness of battery fire risk but no defined solution
- Purchase dependent on future budget cycle

PROPOSAL

Lithium-ion fire prevention solution for station safety

- Lithium-ion charging cabinet for safe storage and charging
- Application across current and future station builds
- Safety-focused positioning aligned to fire prevention mission

SOLUTION

Stay aligned to budget timing and build trust

- Initiated contact through targeted outreach
- Maintained consistent follow-up through planning cycle
- Reinforced safety value with marketing content and education
- Closed order once budget became available
- Continued engagement to secure testimonial and expand footprint

REPEAT

What to look for and how to help

- Target customers planning future builds or capital investments
- Align to budget cycles, not immediate demand
- Maintain consistent follow-up without losing momentum
- Position as mission-critical safety investment