



OUR REPUTATION IN EVERY BAG

Consultation: "Cost-in-Use" Case Study



SUMMARY

Looking for a winning game plan? Take a page from the playbook of this distributor who took advantage of an opportunity to score a three-point conversion with a major sport stadium customer. In one skillfully executed play, this Aluf Plastics distributor:

1. Demonstrated a more economical "cost-in-use" option.
2. Proved to be a reliable partner by delivering within hours several pallets of trash bags.
3. Successfully re-directed all future conversations from price point to best solutions.

Distributor Scores 3-Point Conversion with Aluf Plastics

True "Cost-in-Use" Demonstration

Sometimes even the most persuasive demonstration doesn't immediately seal the deal. With the Aluf rep providing additional back-up, the distributor rep called on his customer, a purchasing agent for a major sports stadium, and demonstrated the remarkable strength of Aluf Plastics COEX bag.

Although impressed with the demonstration, the purchasing agent **looked at the single cost-per-bag and couldn't justify the expenditure.** What was missing? **The demonstration lacked the real-life example of how the stadium's maintenance crew was actually using the current bags.**

High density liners are typically quite attractive based on a cost-per-unit basis. It was no different with this purchasing agent. What neither the agent nor the reps knew was the maintenance staff was double- and triple-bagging the cheaper high density bags to avoid additional cleanup associated with product failure.

However, it wasn't long until everyone became aware of the maintenance crew bagging strategy.

Nimble Execution Builds Trust

Independent distributors have a distinct competitive advantage with the ability to quickly address emergency delivery needs. In this case, it was delivering several pallets of trash bags within hours when this **customer miscalculated the trash bag inventory.**

As Friday afternoon preparations were underway for the Sunday football game, it was discovered the stadium

was short almost three skids of trash liners. The purchasing agent quickly called upon his distributor asking for help.

Unable to provide the full order of the customer's usual high density bag product, the **distributor suggested an alternative he did have in-stock ... the Aluf Plastics COEX bag that had been previously demonstrated.** The customer quickly agreed as there was no other feasible alternative.

By the end of the workday, three skids of Aluf Plastics COEX bags were delivered to the stadium, guaranteeing Sunday's game would not be "trashed."

Eliminating Price Only Conversation

After game day, the distributor visited the stadium to make sure the Aluf Plastics bags were meeting the customer's needs and was alarmed to find two full skids of bags sitting unopened.

When he tracked down the maintenance supervisor to find out the problem, he was met with accolades as the customer exclaimed, **"These are GREAT bags! No need to double or triple bag them! We now have bags for the next two games."** Needless to say, the news quickly spread to the purchasing agent.

The end result: zero failure and lower trash bag costs. Additionally, the success of the Aluf Plastics COEX bags established the distributor as a consultant and partner instead of just a supplier.

Now, the **purchasing agent is "all ears" to product suggestions instead of just asking "What's Your Price?"**



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