

Exactly Who Buys Tools?

Equipment & Tool Institute
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Group Publisher/Transportation

Simple Goal of this Presentation

Part 1: Profile a typical Aftermarket Shopowner.

Part 2: Mobile Distributor

Connecting with Your Buyers...

- ▶ Hearsay might be heresy
- ▶ Know your customer
- ▶ Know their demographics
- ▶ It makes a difference!

Your Customer...

»» Distributor vs. Technician

Push/Pull

- ▶ Distributors sell tools & equipment BUT buy from you.
- ▶ Technicians use your tools & equipment BUT buy from a mobile, WD, parts store, etc.

Customer—YES!

Customer—YES!

Research Enlightens!!

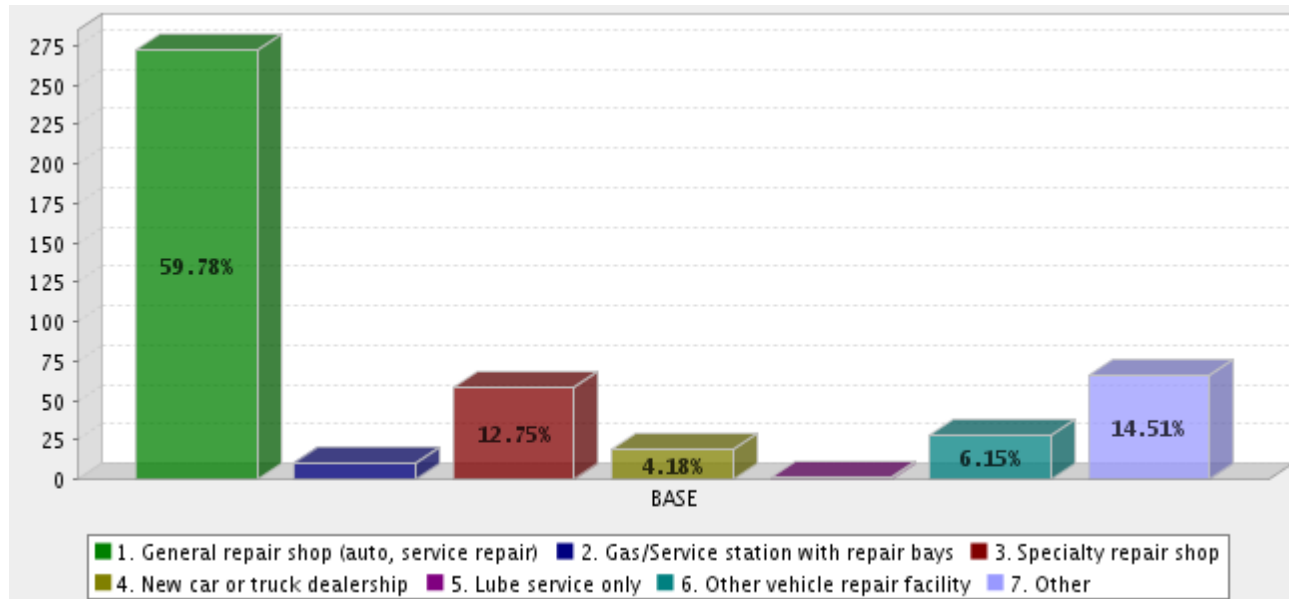
»» What follows is a bunch of research statistics, so stay with me.

PTEN Reader Study--2012

- ▶ eMail research
- ▶ 10,000 subscriber sample
- ▶ 435 completed
- ▶ Minimal dropout rate

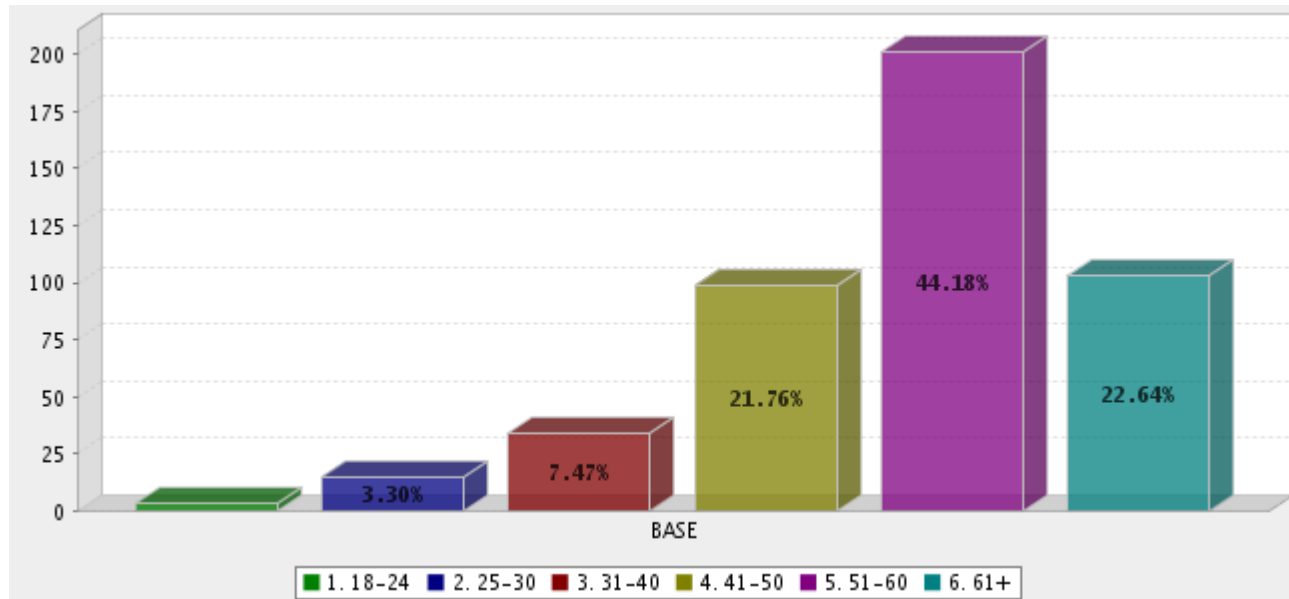
Shopowners...Exactly Who Are They?

What is your primary business?



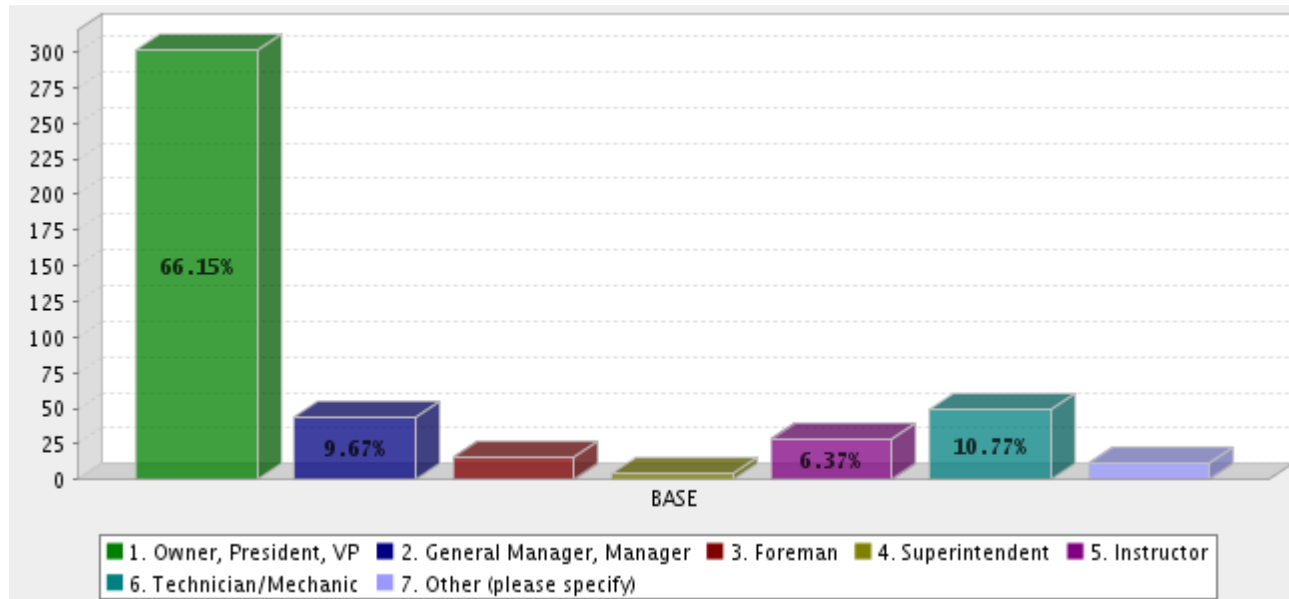
Shopowner demographics...

What is your age group?



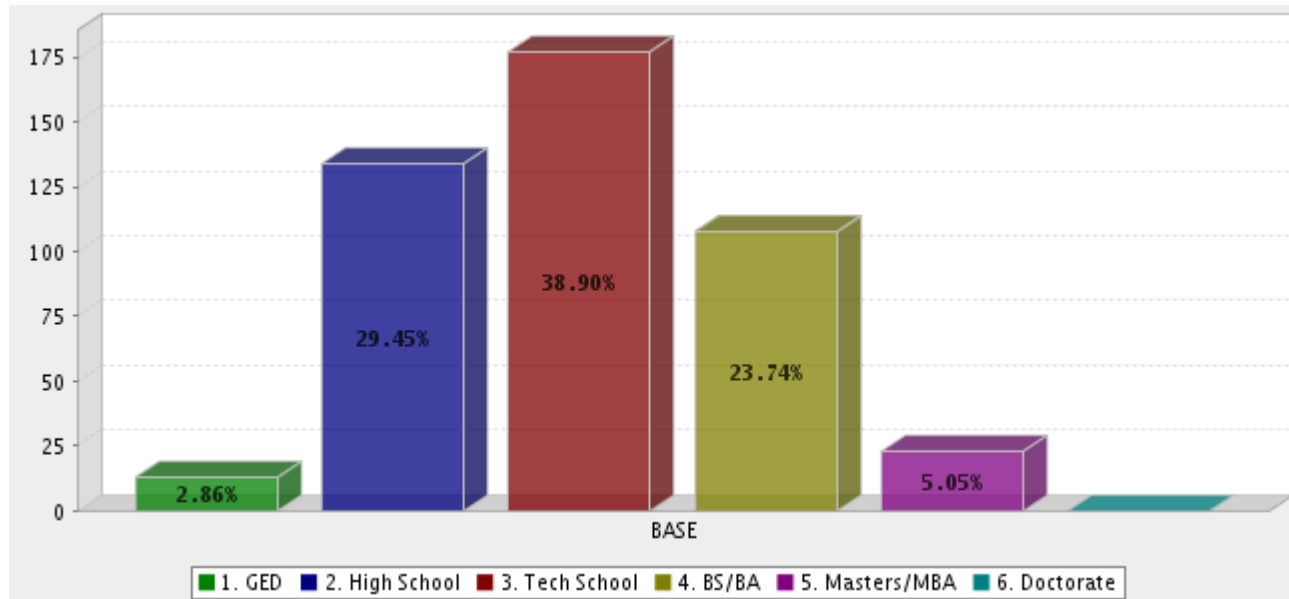
Shopowner demographics...

What is your job title?



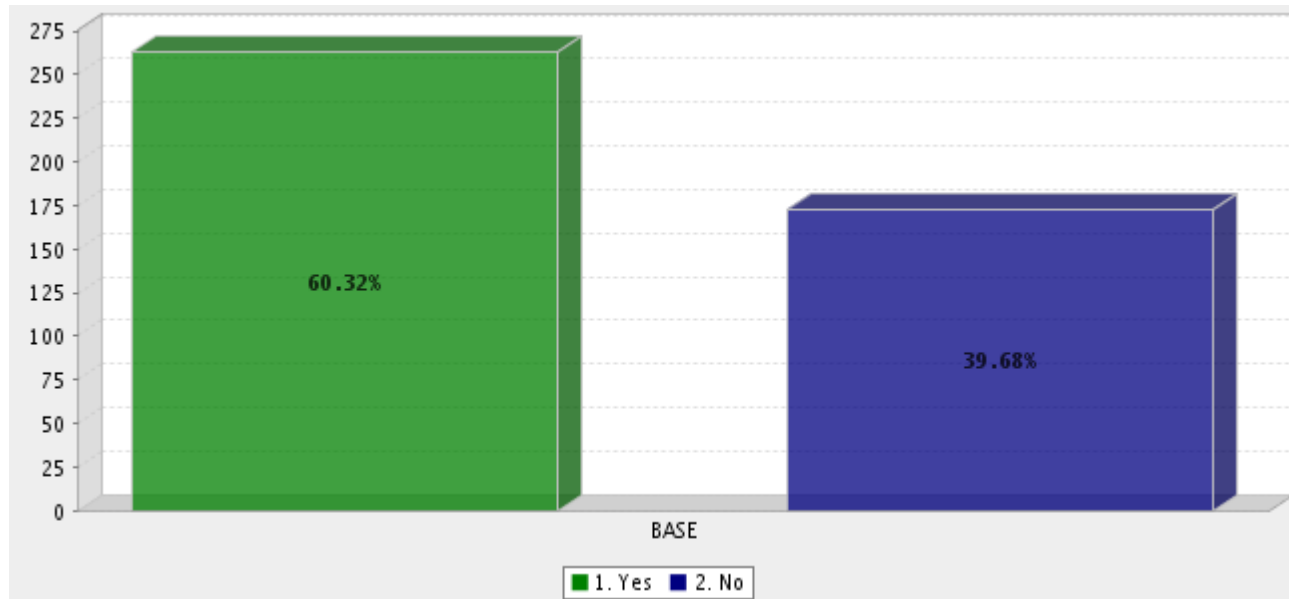
Shopowner demographics...

What is your highest level of degree?



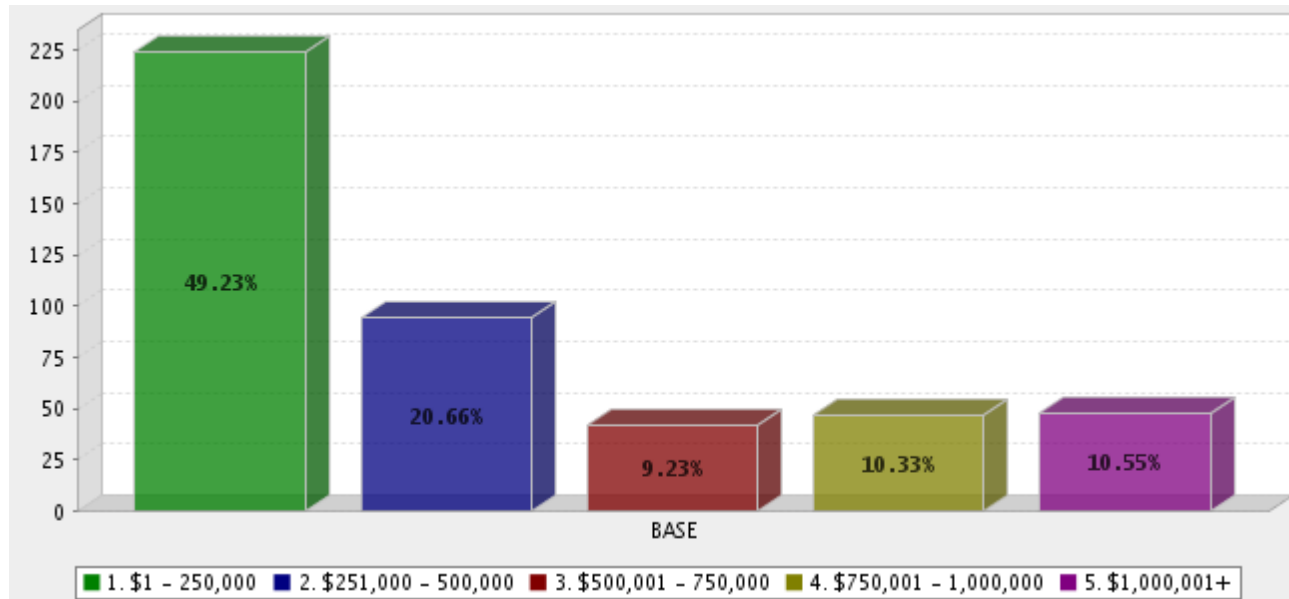
Shopowner demographics...

