



Home Page Sales Funnel

BRANDSCRIPT MESSAGING ELEMENTS

Controlling Idea: When the world depends on you to move and store goods, you need an equipment and service partner you can depend on.

Journey of Transformation:

From: Going it alone, doing the best they can to keep up.

To: Working with a trusted partner, and being proactive.

MESSAGING FRAMEWORK ELEMENTS

Character Wants:

- To have a safe, efficient, profitable operation.

Problem:

- **External:** When the world depends on you to move and store goods, you have to be ready for anything. Operations change, equipment breaks, and problems happen.
- **Internal:** That's a lot of pressure to be under. It's stressful when you feel like you spend most of your time being reactive instead of proactive.
- **Philosophical:** There are a million details to consider when it comes to the equipment and service needed to run a warehouse, and you shouldn't have to be the expert in all of them. You deserve a partner who is.

Guide:

- **Empathy:**
 - We know getting equipped takes more than buying a few forklifts. You want the right solutions, service, and equipment so your staff can do their job best, and your customers can get their goods fast. That's what we want too.
- **Solution:**
 - The Lilly Company helps warehouses work, with expert material handling consulting, equipment, and service.
- **Authority:**
 - As your operation changes and evolves, new challenges that seem like roadblocks aren't new for us. For 102 years, we've been helping businesses like yours get equipped without making costly mistakes. We believe our longevity and customer loyalty are a result of the expertise we share, and the integrity in which we serve our customers.
 - Customer/vendor logos and customer testimonials
 - Trusted by Crimson Tide Sports Marketing, Bulldog Sports Properties, Auburn Sports Properties, FedExForum, University of Memphis





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- Long-tenured employees. Our guys and gals know their stuff.
- Authorized dealer of Toyota, Clark, and Linde forklifts

Plan:

Here's how to get the solutions, equipment, and services from a partner you can trust:

1. Get an Expert

Contact us and we'll get you paired with a material handling expert close to your area.

2. Get what you need

We won't just sell you equipment and take your money. We'll ask questions, dig deep, and evaluate your operation to make sure you get exactly what you need.

3. Get It Done

With The Lilly Company by your side, you can start running the safest, most efficient, and profitable operation possible.

Agreement

- Our goal isn't to make the most money we can make but to do you right and get you what you need. We're not out to take advantage of you, slip things by you, or see how much we can get away with.
- We treat you the way we want to be treated.
- We just show up when you need us, treat you and your team with respect, get the job done, and follow up.
- We make doing business with us as simple as possible.
- Listen first, talk later.

Call To Action:

- [Get in Touch](#)
- [Contact Us](#)

Transitional Call To Action:

- [Tips to improve your material handling operations - efficiency, safety, profitability](#)
- [Checklist of some kind](#)
- [Something about cool warehouse tech](#)
- [Warehouse & Forklift safety](#)





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Successes:

When a client works with The Lilly Company, a successful experience equates to:

- Proudly running a productive, efficient operation
- Getting equipment perfectly suited to your operation
- Never having to figure out problems on your own - whatever warehousing issue you're facing, we've been there, and we can help.
- Never being surprised by sneaky payments or fees
- Being backed by a trusted business partner

Failures:

If a client doesn't work with The Lilly Company, they risk failure through:

- Dealing with smarmy salespeople
- Running on equipment that does the job for a while... and then doesn't
- Making wrong decisions because you're inexperienced or penny-pinching
- Making a million-dollar mistake that turns a forklift into a giant paperweight
- Wasting money on downtime
- Headaches. So many headaches.
- Risking everyone's safety with outdated, unsafe equipment

BRANDSCRIPT NARRATIVE - 2 MINUTE SCRIPT

No matter how big or small your warehouse, when you work in material handling, you have to be ready for anything. Operations change, equipment breaks, and problems happen. It can feel like all you do is put out fires, and pray they stay out.

That's a lot of pressure.

There are a million details to consider when it comes to all the equipment and service you need to keep your warehouse running. You shouldn't have to be the expert in all of them. You deserve a partner who *is*.

At The Lilly Company, we believe setting you up for a successful operation means more than selling you a few forklifts. You need the right equipment *and* the right service so your **staff can do their job best**, and your **customers can get their goods fast**.

That's why we help warehouses *work*, with expert material handling consulting, equipment, and service solutions.

As your operation changes and evolves, even your newest challenges aren't new for us. Since 1919, we've been helping businesses like yours grow and maintain their operation *without* making costly mistakes along the way. We wouldn't have made it over 100 years





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without genuine expertise and integrity - at The Lilly Company, we're real people who treat you like a real person.

Here's how you can get the solutions, equipment, and service from a partner you can trust: First, contact us and we'll get you paired with a forklift and warehousing expert close to your area. Then we'll ask questions, dig deep, and evaluate your operation to make sure you get exactly what you need. And finally, we'll work beside you to keep your equipment running smoothly.

So contact us today. We'll get you what you need so you can stop being reactive, and start running the safest, most efficient, and profitable operation possible.

1 MINUTE SCRIPT

There are a million details to consider when it comes to everything you need to keep your warehouse running, and you shouldn't have to be the expert in all of them. You deserve a partner who *is*.

At The Lilly Company, we believe setting you up for a successful operation means more than selling you a few forklifts. You need the right equipment *and* the right service so your **staff can do their job best**, and your **customers can get their goods fast**.

That's why we help warehouses *work*, with expert material handling consulting, equipment, and service solutions.

Since 1919, we've been helping businesses like yours grow and maintain their operation *without* making costly mistakes along the way.

So if you need solutions, equipment and services from a partner you can trust, contact us today and we'll get you paired with a warehousing expert close to your area.

We'll get you what you need so you can stop putting out fires, and start running the safest, most efficient, and profitable operation possible.





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ELEVATOR PITCH(ES) - 30 SECONDS

There's a lot of equipment and service you need to keep your warehouse running, and you shouldn't have to be the expert in all of it.

That's why The Lilly Company helps your warehouse *work*, with expert materials handling consulting, equipment, and service solutions you can trust.

Contact us today so you can start running the safest, most efficient, and profitable operation possible.

LONG ONE-LINER

There's a lot of equipment and service you need to keep your warehouse running, and you shouldn't have to be the expert in all of it. The Lilly Company can help with material handling consulting, equipment, and service so you can stop being reactive, and start running the safest, most efficient, and profitable operation possible.

SHORT ONE-LINERS

- Run a safer, profitable, and more efficient warehouse with products and services from The Lilly Company
- With The Lilly Company, you have a material handling partner who can step in and handle everything.
- Lean on the most trusted name in material handling, The Lilly Company.
- At The Lilly Company, we believe you deserve a material handling equipment and service partner you can depend on.
- We rent, sell, install, and service all of the warehouse equipment you need for a thriving operation.

TAG LINES

- Run the Safest, Most Efficient, and Most Profitable Operation Possible
- We Increase Safety, Efficiency, and Profit in Warehouses Across the Mid-South in Tennessee, Mississippi, Alabama, and Arkansas
- Get a Partner Who Can Step In and Handle Everything

