

TMHNC IUV Sales Funnel

‘Schedule a Free Demo’ Messaging

BRANDSCRIPT MESSAGING ELEMENTS

Journey of Transformation:

From: Not sure which industrial utility vehicle to buy.

To: Confidence you’re getting equipment that’s perfect for your specific application.

MESSAGING FRAMEWORK ELEMENTS

Character Wants: Get help finding the right industrial utility vehicle that fits your unique application to efficiently and safely move people and goods from A to B at work.

Problem:

- External: Buying the wrong utility vehicle will waste time and money.
- Internal: You don’t have to feel anxious about buying the wrong vehicle. When you schedule a free demo, we’ll bring our top recommendations to your facility.
- Philosophical: You shouldn’t have to choose a utility vehicle at your own risk. Schedule a free demo and we’ll bring our top recommendations to your facility.

Guide:

- Empathy: We know you may be able to choose an industrial utility vehicle on your own. If it has wheels, it seems like it should work to move things around. But we also know your job might call for something *to improve efficiency* and be more *cost-effective*. Maybe you need towing capacity, or street-legal driving, or extra seating. Don’t buy the wrong equipment! You deserve to know which piece of equipment best suits your needs for a simpler, safer, more effective way to move from A to B at work.
- Solution: We provide product recommendations for you, and bring them out to your facility, so you get the best industrial utility vehicles designed for your workplace application.
- Authority:
 - Our team is the most knowledgeable in the business when it comes to utility vehicles. We’re here to help you make a smart decision based on your facility’s needs.
 - We will bring our top recommendations to your facility for a free demonstration.
 - With superior technician assistance, we perform service and maintenance on-site to keep moving.

- Utility Vehicle Brand Logos. Polaris Logo, Taylor Dunn Logo,
- List logos of companies who TMHNC works with

Plan:

1. Step One: Complete the Form (or) Schedule a Free Demo

Complete the form on this page and we'll reach out to you.

2. Step Two: Get Recommendations

We provide custom recommendations, based on your needs and specific application. Let us know which day of the week is most convenient for you. Then, we'll bring them out to your facility so you can test them out in your environment.

3. Step Three: Get Moving

When you've got the right vehicle for your worksite, you'll love being on the move with a safer, more efficient industrial utility vehicle made to get the job done.

Call To Action: Schedule a Free Demo

Successes:

When a client schedule a free demo with TMHNC, a successful experience equates to:

- Get custom recommendations, based on your needs and specific application.
- Move people and materials throughout your facility with ease and efficiency.
- Customers get a more comfortable, professional experience.
- Good equipment for your employees, so they operate with pride, care, and do their job well.
- Stress-free shopping experience.
- The experts at TMHNC will help you save time and money.
- We'll make sure your new utility vehicle is compliant with OSHA regulations.

Failures:

If a client doesn't schedule a free demo with TMHNC, they risk failure through:

- Risk of buying the wrong piece of equipment.
- Employees trying to make it work with vehicles that aren't allowing them to do the job of moving people or products simply, safely, and efficiently.
- Potential injuries and liability from using the wrong equipment.
- Not having the ability to test drive for free.
- Possible liability from using non-road safe vehicles.
- Being non-compliant with mandates and regulations.

VALUE STATEMENT / SHORT NARRATIVE

OPTION 1: Prevent potential injuries and liability from using recreational equipment at the workplace. With the right industrial utility vehicle, you'll be on the move with safer, more

efficient equipment made to get the job done. Our team is the most knowledgeable in the business when it comes to utility vehicles. We will bring the equipment to your location, so you can test drive it yourself. No obligations!

OPTION 2: Buying an industrial utility vehicle can be stressful, when you don't know which piece of equipment you need to make you more efficient on the job. When you've got the right vehicle for your worksite, you'll love being on the move with a safer, more efficient industrial utility vehicle made to get the job done. Our team is the most knowledgeable in the business when it comes to utility vehicles. We will bring the equipment to your facility, so you can test drive it yourself. No obligations!

We'll help you find a safer, more efficient, and more economic way to move people and products. Then, we'll bring it to your facility so you can test drive to feel confident in your decision making process.

ELEVATOR PITCH(ES)

At TMHNC, we understand time is money. One of our experts will help you find the right utility vehicle for your needs and bring it to your facility, so you can test drive it for free. Saving you time and money. No strings attached.

Let TMHNC handle it for you. We have industrial utility vehicles that are built for workplace application. You can test drive for free! We will bring our top recommendations out to your facility. No strings attached.

We'll bring the right utility vehicle for the job, to your facility, so you can test drive it for free. No obligations to buy.

TAGLINE IDEAS

Schedule a free demo today. No obligations.

Book a free demo and we'll come to your facility.

Book a free demo and we'll bring our best equipment to your facility.

DEMO WEBSITE PAGE ELEMENTS

1. Messaging
2. Include a [Testimonial](#)
3. Lead Gen Form
4. CTA: Schedule a Free Demo