Are you ASE Certified?



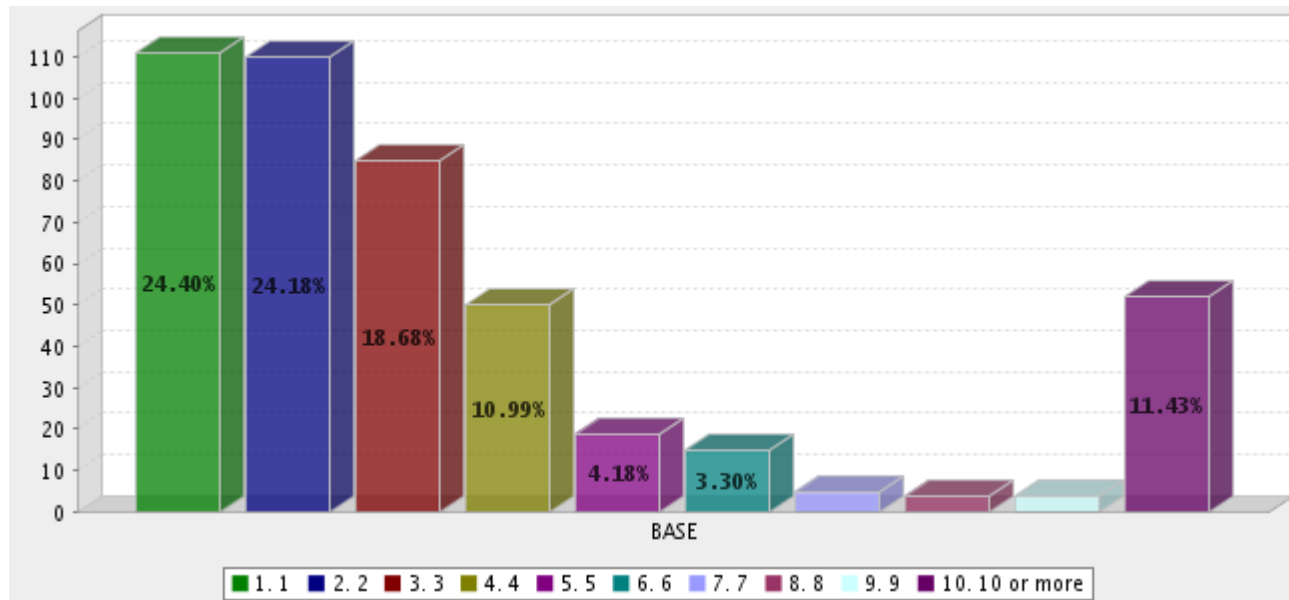
Shopowner demographics...

What is your annual shop revenue?



Shopowner demographics...

How many technicians are at your company?



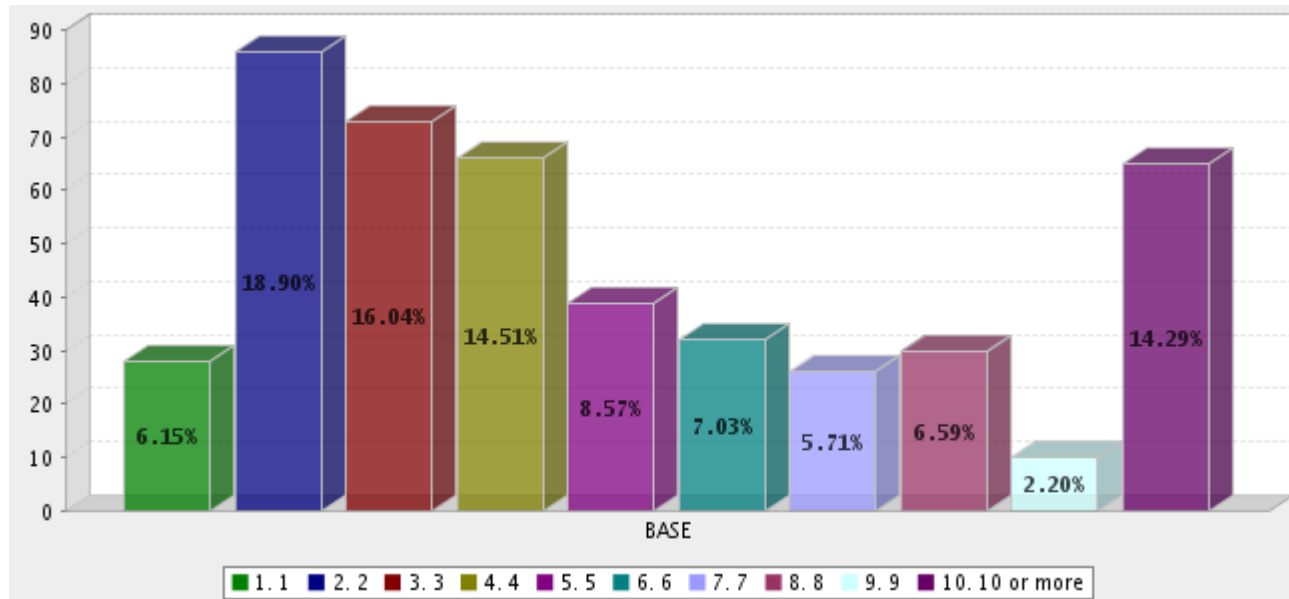


If you get bored...



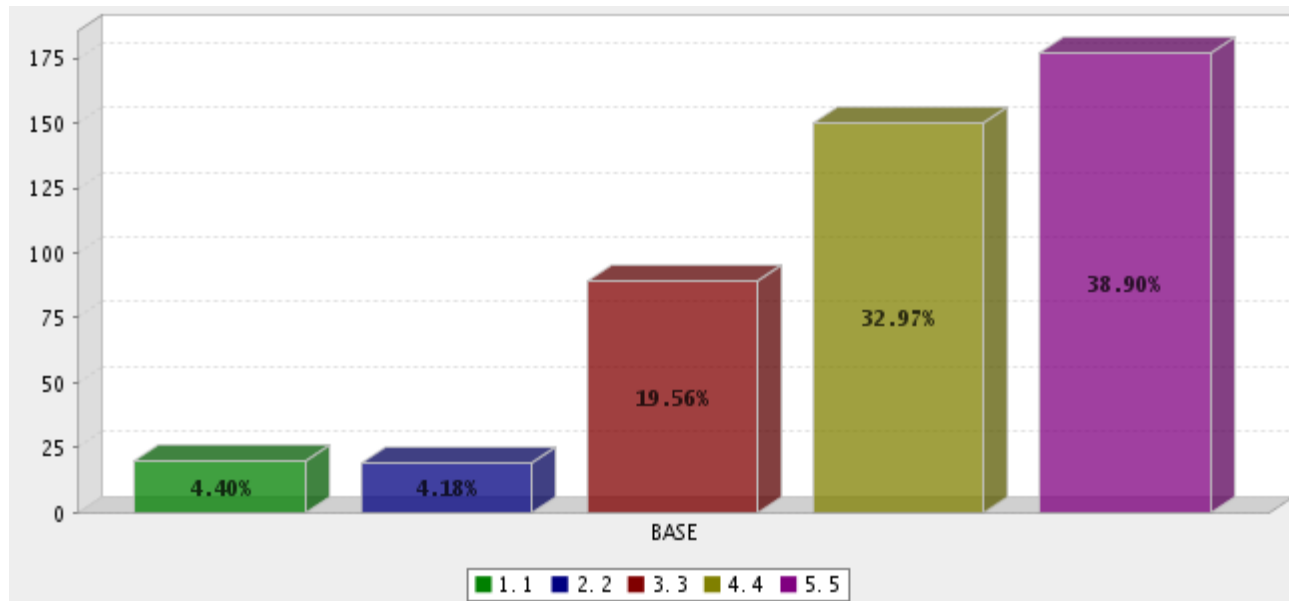
Shopowner demographics...

How many bays do you have at your shop?



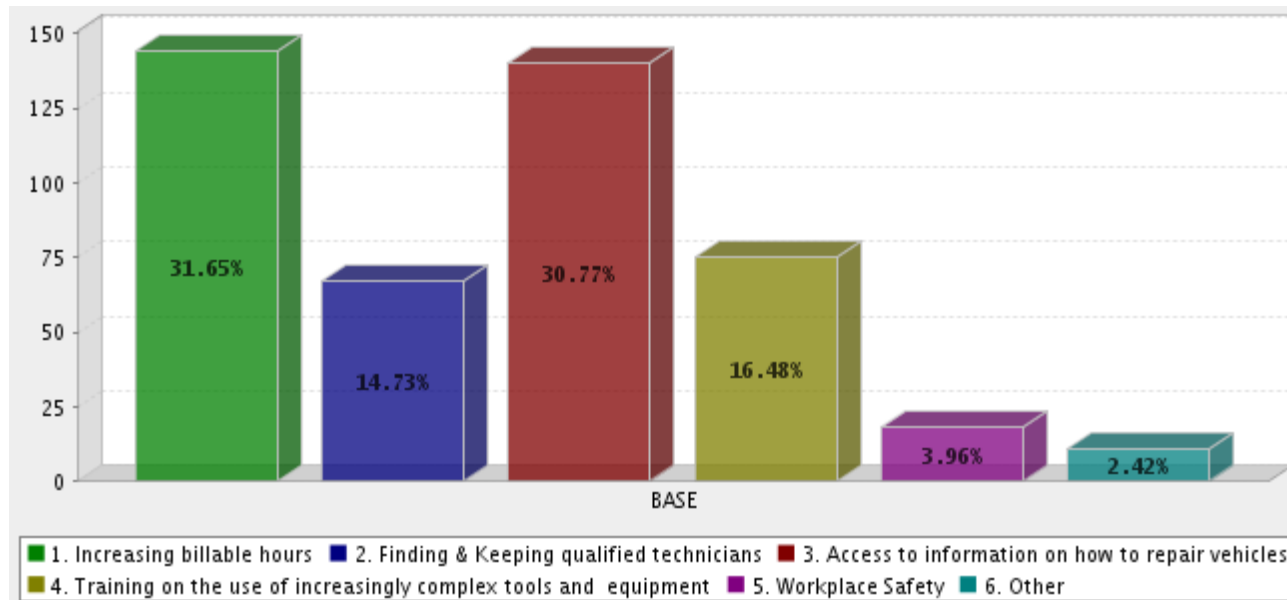
Shopowner demographics...

How much does your technician's input affect your purchasing decisions? (1 being the lowest and 5 the highest)



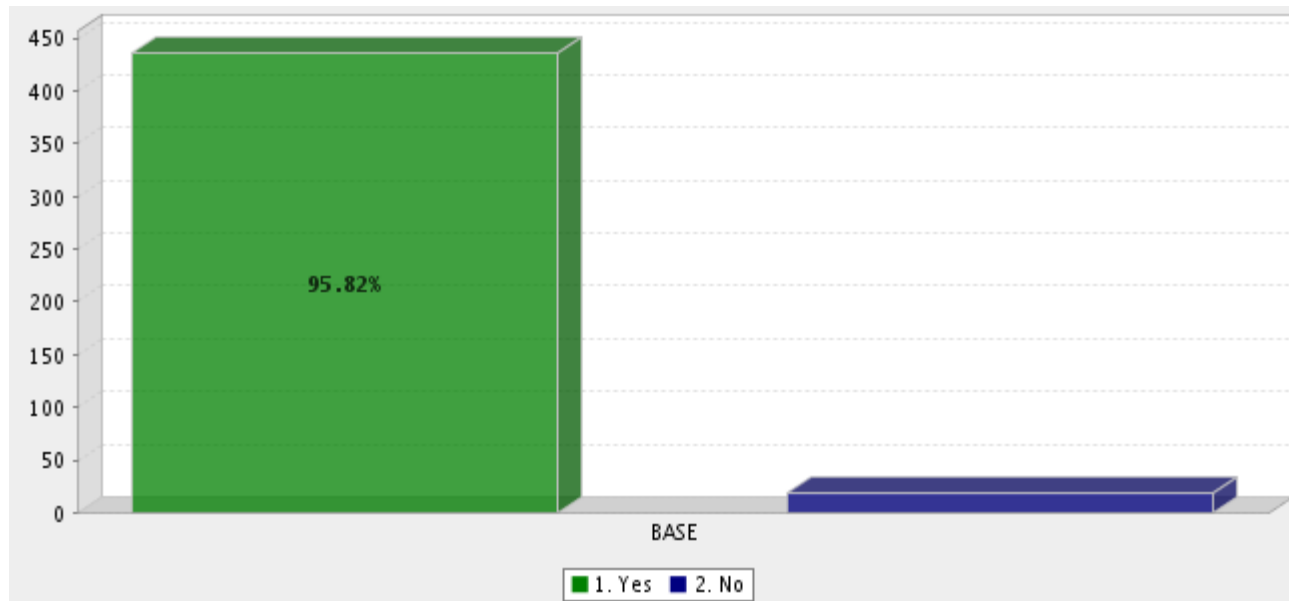
Shopowner demographics...

