

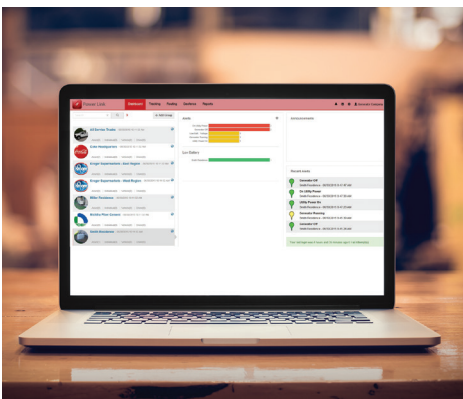


How to Sell Generator Monitoring

The Modern Evolution of the Emergency Power Industry

The “Internet of Things” is a term that has been around since the late 90’s referring to the use of internet-based technology to transform everyday objects or devices into data processing hubs. We see this technology everyday from cars and thermostats to even refrigerators. They connect to your Wi-Fi or your smart phone and the capabilities are endless.

In the emergency power industry, IOT technology has upgraded visibility into the everyday functions of the engine and generator. By connecting electronic devices to the generator’s control panel, we are creating a means to see real time data and status from anywhere in the world. With this rapidly-growing trend, integrating technology within your service business is critical to keeping the generators you maintain fully operational and your customers happy.

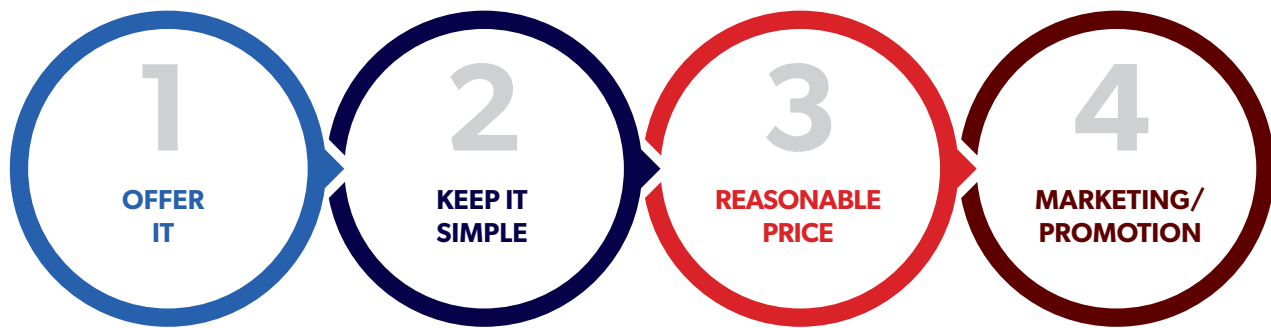


Power Telematics' Web Portal, Power Link

Most end users are already using IOT technology daily. They understand the basic benefit of remotely monitoring their emergency power system: to instantly know the status of their generator and have peace of mind knowing that in the event of an outage, they will have power. Consumers are smart; they know how imperative it is that their machine works every time. In theory, it’s a no-brainer to sell. Right?

The main challenge pervading our industry is that most generator monitoring solutions are either too expensive or cheap and unreliable. However, as technology advances, more monitoring options become available and with that the flexibility to find the best product for your business. Instead of making all products in-house, smart and more effective companies are using off-the-shelf, state-of-the-art technology and then customize them to fit the needs of their specific market and industry. Less overhead cost means savings are passed on as well as a higher standard of reliability of the product.

Where Should You Start? How Should I Do This?



1 OFFER IT

Plain and Simple. The first key to selling generator monitoring is to offer it to everyone. Whether you are quoting a new service agreement, a repair, or a renewal of service, it starts with letting the customer know that you provide remote generator monitoring as a part of your overall service program. Offer it as a separate option or line item on your quotes; we have seen some of our customers find success through “bundling” monitoring with one of their service agreement options, typically a semi-annual service with remote monitoring. Regardless of how you include it, the only truly successful method is simply to offer it and to offer it every time.

