



# TOTAL Power Solutions

## Brand Messaging Playbook

### MESSAGING FRAMEWORK ELEMENTS

**Your Character:** Warehouse Manager

#### Character Wants:

- Maximum profitability
- Affordable batteries/less Maintenance
- To keep up with changing regulations
- Maximum efficiency, more uptime, more throughput
- To move product with as little friction as possible
- Ensure Safety in the workplace!

#### Journey of Transformation:

**From:** I am not sure if I'm using the right amount of power for my equipment.

**To:** I am meeting or exceeding the run time expectation and using exactly the right amount of power with the right equipment.

#### Problem:

- **External:**
  - Just as the world depends on you to keep your product moving, your equipment depends on batteries to keep moving. But powering your operation takes more than just buying batteries. Hidden inefficiencies in your battery purchasing, charging, and maintenance could be costing you thousands of dollars *per forklift*.
- **Internal:**
  - Sometimes it feels like batteries are more trouble than they're worth. You must get *just* the right amount of power for your equipment. You must make the most profitable buying decisions. And your team must deal with all the logistics of charging, changing, and staying safe around your batteries.
- **Philosophical:**

- Powering your forklift fleet and dealing with batteries isn't supposed to be your thing. You shouldn't have to be a power expert to keep your operation running and keep your people safe.

## Guide:

- **Empathy:**
  - The world is moving to electric power, and California is leading the way. As internal combustion engines are phased out and electric becomes the standard, powering your facility will only get more and more complex. That's why Total Power Solutions is here to be your guide to all things electric.
- **Solution:**
  - We provide California and Nevada warehouses with solutions that keep the world moving with new and used batteries, power charging systems, battery replacement and service, battery rentals, accessories, and safety training. Whatever your energy needs, we have a solution.
- **Authority:**
  - We've been in the business of Industrial Motive Power since 1997; long before electric was trendy. Since then, we've partnered with hundreds of warehouses across California to reliably and efficiently power their operation.

## Plan:

1. **Get a Power Analysis.**

We'll schedule a convenient time to visit your facility to inspect your equipment, batteries, power usage, and safety measures to uncover opportunities to improve your efficiency, throughput and runtime.
2. **Get powered.**

Once we understand your operation and power needs, we'll propose a solution that gives you maximum efficiency within your budget.
3. **Get moving.**

Keep your product moving with a steady flow of clean, efficient, reliable power every day.

## Call To Action:

**Direct:** Schedule a Power Analysis

### **Transitional Call to Action (Lead Gen):**

- TBD eBook / Thoughtleadership doc about the need to be proactive when thinking about power.



## Successes:

### When a client works with Total Power Solutions, a successful experience equates to:

- Getting a lower power bill
- Using just the right amount of power
- Extending the life of your equipment
- Zero downtime and higher throughput
- Meeting or exceeding the run time expectation and using exactly the right amount of power with the right equipment
- Having a partner that works with you as your operation grows
- Having a team of experts to keep your batteries running efficiently
- Getting ROI from battery purchase

## Failures:

### If a client doesn't work with Total Power Solutions, they risk "failure" by:

- Wasting money on a high electric bill.
- Purchasing the wrong technology for the efficient use of your equipment.
- Possibility of employees getting injured during lead-acid battery maintenance.
- Not getting the maximum life out of your batteries
- Shortening the life of your equipment
- Forklifts running out of power before the shift is complete.
- Employees wasting productive time dealing with batteries.
- Corrosive & leaking batteries damaging your floors and equipment


## SALES SCRIPTS

### FULL SCRIPT

Just as the world depends on you to keep your product moving, your equipment depends on batteries to keep moving. But powering your operation takes more than just buying batteries. Hidden inefficiencies in your battery purchasing, charging, and maintenance could be costing you thousands of dollars per forklift.

Sometimes it feels like batteries are more trouble than they're worth. You have to get just the right amount of power for your equipment. You have to make the most profitable buying decisions. And your guys have to deal with all the logistics of charging, changing, and staying safe around your batteries.

Powering your forklift fleet and dealing with batteries isn't supposed to be your thing. You shouldn't have to be a power expert to keep your operation running and keep your people safe.



The world is moving to electric power, and California is leading the way. As internal combustion engines are phased out and electric becomes the standard, powering your facility will only get more and more complex. That's why Total Power Solutions is here to be your guide to all things electric.

Total Power Solutions is the one-stop shop for industrial power in California and Nevada. From choosing the perfect battery, to servicing and maintaining your batteries, to optimizing your warehouse's power efficiency, we have the solutions you need to run a clean and efficient warehouse.

We have been in the Industrial Motive Power Industry since 1997; long before electric was trendy. Since then, we've partnered with hundreds of warehouses across California and Nevada to reliably and efficiently power their operation.

Here is how we can work together:

**1. Get a Power Analysis.**

We'll schedule a convenient time to visit your facility to inspect your infrastructure, equipment, batteries, power usage, and safety measures to uncover opportunities to improve your efficiency and runtime.

**2. Get powered.**

Once we understand your operation and power needs, we'll propose a solution that gives you maximum efficiency within your budget.

**3. Get moving.**

Keep your product moving with a steady flow of clean, efficient, reliable power every day.

So, take charge of your operation and schedule a power analysis today.

## ELEVATOR PITCH

### Total Power Solutions In 30 Seconds

Just as the world depends on you to keep your product moving, your equipment depends on batteries to keep moving. But powering your operation takes more than just buying batteries. Hidden inefficiencies in your battery purchasing, charging, and maintenance could be costing you thousands of dollars per forklift.

Sometimes it feels like batteries are more trouble than they're worth. You must get just the right amount of power for your equipment. You must make the most profitable buying decisions. And your employees must deal with all the logistics of charging, changing, and staying safe around your batteries.

Total Power Solutions helps warehouses in California and Nevada keep the world moving with battery maintenance, replacement, safety, training and more. Whatever your power requirements are, we have solutions.



## ONE-LINER

### “What do you do?”

Warehouses depend on batteries to keep their operation moving. But few people are trained to purchase or safely maintain an entire fleet of batteries. Total Power Solutions partners with warehouses in California to keep the world moving with battery maintenance, replacement, safety, and more.

## TAGLINES

- Electric forklift and material handling equipment power solutions.
- Leading the charge with electric forklifts and batteries.
- Run a more efficient warehouse with TOTAL Power Solutions.
- Powering warehouses to improve efficiency, uptime and throughput.
- Efficiently powering warehouses across California and Nevada.
- Providing efficient power solutions to warehouses across California and Nevada.
- Powering warehouses and creating electric efficiencies across California and Nevada.
- Helping businesses in California and Nevada power their electric forklifts efficiently.
- Let us guide you in the forklift battery business, so you can prioritize your business!
- Let TOTAL Power Solutions take you out of the forklift battery business for good.

## HERO STATEMENTS

- We do not say “solutions” just because it’s marketing sizzle.
- We do not just replace batteries; we create power efficiencies within your warehouse.
- How long do you plan on being in business? A long time, right? Your investment should reflect that.
- Properly sizing your power needs is as important as sizing your forklift fleet.
- World-class support + localized attention.
- Let us handle your material handling equipment power needs, so you can do what you do. Batteries aren’t one-size-fits-all, and neither is your facility.