**Which single critical issue is the most challenging at your shop?
(Check one)**



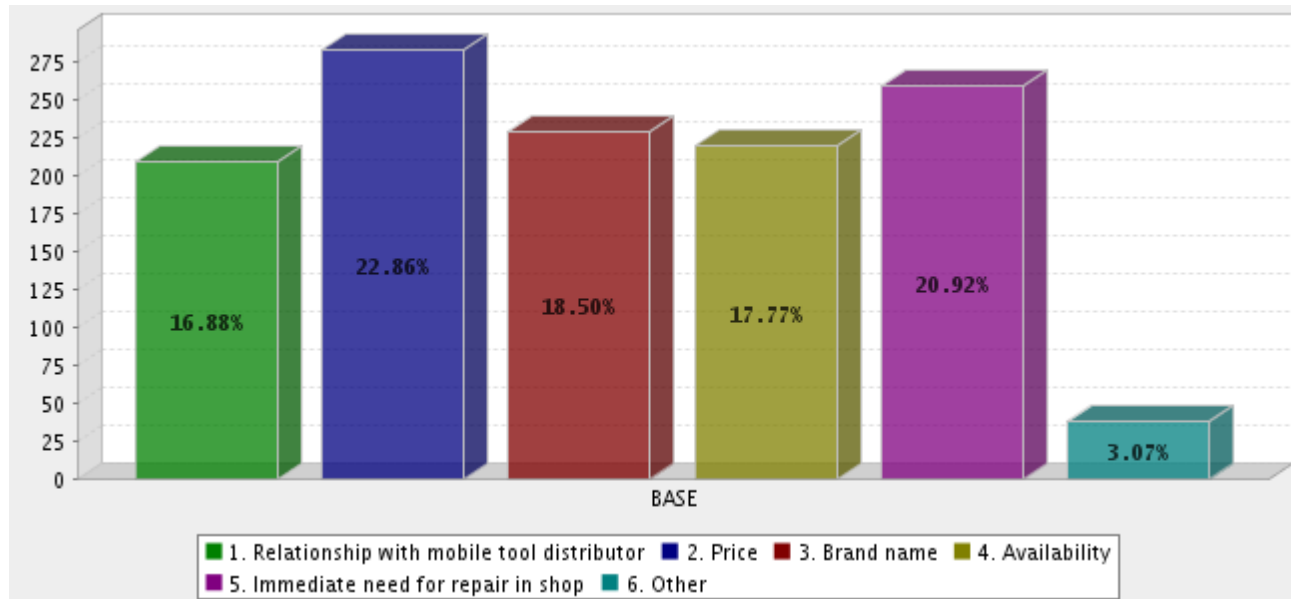
Shopowner demographics...

Does having the right tools and equipment help increase billable hours?



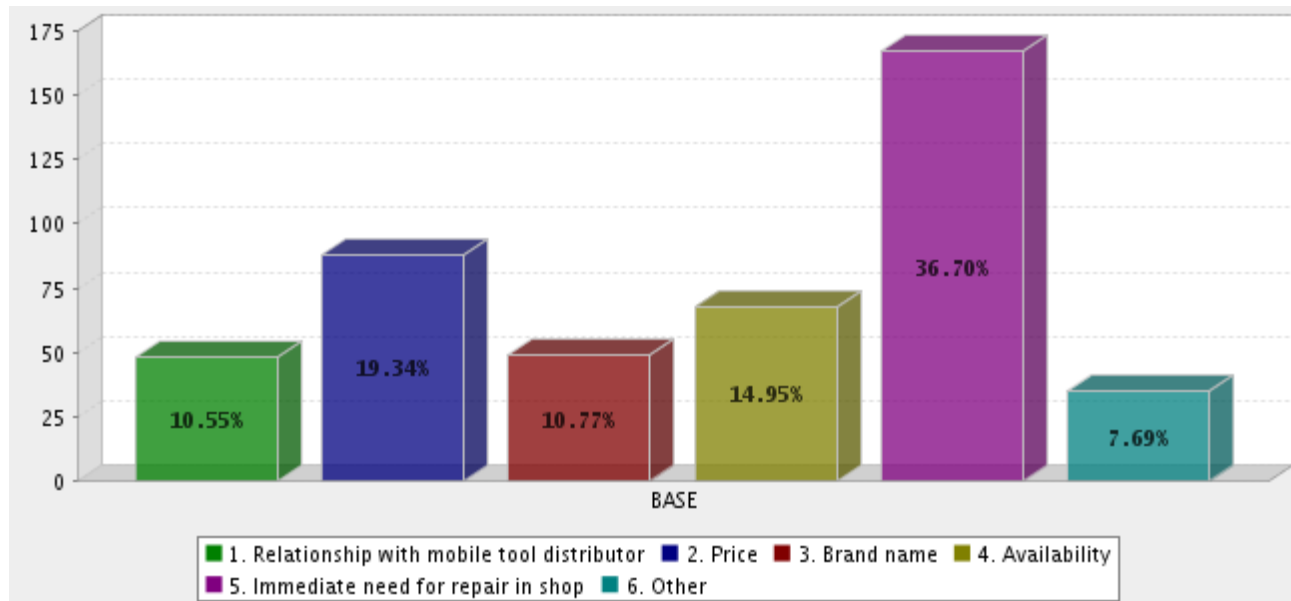
Shopowner demographics...

What influences the tool purchases you make? (Check all that apply)



Shopowner demographics...

**What is the single most important factor in making a tool purchase?
(Check one)**



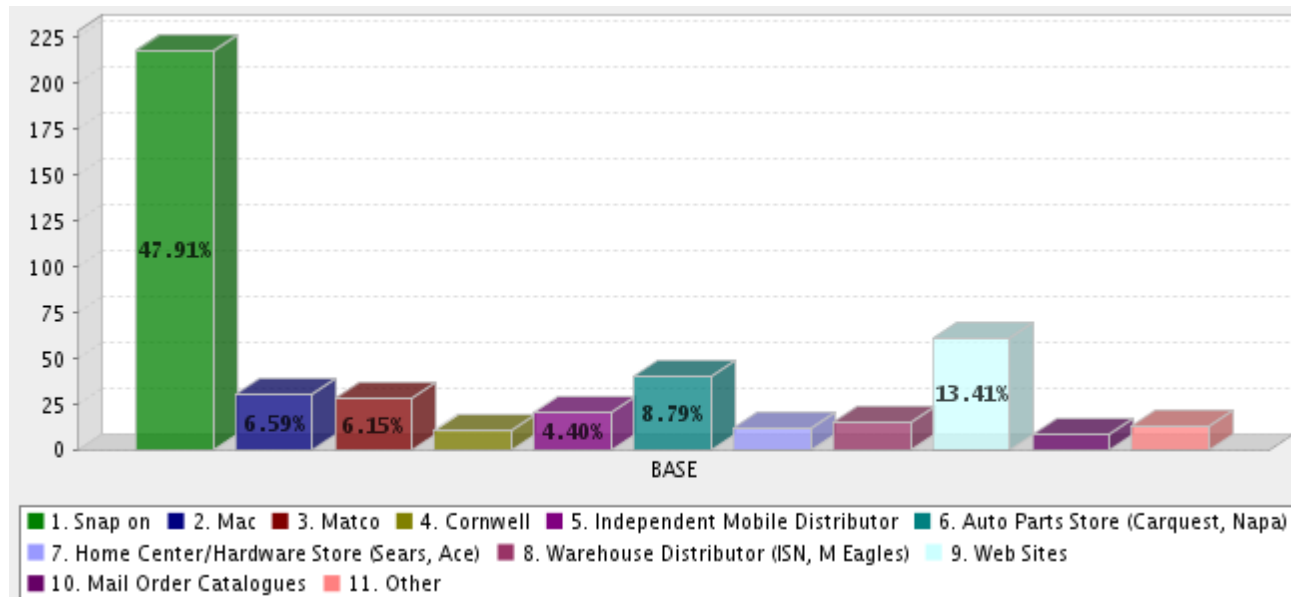
And then there is...

» St. Patrick's Day Part 2



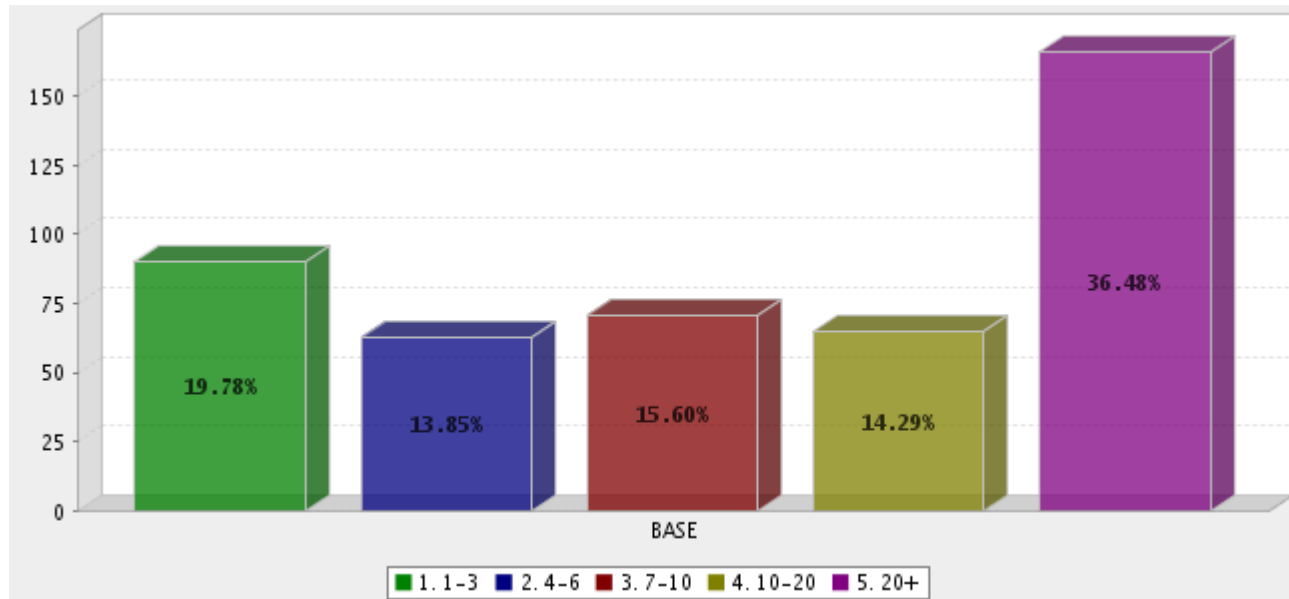
Shopowner demographics...

Where do you buy the majority of your tools & equipment? (check one)



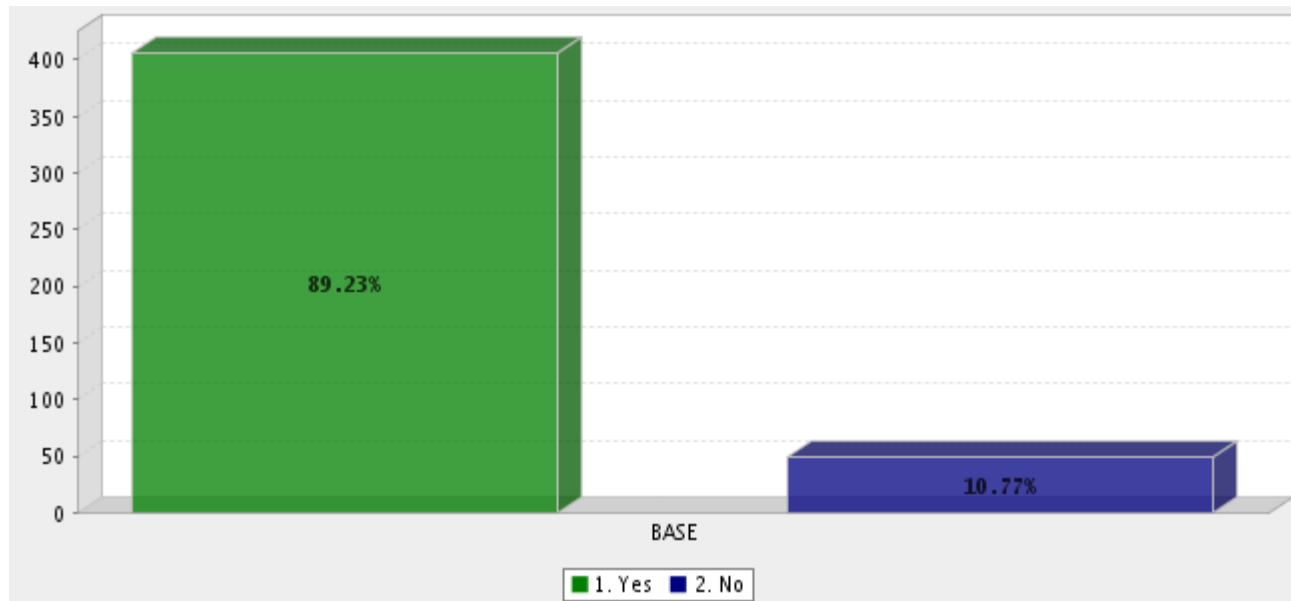
Shopowner demographics...

How many training hours per year do you take?



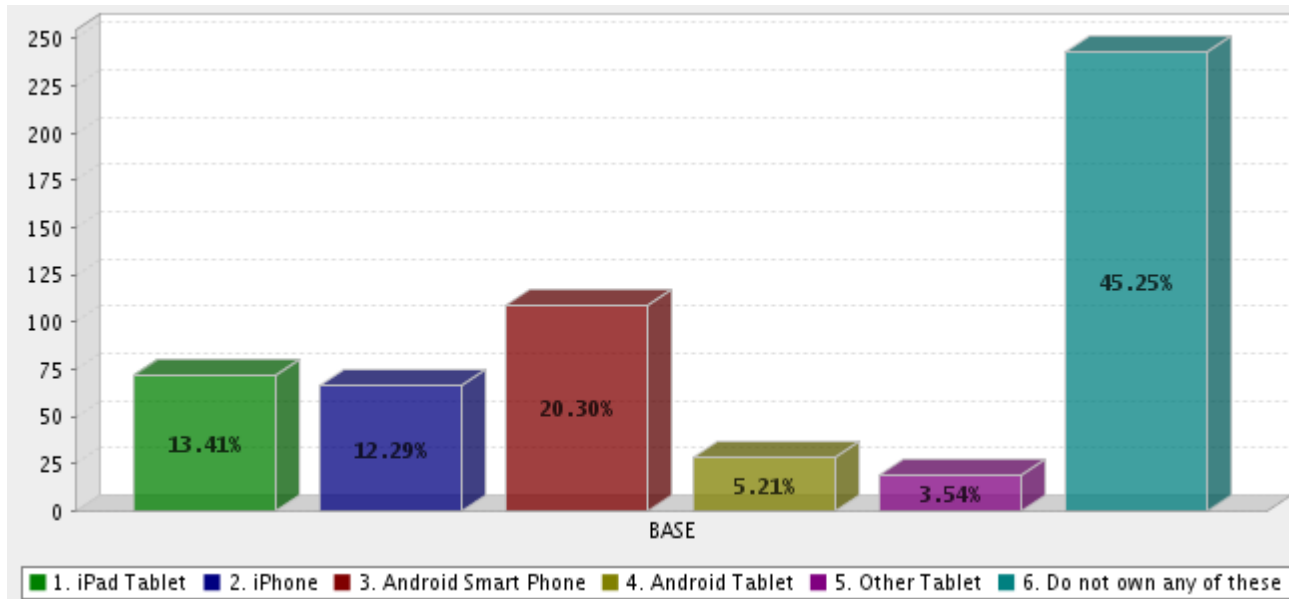
Shopowner demographics...

Do you ask your tool vendor about products you see in magazines or catalogs?



