



Warehouse Automation Brand Messaging

BRANDSCRIPT MESSAGING ELEMENTS

Character:

Warehouse professionals, including titles such as Warehouse Managers, Operations Directors, Supply Chain Coordinators, Warehouse Engineers, and Business Owners, who are all dedicated to enhancing warehouse layouts, streamlining material flows, and boosting operational efficiency.

Character Wants:

A future-ready warehouse equipped with the latest technology for optimal efficiency, safety, and scalability in order to meet today's needs and welcome tomorrow's opportunities.

Journey of Transformation:

From: Battling daily operations that are bogged down by inefficiency, increasing demand, higher customer expectations, high turnover, skilled labor shortages, frequent errors, and limited scalability.

To: Feeling empowered and confident managing a future-ready, modern, streamlined, automated warehouse with maximum operational efficiency, minimal errors and costs, and scalability to get a positive ROI and meet future growth demands.

Problem:

External Problem: Over the past decade, warehouses have evolved at record speed. Companies that don't modernize their operations will get left behind. If your warehouse can't keep up with increasing demands and customer expectations, you could lose customers, fall behind your competitors, or worse, go out of business.

Alternative External Problem: As your business grows, the old way of running your warehouse becomes a problem, causing delays and unhappy customers. Labor shortages and high costs for workers make these problems worse, and not being able to scale up smoothly adds to the struggle. Also, relying on people to do everything increases mistakes, which can lead to fines and losing customers.

Internal Problem: You probably understand the urgency to shift to automated systems since they are necessary for future-proofing your warehouse. But, upgrading your entire warehouse feels overwhelming. Also, worries about downtime or mistakes may be causing some stress. And, you might be thinking, a change this big could even disrupt your current processes and create costly downtime.

Philological Problem: We know there are a million details and complex decisions to make when automating your warehouse and you shouldn't have to be an expert in all of them. You deserve a



trusted partner who can handle the entire warehouse automation transformation process with confidence and expertise.

Guide:

Empathy: At The Lilly Company, we understand the constant challenge of meeting growing demand and the importance of future-proofing your business.

Solution: That's why we go beyond just selling warehouse automation technology. We're your partner from start to finish. We'll be by your side from the initial on-site consultation all the way to the in-depth training...and beyond. Allow us to take the lead and remove the burden, every step of the way.

Authority: We've been helping businesses like yours optimize their warehouse operations for over 100 years. Our team has a deep understanding of the challenges you face. We'll work closely with you to develop and execute a customized solution that meets your specific goals.

Plan:

Step 1. Let's Talk: Complete the form to setup a convenient time for us to visit your warehouse in order to fully understand your unique needs and big-picture goals.

Step 2. Choose a Design: We'll create a few design options for you to choose from, a project timeline, and a rough estimate. That way you'll know exactly what to expect.

Step 3. We'll Do It Right: We'll handle every step of the installation process and we're dedicated to reducing disruptions and providing training for you and your workers.

Step 4. Enjoy Efficiency: You'll enjoy your transformed warehouse, where efficiency and scalability give you a rewarding ROI and lead you to long-term success.

Call To Action:

Button: Schedule My On-Site Consultation

Direct: Take the first step toward warehouse automation—schedule your complimentary on-site consultation with us today!

Transitional Call To Action (Lead Magnet Ideas):

- Warehouse Automation Success Toolkit:
 - Warehouse Automation Made Easy
 - A Checklist of Actionable Steps, Myth-Busting Insights, and Real-World Examples for Seamless Integration
 - Is Your Warehouse Ready for Warehouse Automation?



■ Warehouse Automation Quiz

Successes:

When a client implements warehouse automation, a successful experience equates to:

- Proudly running a productive, efficient operation.
- Ability to keep up with growth or seasonal demand.
- An opportunity to outperform competitors and lead the market.
- Reduced need for manual labor, making operations consistent and reliable.
- Boosted productivity, and higher throughput, ultimately optimizing warehouse performance.
- Streamlined processes and workflows for smoother operations.
- Reduced labor costs.
- Enhanced precision and minimized errors in warehouse operations.
- Accommodating evolving business needs.
- Enhance workplace safety, ease physical strain, and higher morale.
- Valuable data for informed decision-making and continuous improvement.
- A competitive edge, positioning your business for long-term success.