2 KEEP IT SIMPLE

The last thing we want to do is offer a solution to a customer without understanding their needs first. For residential customers, there’s a fine line between necessity and desire. What do I need to have and what would I like to have?

For example: In car maintenance, a customer is more willing to pay for repairs that will keep the car functional and reliable than buy new floor mats. The same goes for generator monitoring. In our experience, the easiest way to sell generator monitoring is by offering different levels of monitoring options; this will help both you and the customer better understand their needs and wants.

For **residential customers**, having one basic monitoring option and one advanced monitoring option is easier for the customer to understand and lessens the pressure of having to buy something that’s more than they really wanted. See example demonstrated below:

Option 1 (Lowest Cost)	Option 2 (Mid-Level Option)
PT300 Monitoring Kit	PT300 Monitoring Kit
(No accessory kits)	Utility Voltage Sensing Kit
	Generator Voltage Sensing Kit
	Generator Current Sensing Kit

For **commercial customers** whose level of needs is greater, offering two or even three tiers of monitoring with various “upgrades” can be helpful. In this example, you have 3 options of service: a low-level, lower-cost option with basic capabilities, a mid-level option with some accessory kits, and a high-level, higher-cost option with all the bells and whistles they could want. See example demonstrated below:

Option 1 (Lowest Cost)	Option 2 (Mid-Level Option)	Option 3 (Highest Cost)
PT300 Monitoring Kit	PT300 Monitoring Kit	PT400 Monitoring Kit
(No accessory kits)	Utility Voltage Sensing Kit	Utility Voltage Sensing Kit
	Generator Voltage Sensing Kit	Generator Voltage Sensing Kit
	Generator Current Sensing Kit	Generator Current Sensing Kit
		*Has 4 additional digital inputs

3 KEEP THE PRICE REASONABLE

Regardless of selling situation, price is always going to be the biggest motivator. Keep the price attractive enough so the customer can't help but say yes. Remember, the true reality is that generator monitoring is more of a benefit for the service company than it is for your customer; if you see that a customer's generator is in fault, you now have an opportunity to make a billable service call. Consider the additional benefit of customer retention: by keeping the customer's business you will capture all the higher-margin recommended repairs, e.g. batteries, block heaters, belts & hoses, coolant flush & fill, load bank testing, etc. These long-term benefits far outweigh the short-term gain of selling the monitoring system at a higher price so keep the pricing reasonable enough for the customer to say YES to your monitoring system.

Typically, we recommend customers use this breakdown to find the best price to offer monitoring products:

- Determine what an appropriate profit margin should be for the customer you're quoting (residential vs. commercial); a 33% GPM is a great start.
- Add 1-2 hours of labor to cover the cost of the installation.
- Keep the annual monitoring plan reasonable. A good sweet spot can range from \$149 - \$179 per year (or \$12.50 - \$15.00 per month).

Another possibility is bundling it into your service agreements. One example could include 1-2 minor services, 1 major service per year plus monitoring.

4 PROMOTE YOUR COMPANY'S MONITORING PROGRAM

Promote and market generator monitoring to your customers as your monitoring solution. Promote your company as a technology leader and let them know that you now offer a new program that provides numerous benefits, but most importantly improved reliability. Advertise your program through emails, brochures, and direct communications with your customers. Push monitoring through the technicians and encourage all technicians to endorse your monitoring program to your customers. Power Telematics even offers tailor-made brochures and can customize the Power Link portal with your company logo and information. Ask a Power Telematics sales representative for more info!

Start Today!

Creating a generator monitoring program is easier than you may think. Follow the steps above and you will have a great starting point to position you and your company as the innovative leader in your market. Remote connectivity is a rapidly growing trend, particularly in any engine-based industry. The "Internet of Things" is the next phase in technological evolution and companies who embrace this trend early on will be the predominant leaders of tomorrow. Keep your monitoring plans simple and cost-effective and you are guaranteed to succeed.

Power Telematics wants to help you achieve that success! Give us a call today so we can help you develop the most appropriate plan for your business with the right products and service options.



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