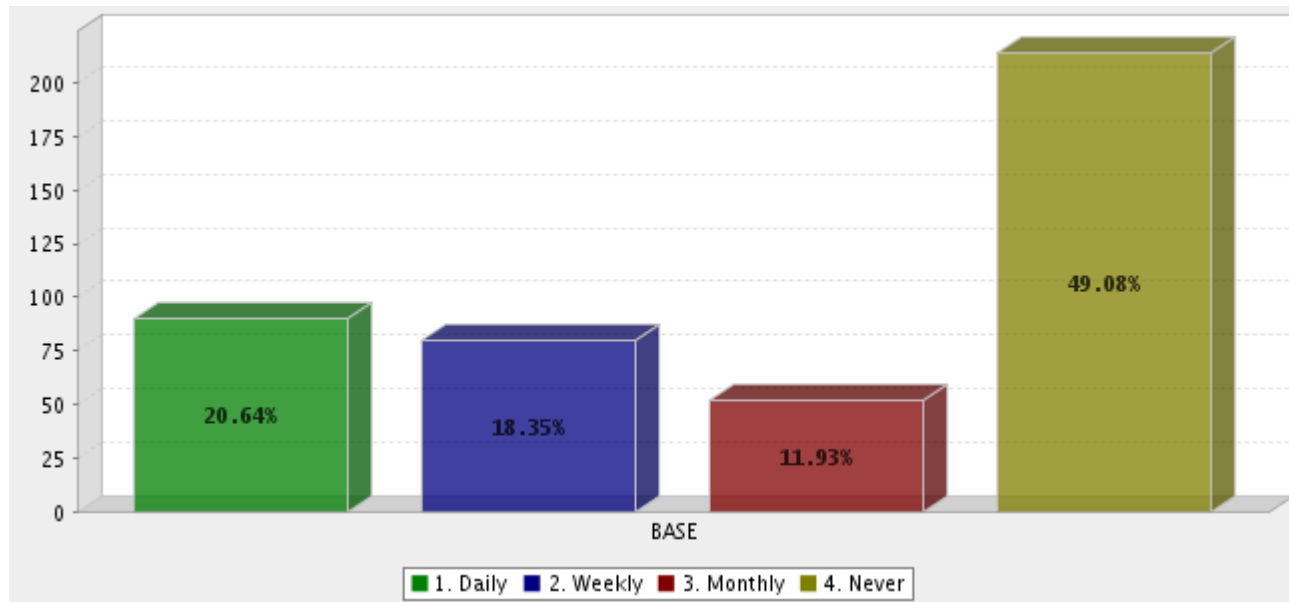
Shopowner demographics...

Do you use or own any of the following: (Check all that apply)



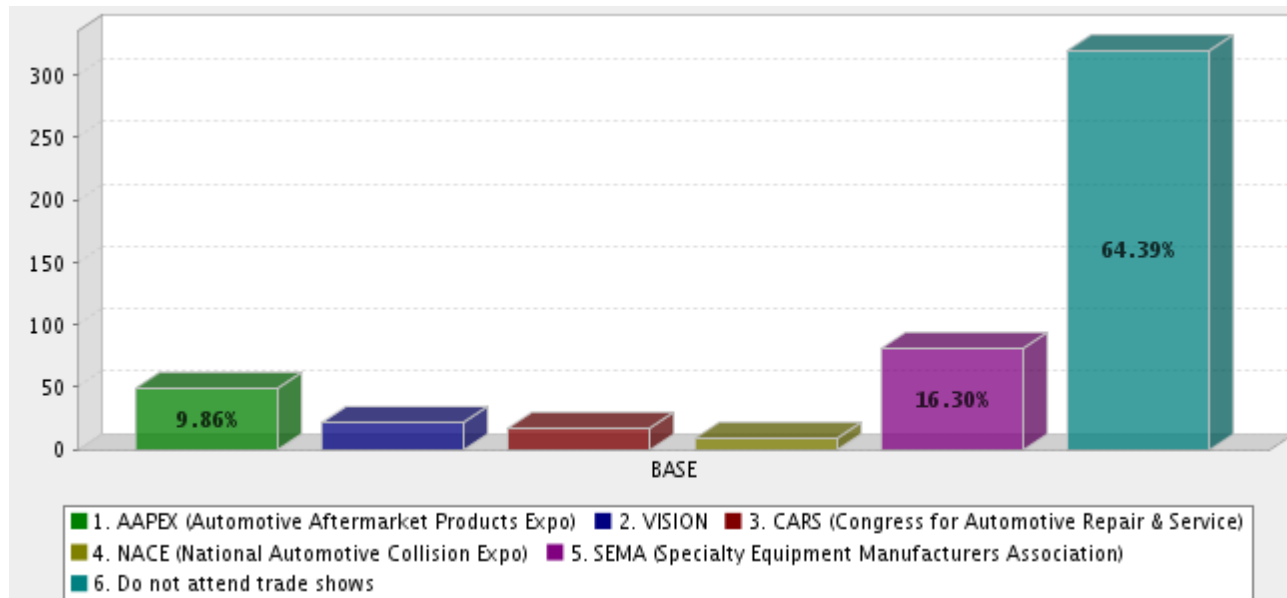
Shopowner demographics...

How often do you use Facebook, Twitter, LinkedIn or other social media sites?



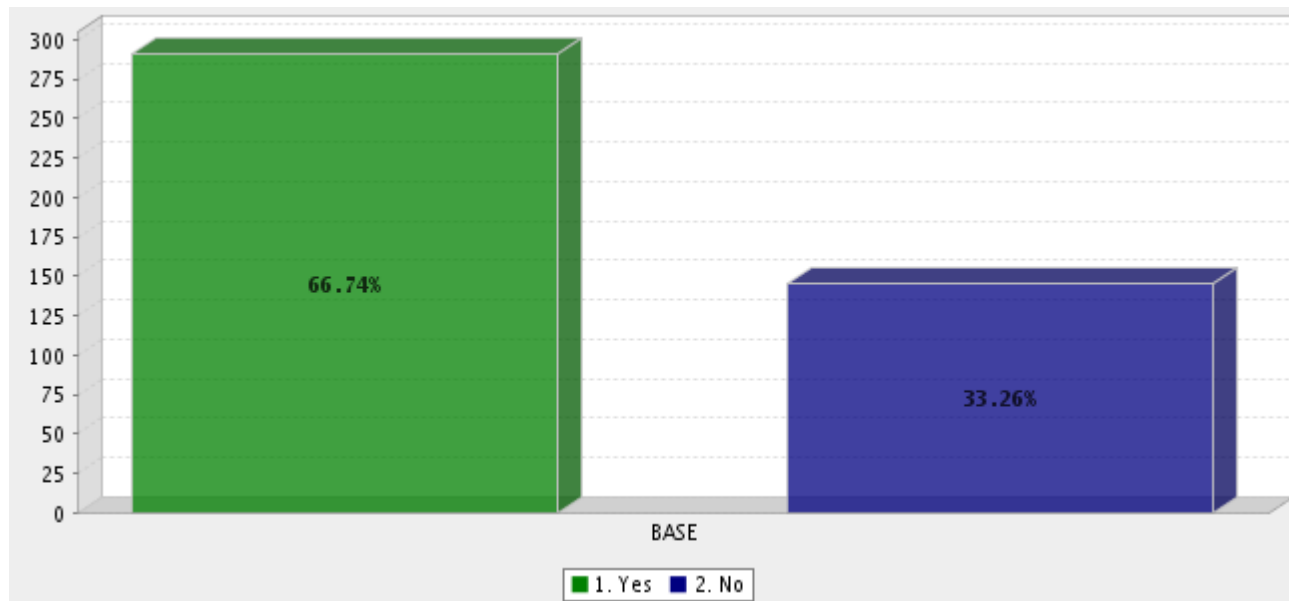
Shopowner demographics...

What tradeshows do you attend?



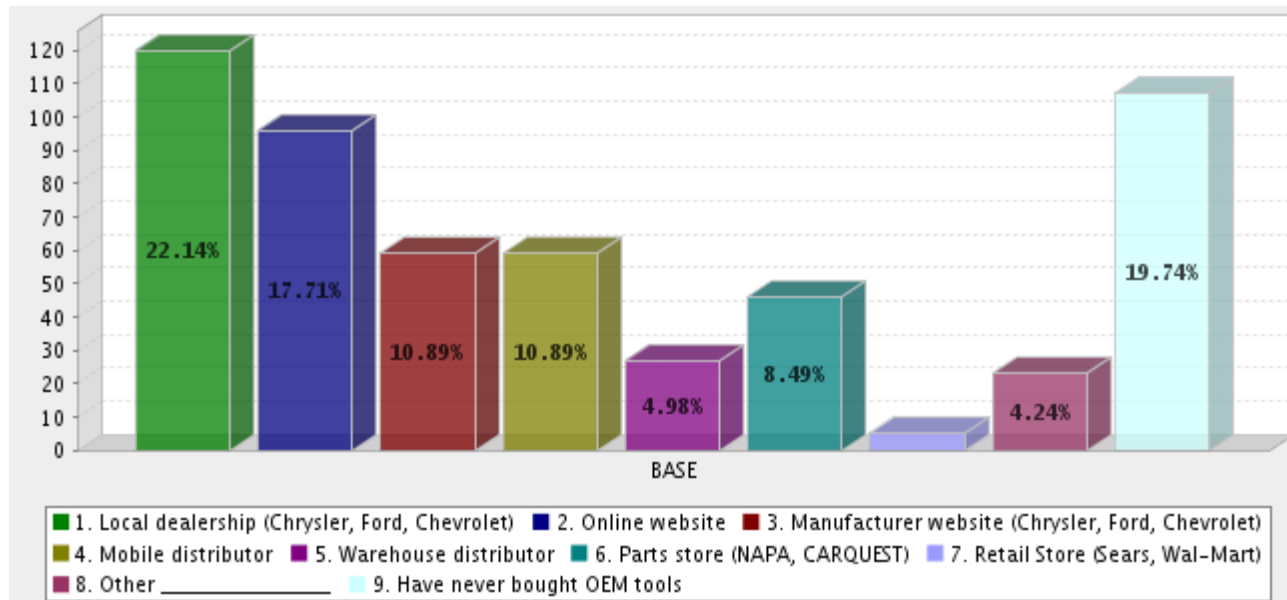
Shopowner demographics...

Are you aware that OEM's sell proprietary special tool kits to Aftermarket Repair Facilities?



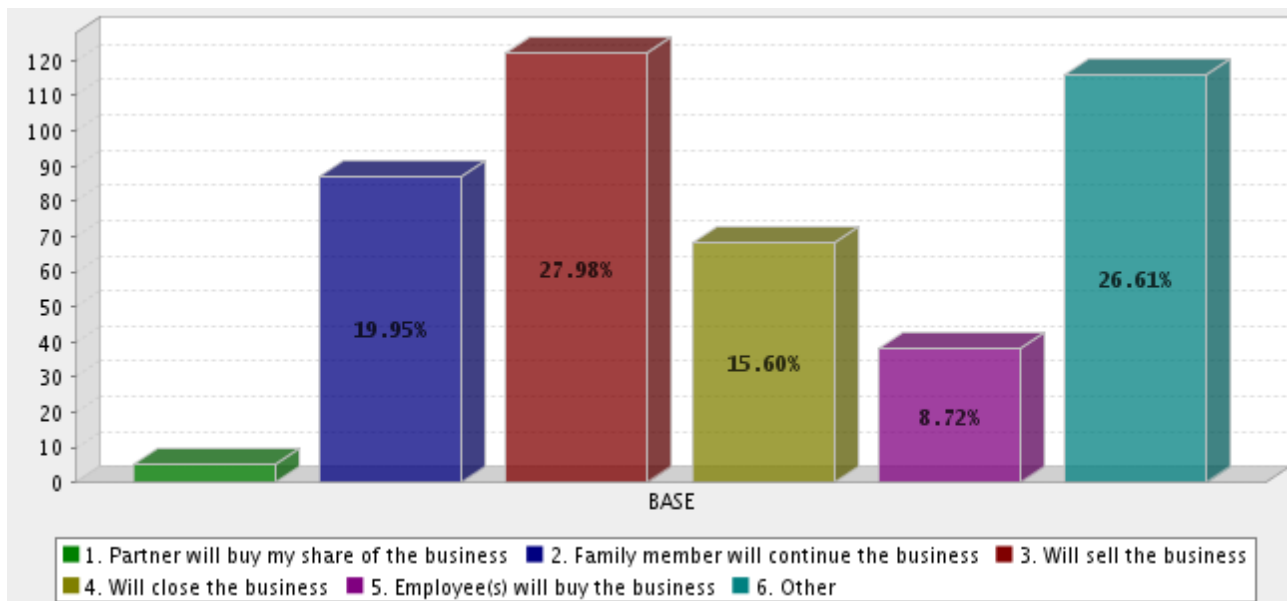
Shopowner demographics...

Where did you buy OEM tools?



Lastly, What's the Exit Strategy...

What is your future preference for the business upon your departure?
(check one)



Questions?

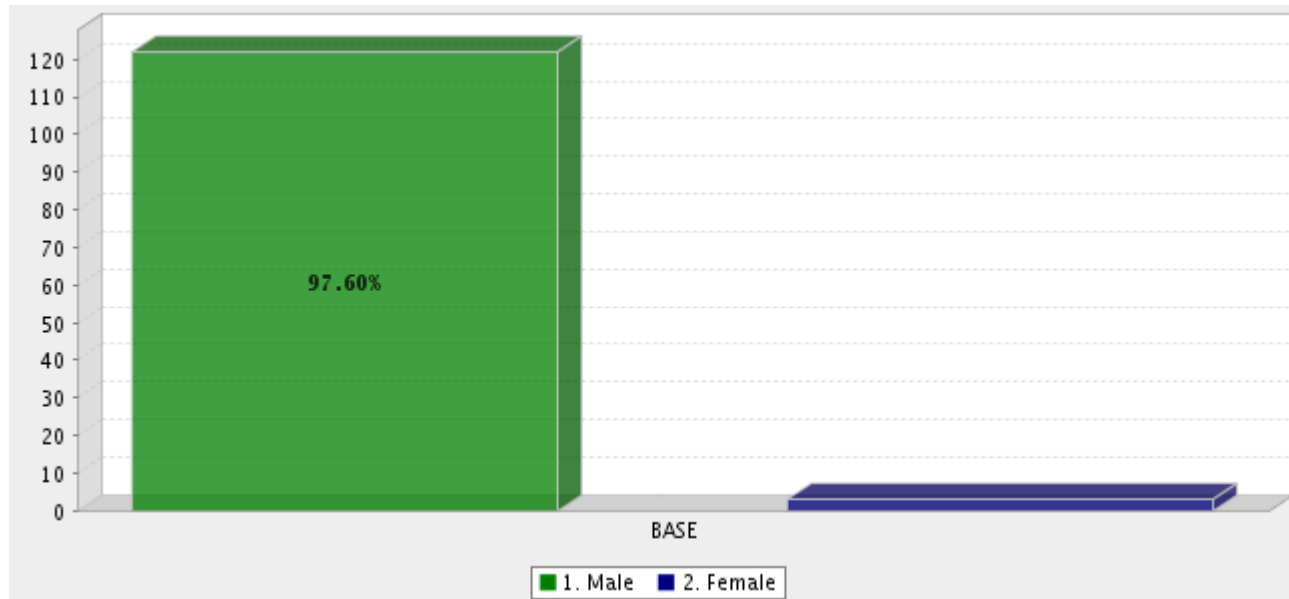


Mobile Distributors

»» Interesting characters as well...