Failures:

If a client doesn't work with Lilly or doesn't implement warehouse automation, they risk:

- Increasing growth demands could lead to customer dissatisfaction.
- End up choosing the wrong integrator who over-promises and under-delivers, leading to financial losses, disappointment, and frustration.
- Labor shortages and difficulties in finding skilled workers increase.
- Manual labor processes can result in higher labor costs over time.
- Manual processes cause inefficiencies that slow down productivity.
- Operational costs may rise due to inefficiencies.
- Falling behind competitors who have embraced warehouse automation and gained a competitive edge.
- Without warehouse automation, manual labor tasks can lead to a higher risk of workplace injuries.
- Without warehouse automation, missed opportunities for data-driven insights and decision-making.
- Manual labor-intensive work can strain employee morale and retention, impacting overall team satisfaction and performance.

Full Sales Script (Brandscript)

As a warehouse professional, you want a future-ready warehouse equipped with the latest technology in order to meet today's needs and welcome tomorrow's opportunities.



The truth is, ***companies that don't modernize their operations will get left behind.***

That means if your warehouse can't keep up with increasing demands and technological advancements, you could lose customers, fall far behind your competitors—or worse, go out of business.

You probably understand the urgency to shift to automated systems since they are necessary for future-proofing your warehouse. But, upgrading your entire warehouse feels *overwhelming*. Also, worries about downtime or mistakes may be causing some stress. And, you might be thinking, a change this big could even disrupt your current processes and create costly downtime.

We know there are a million details and complex decisions involved. You shouldn't have to be an expert in all things *warehouse automation*. You deserve a trusted partner who is confident and experienced.

Let us handle the whole warehouse automation integration process for you.

At The Lilly Company, we understand you're under constant pressure to keep up with growing demand and the urgent need to future-proof your business. That's why we go ***beyond*** just selling warehouse automation technology. We're your partner from start to finish. We'll be by your side from the initial on-site consultation all the way to the in-depth training...and beyond. Allow us to take the lead and remove the burden ***every step of the way.***

We've been helping businesses like yours optimize their warehouse operations for over 100 years. Our team has a deep understanding of the challenges you face. We'll work closely with you to develop and execute ***a customized solution that meets your specific goals.***

Here's how to get a custom warehouse automation solution from a trusted partner. First, schedule your on-site consultation. This way, we can learn about your operation and big-picture goals. Then, we'll give you a few design options to choose from. We'll also give you a project timeline and a rough estimate. This way, you'll know exactly what to expect. Next, we'll handle each step of the installation. We're dedicated to reducing disruptions and we'll train you and your workers. And finally, you will enjoy your transformed warehouse. The new level of efficiency and scalability will give you a rewarding ROI and lead you to long-term success.

So, take the first step toward warehouse automation. Schedule your free on-site consultation with us today! Allow us to transform your warehouse. This will let you shift from being pressured to proactive, so you can then start operating the most efficient warehouse possible.



1-Minute Elevator Pitch

As a warehouse professional, you want a future-ready warehouse equipped with the latest technology for efficiency and scalability. But, if your warehouse can't keep up with increasing demands, you could lose customers, fall far behind your competitors—or worse, go out of business. At The Lilly Company, we understand the constant challenge of meeting demand and the importance of future-proofing your business. Our team has a deep understanding of the challenges you face. That's why we go beyond just selling warehouse automation technology. We're your partner from start to finish...and *beyond*. We'll work closely with you to develop and execute a customized solution that meets your specific goals. Allow us to take the lead and remove the burden **every step of the way**. So, schedule your free on-site consultation with us today. Allow us to transform your warehouse, so you can proactively meet today's needs and welcome tomorrow's opportunities.

30-Second Elevator Pitch

As a warehouse professional, you want a future-ready warehouse. But, if your warehouse can't keep up with increasing demands, you could lose customers, fall far behind your competitors—or worse, go out of business. At The Lilly Company, we understand the importance of future-proofing your business. That's why we go beyond just selling warehouse automation technology. We're your partner from start to finish...and *beyond*. Allow us to take the lead and remove the burden **every step of the way**. Schedule your on-site consultation with us today, so you can meet today's needs and welcome tomorrow's opportunities.

One-Liner A

Don't fall behind your competitors—let The Lilly Company help you modernize and future-proof your warehouse so you can meet today's needs and welcome tomorrow's opportunities. Book your on-site consultation now!

One-Liner B

Feeling overwhelmed by the idea of automating your entire warehouse? With The Lilly Company by your side, the project is organized for a smooth transition to better efficiency and a rewarding ROI. Book your complimentary on-site consultation now!

One-Liner C

Future-proof your warehouse with The Lilly Company. We can help you stay ahead of demand, avoid losing customers, and secure your business's longevity. Schedule your complimentary on-site consultation today!