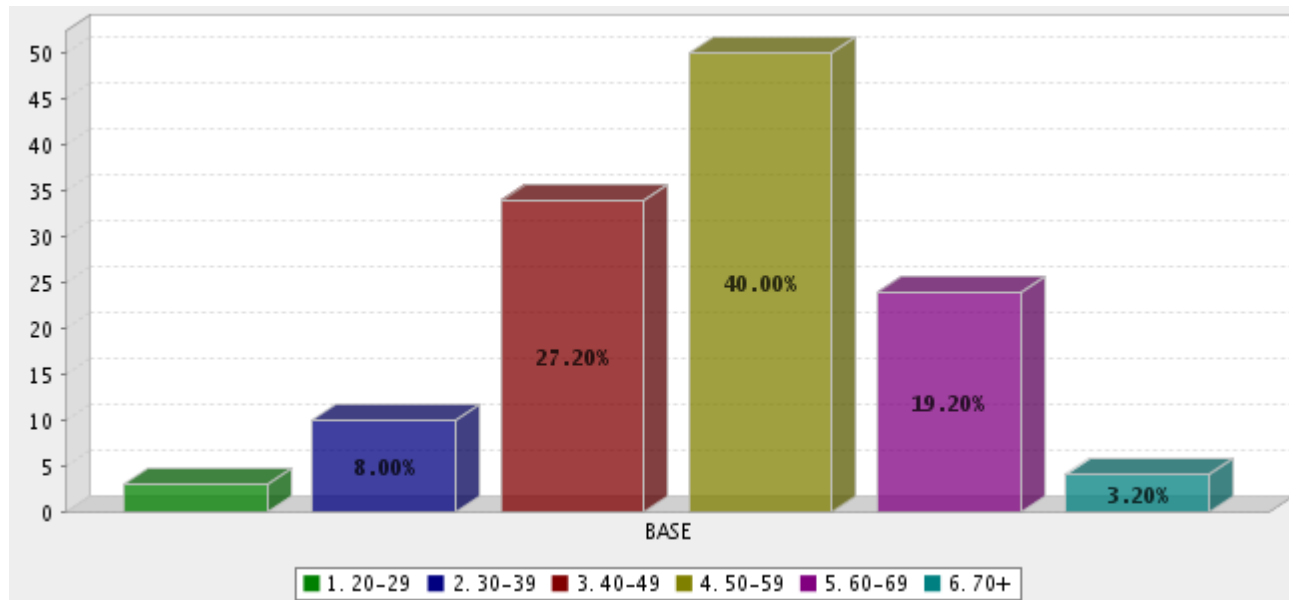
Mobile Demographics...

Are you...



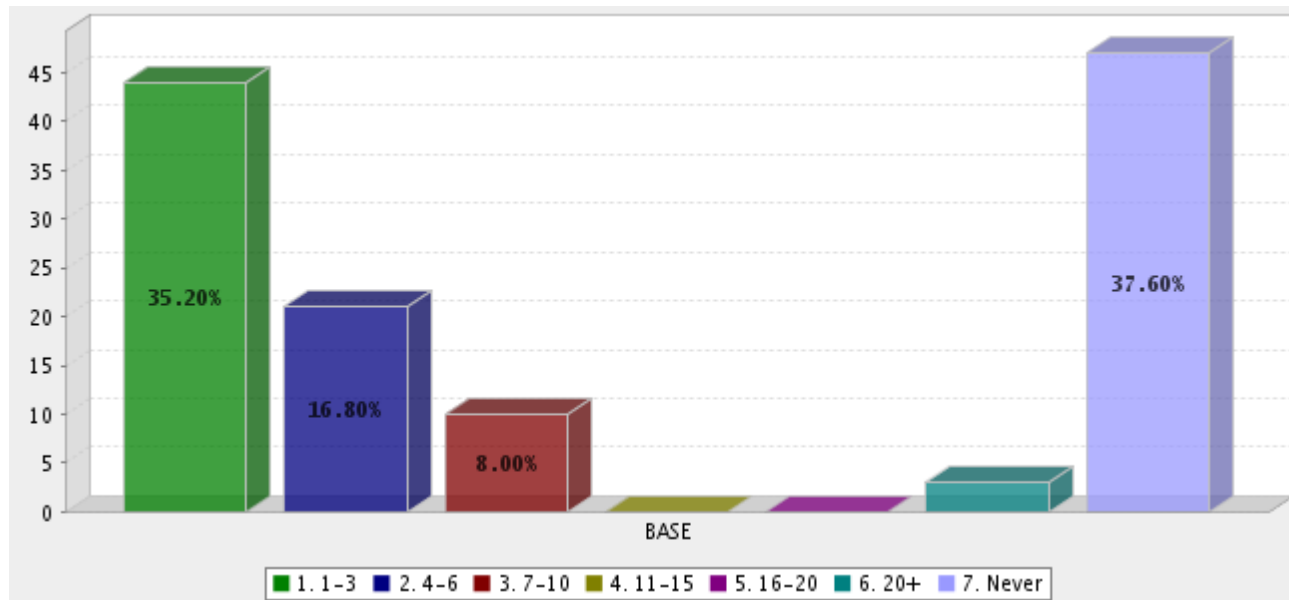
Mobile Demographics...

How old are you?



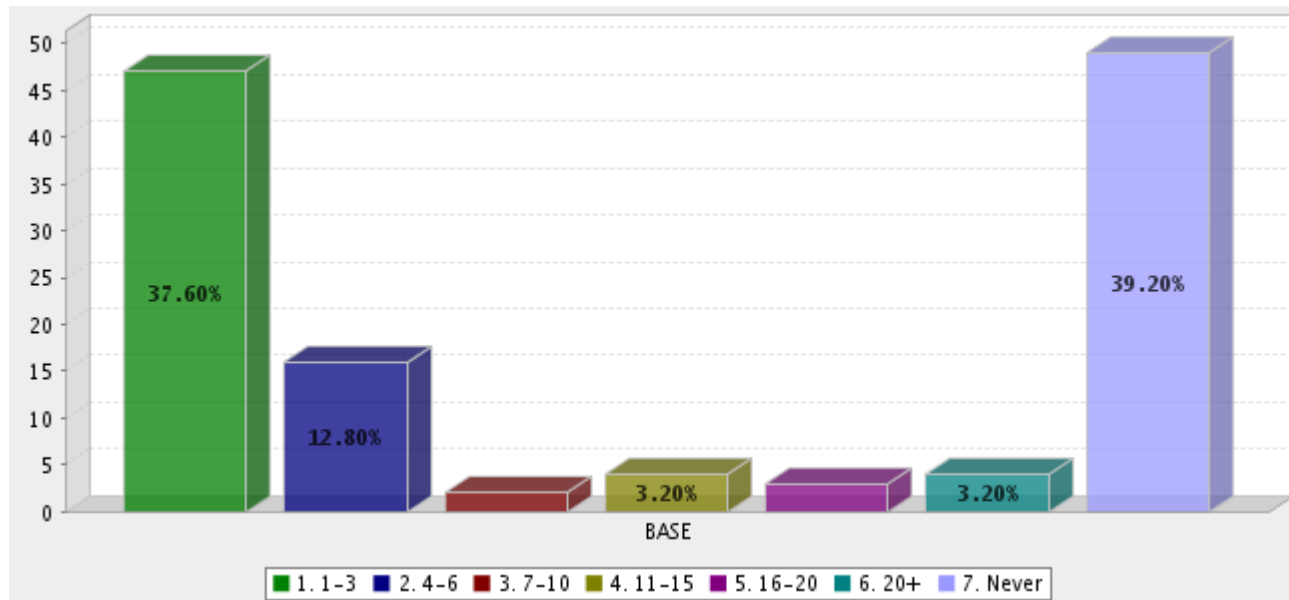
Mobile Demographics...

How many orders per week do you receive via text?



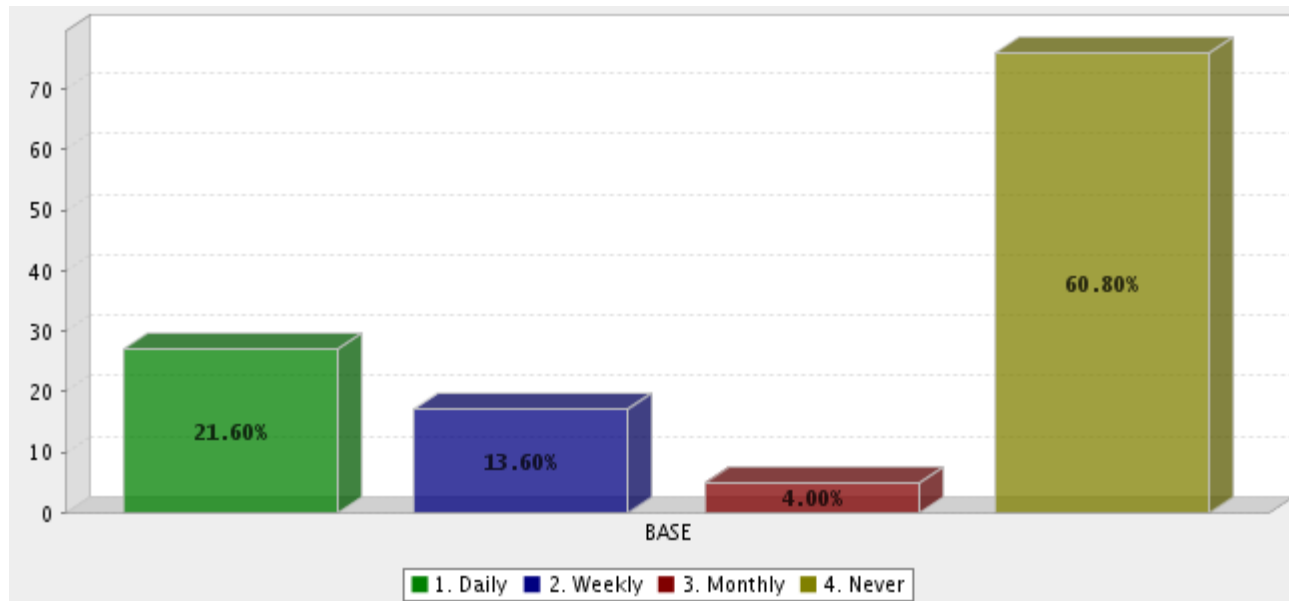
Mobile Demographics...

How many orders per week do you receive via e-mail?



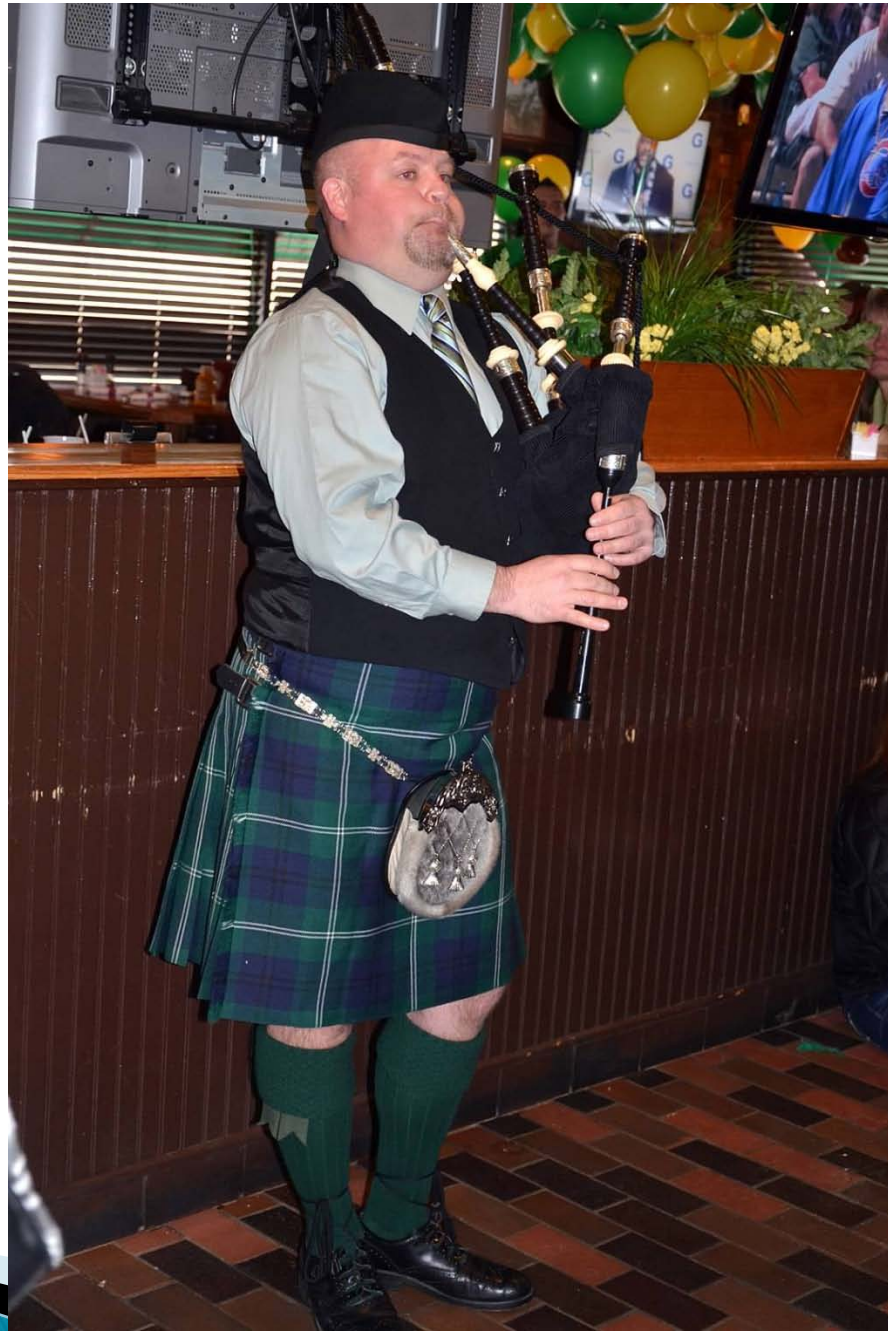
Mobile Demographics...

How often do you use Facebook, Twitter, LinkedIn or other social media for your business?



And, it did get lively...

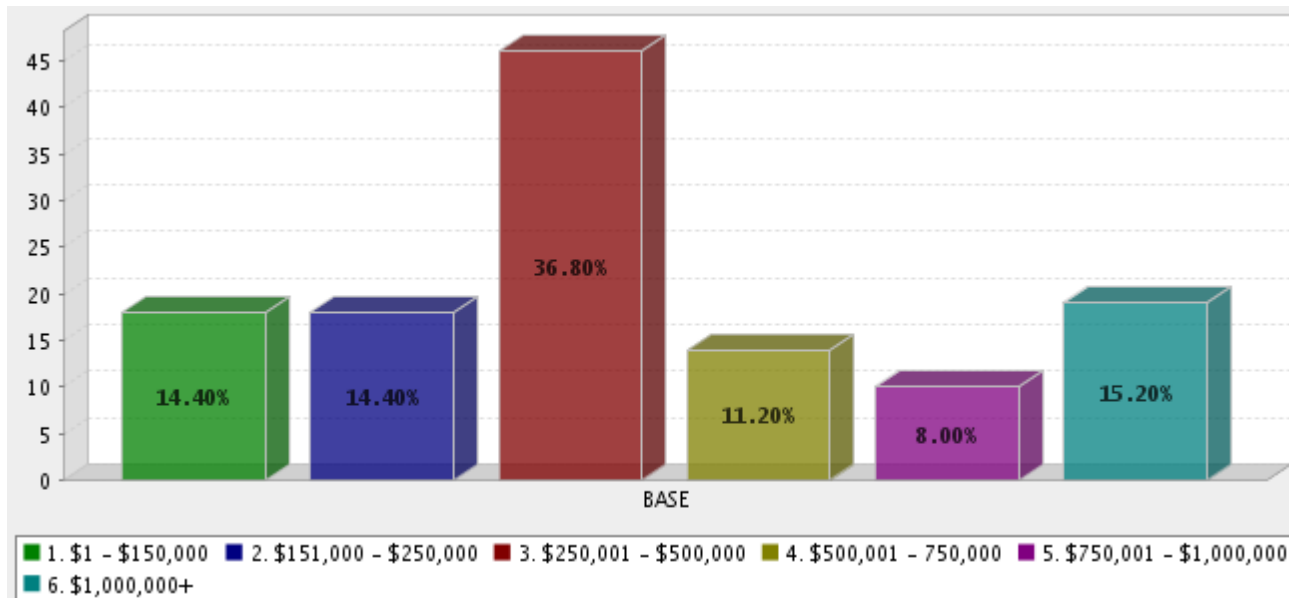






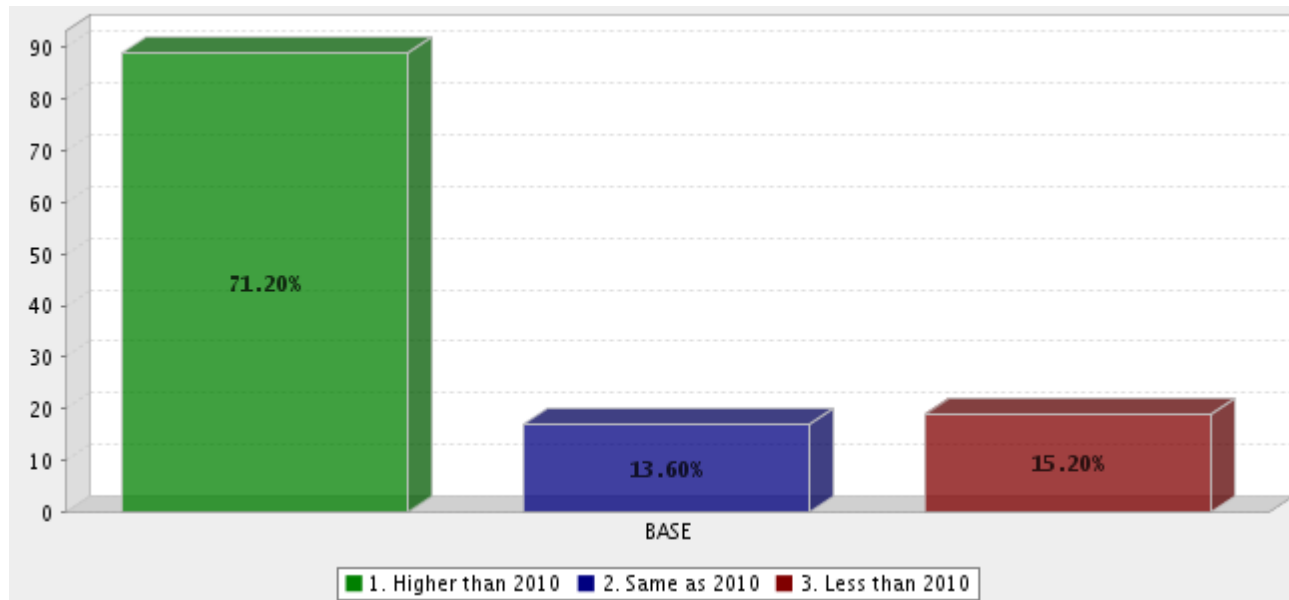
Mobile Demographics...

What is your annual sales revenue?



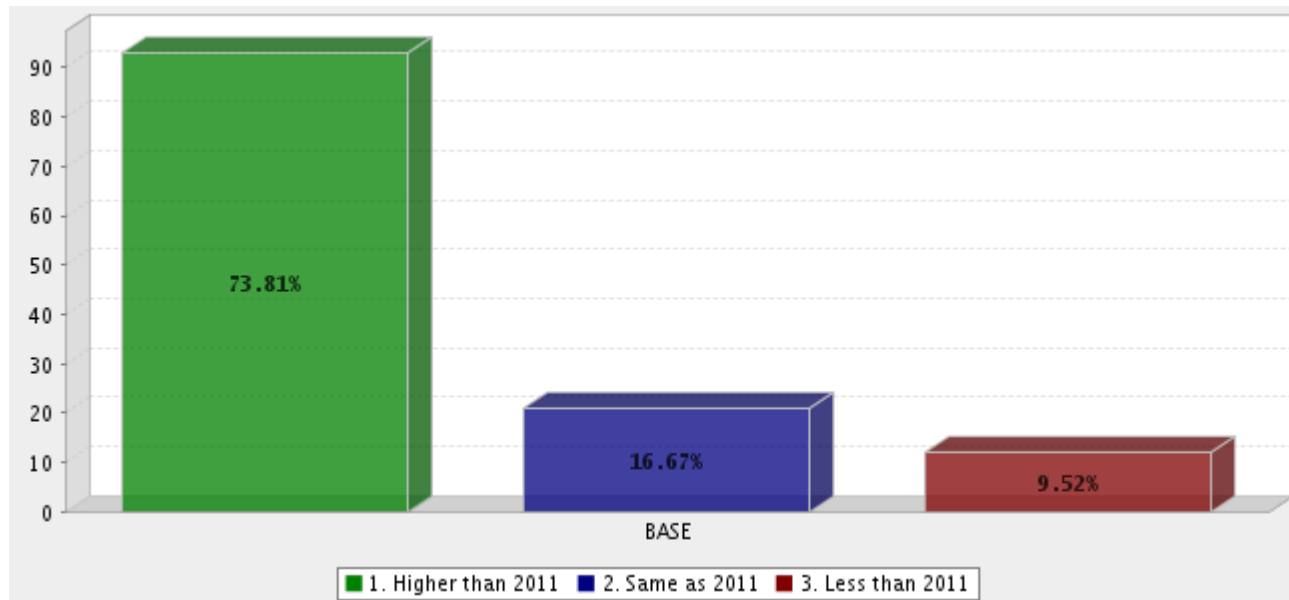
Mobile Demographics...

Was your year end revenue in 2011...



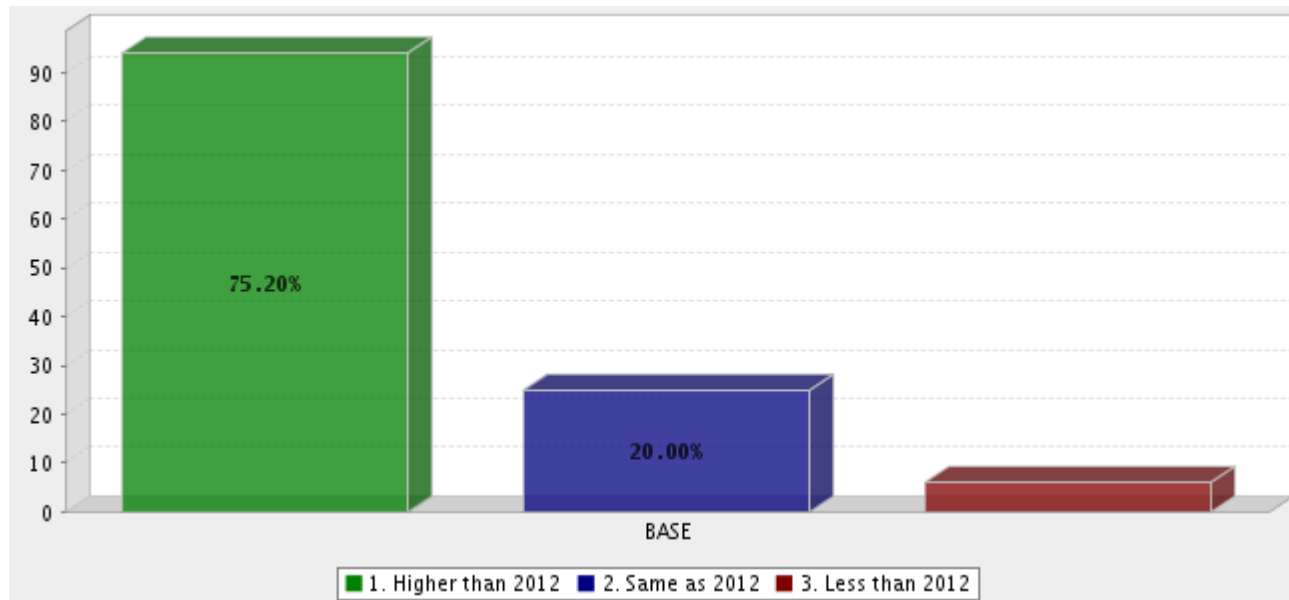
Mobile Demographics...

Do you anticipate 2012 revenue to be:



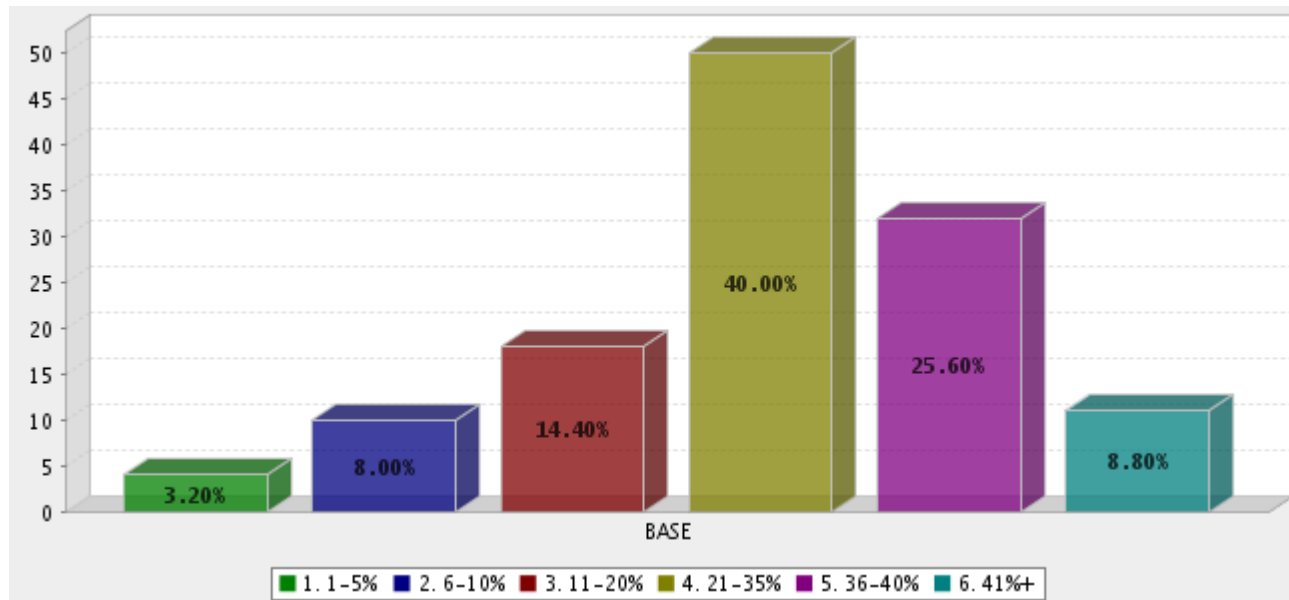
Mobile Demographics...

Do you anticipate 2013 revenue to be:



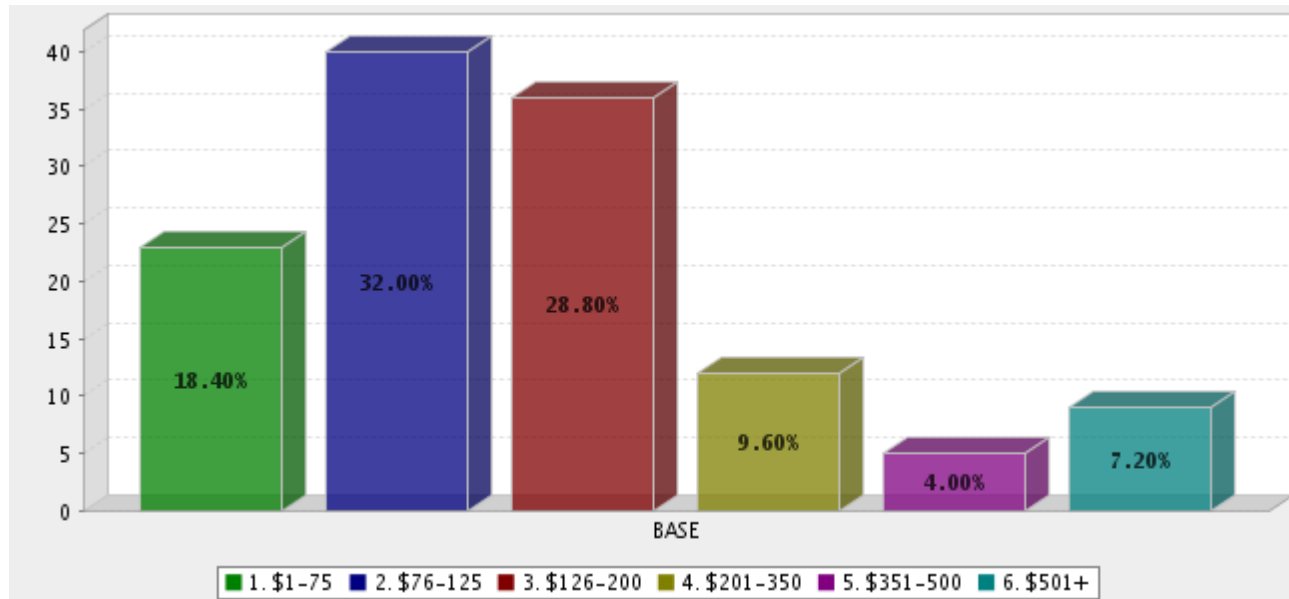
Mobile Demographics...

What is your annual profit margin?



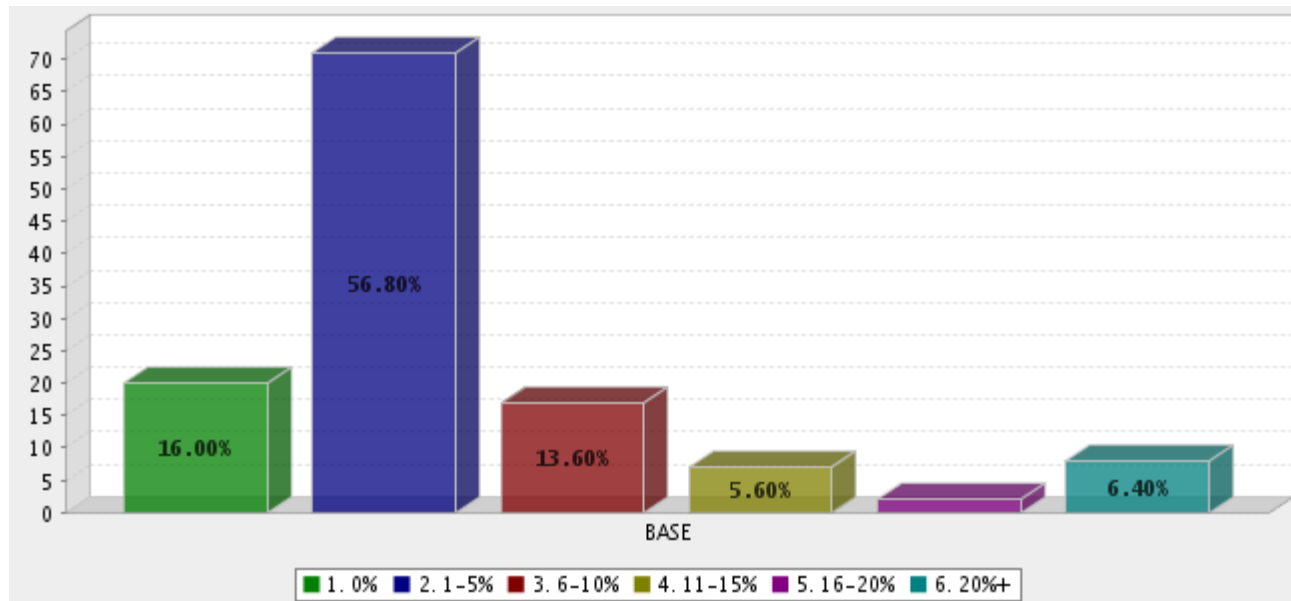
Mobile Demographics...

What is your average dollar amount per sale?



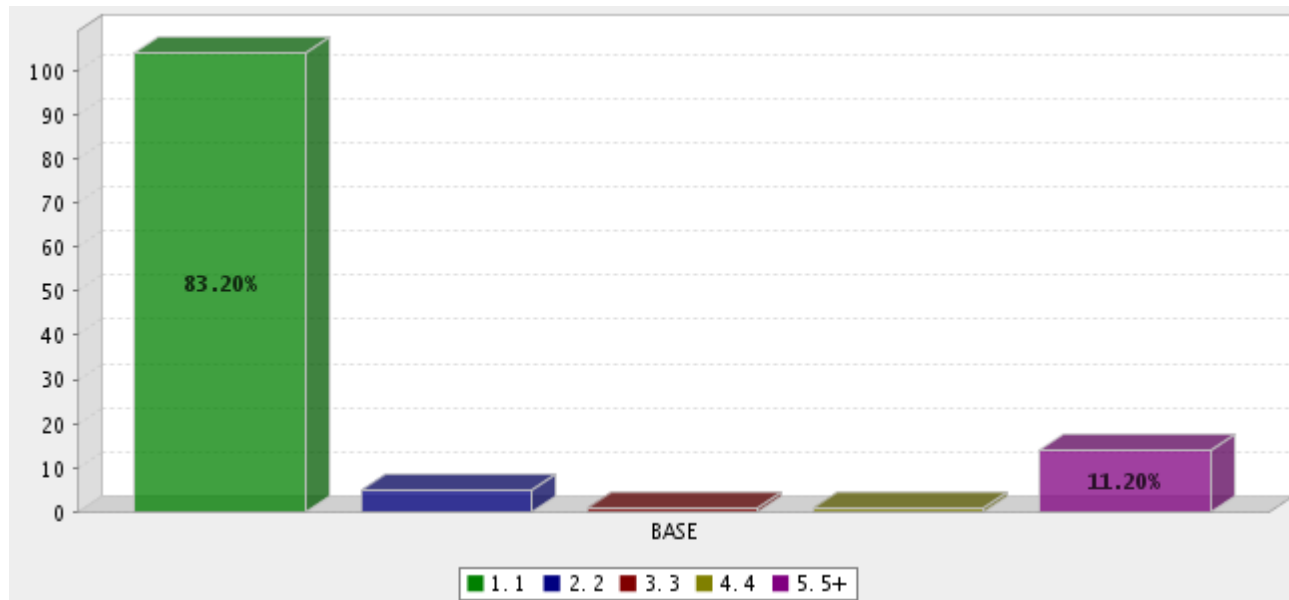
Mobile Demographics...

What percentage of your sales revenue are equipment sales (lifts, wheel balancers, fluid exchange)?



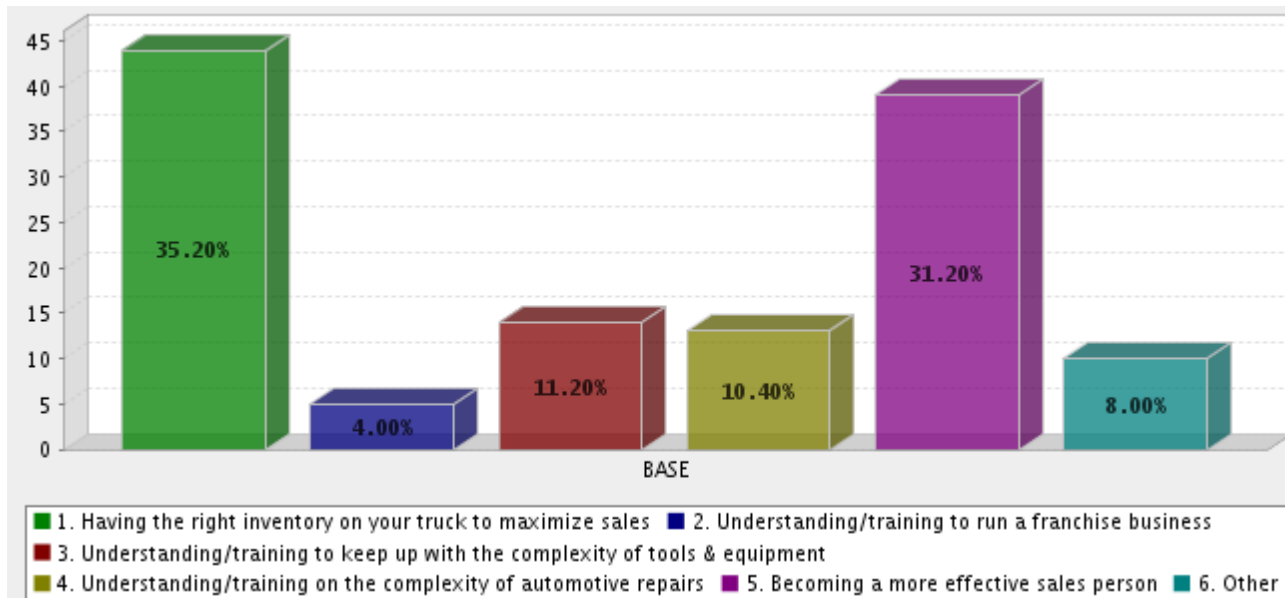
Mobile Demographics...

How many trucks do you operate?



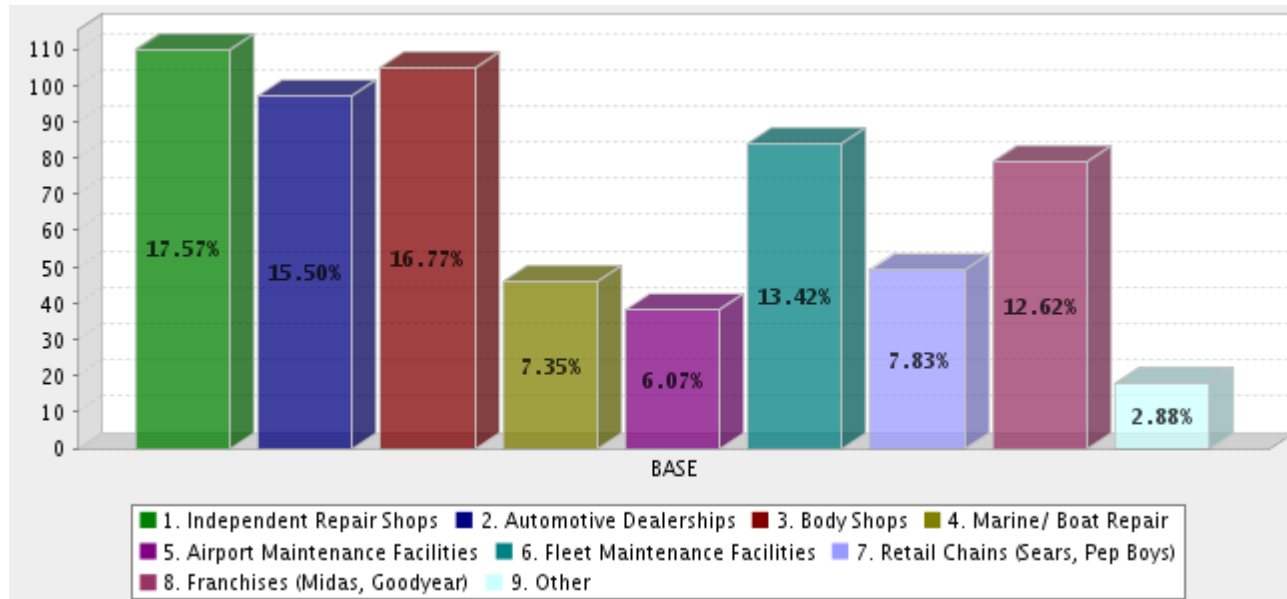
Mobile Demographics...

Which issue is your most critical? (Check one)



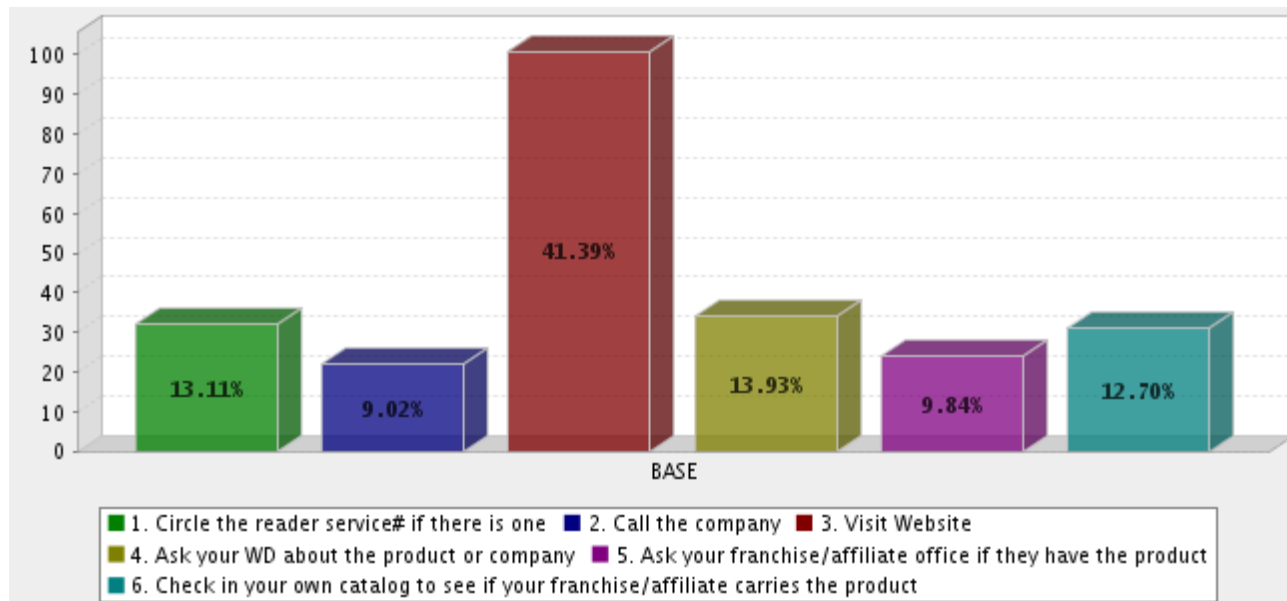
Mobile Demographics...

What types of businesses do you call on?



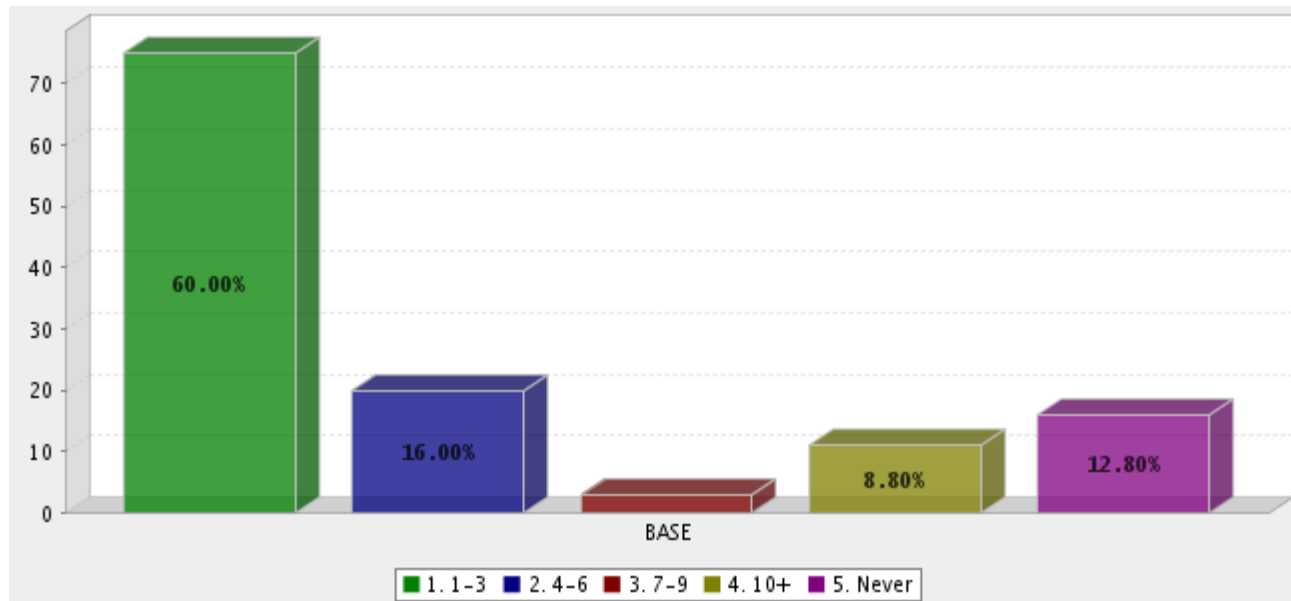
Mobile Demographics...

If you see a product or company of interest to you what are you more likely to do? (Check all that apply)



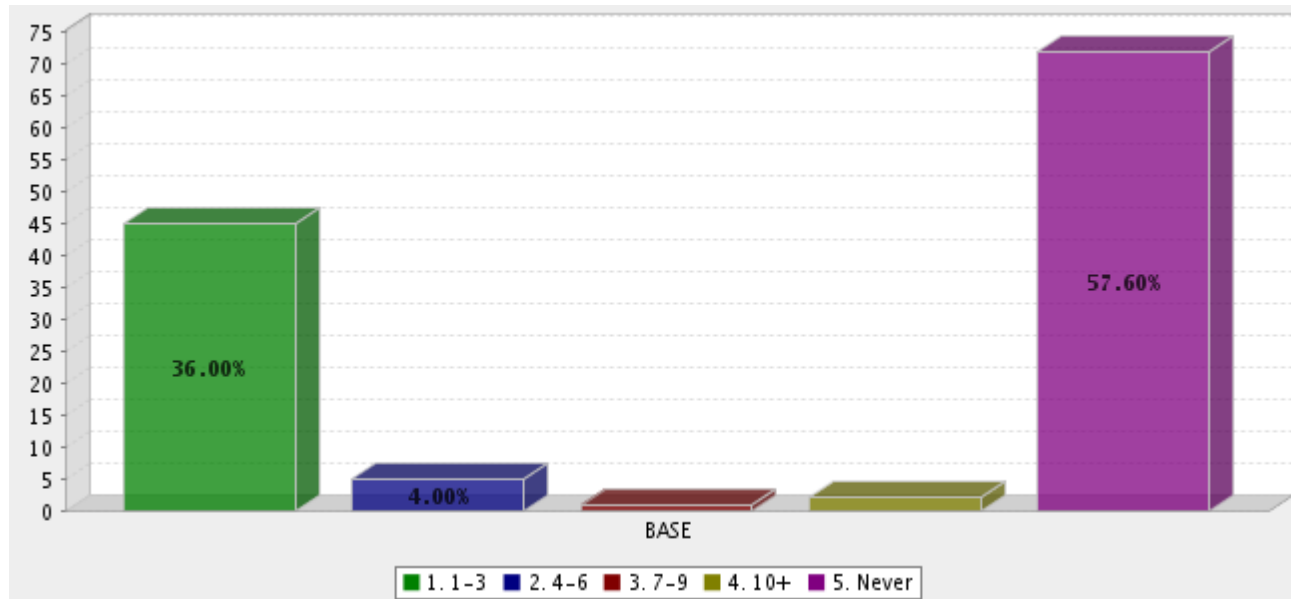
Mobile Demographics...

How many times in a week do you order from a warehouse distributor (WD)?



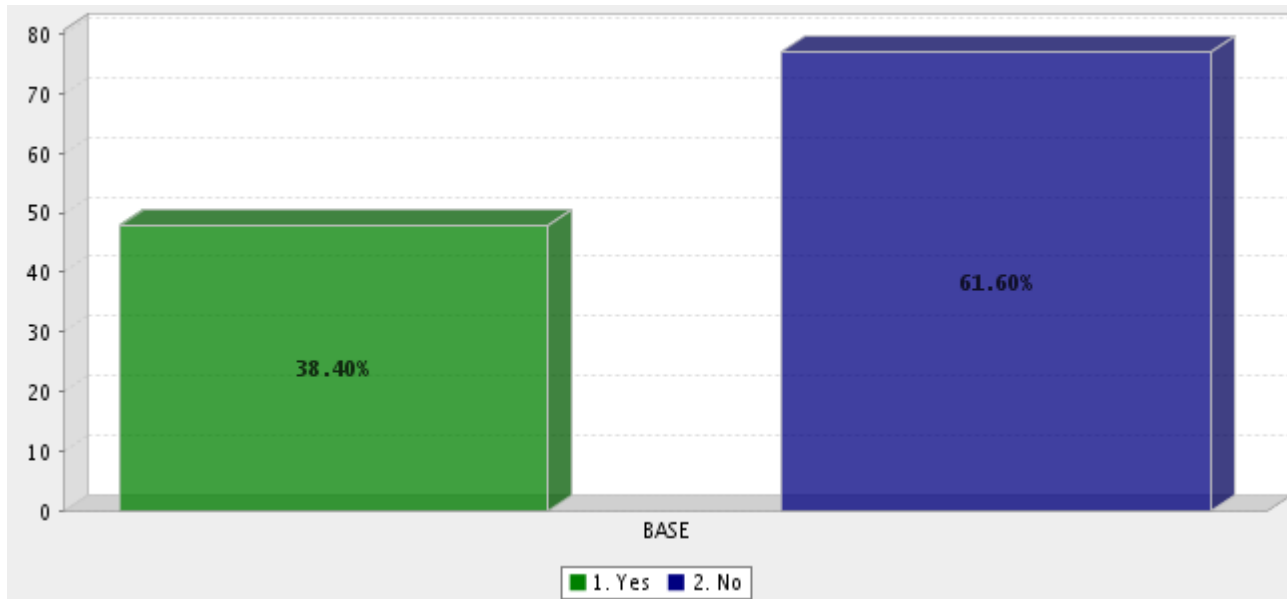
Mobile Demographics...

How many times in a week do you order from an online tool vendor?



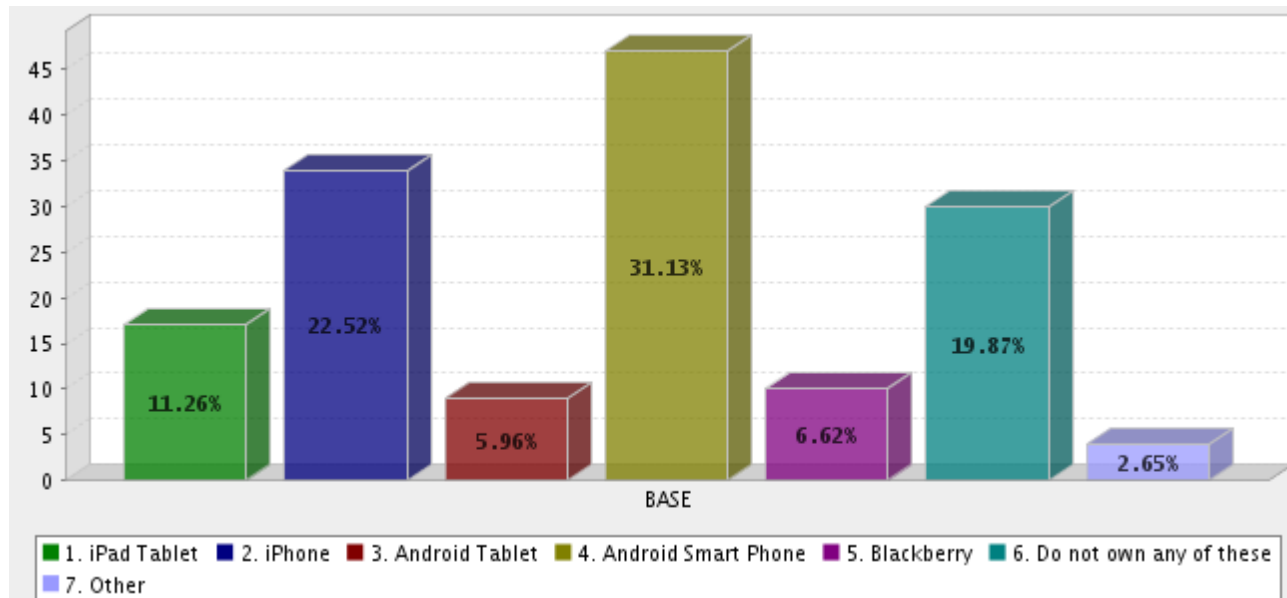
Mobile Demographics...

Have you purchased an i-Pad, Kindle or similar device?



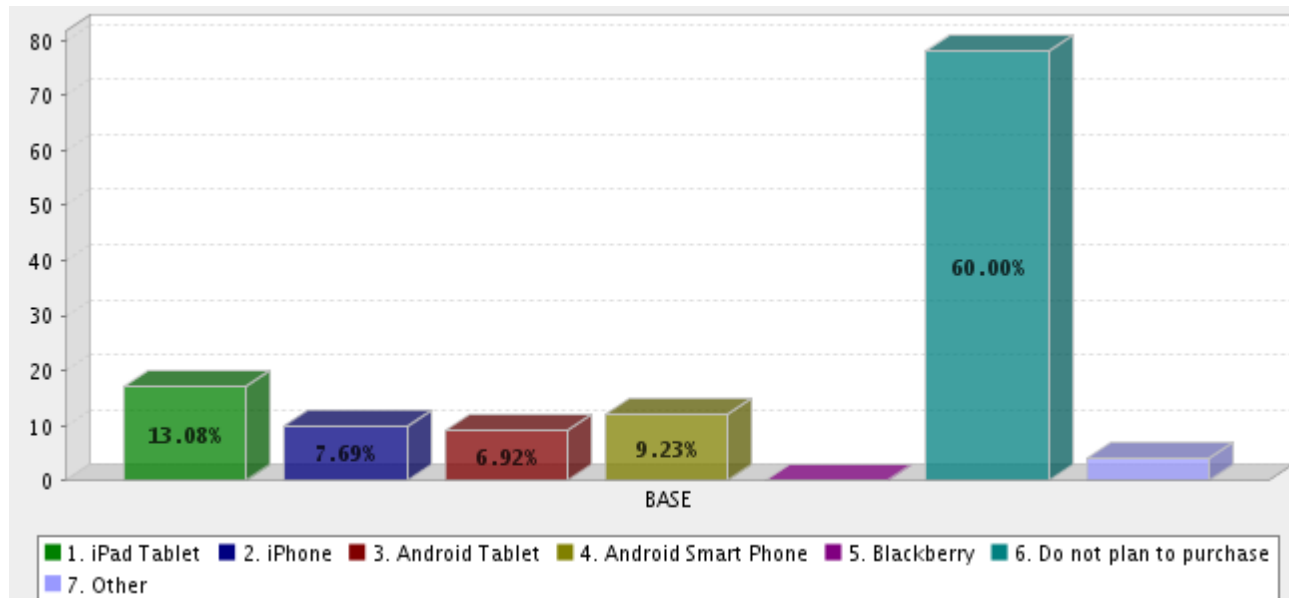
Mobile Demographics...

What mobile devices do you use for work? (Check all that apply)



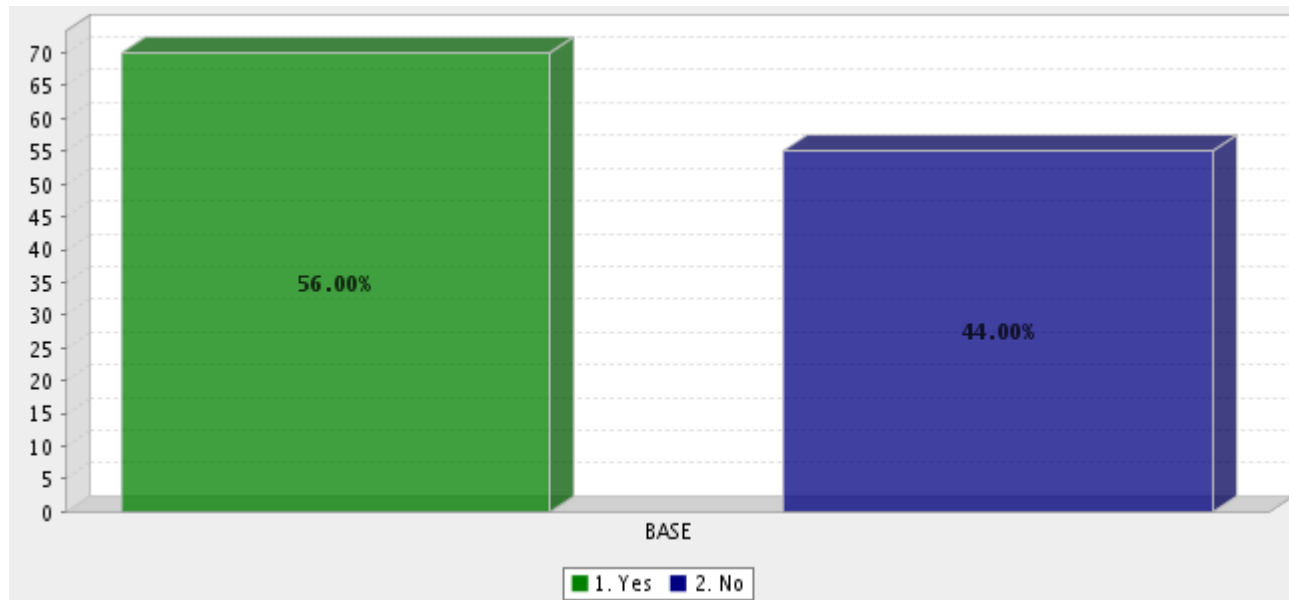
Mobile Demographics...

Do you have plans to purchase in the next 12 months?



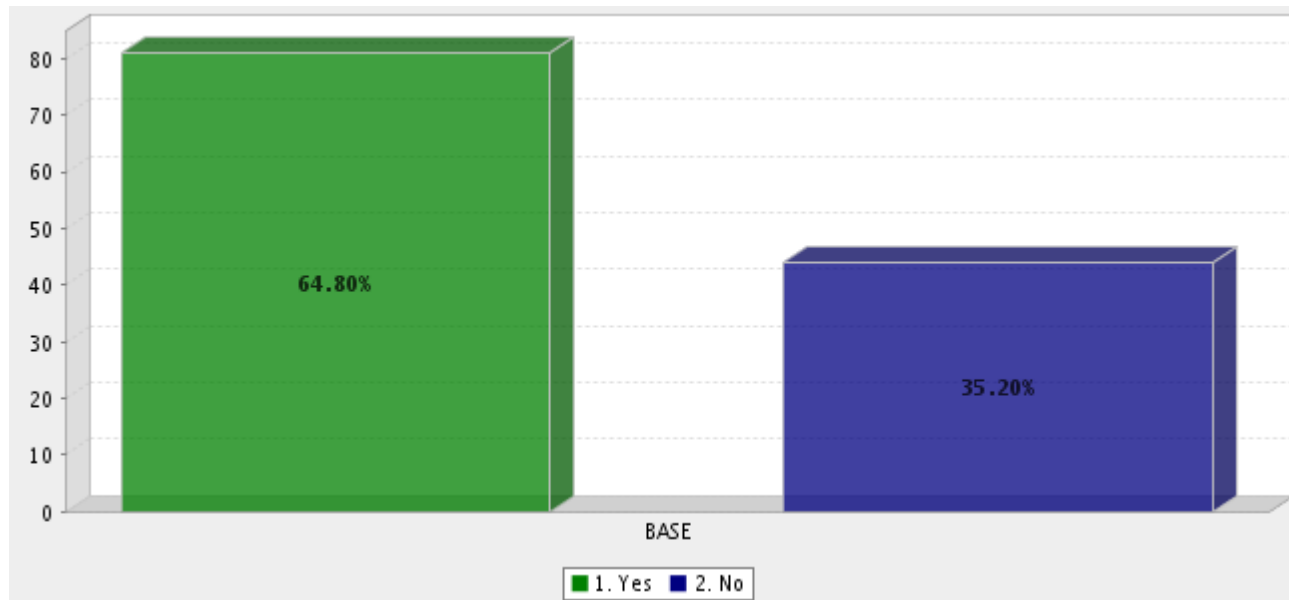
Mobile Demographics...

Do you use video demos when with customers?



Mobile Demographics...

Do you sell OEM Proprietary tools?



Conclusion...Who's your Customer?

- ▶ Distributor--seller
- ▶ Technician--user

The End...



Questions??

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