

salescoachingbook

RAMEX



www.ramex.it











Dear Seller,

this sales coaching book is for you, to give you all the skills that you will need during the selling process and to make you stronger and foolproof.

Please, store these information and feel free to reread this coaching book whenever you want. That's made just for you, to make you the Ramex best sales performer.

Good Luck!

-  **01** How to sell the Ramex hose reel
-  **02** Why use a hose reel?
-  **03** Applications
-  **04** Why suggest a Ramex hose reel?
-  **05** What to ask to your customer
-  **06** Hose reels categories
-  **07** Materials
-  **08** What to propose with the hose reel

01

HOW TO SELL

LET'S DISCOVER THE HOSE REEL



MANUAL



FLOOR SUPPORT



AUTOMATIC



ELECTRIC



HYDRAULIC



PNEUMATIC



COVERED



SAFE



CERTIFIED

THE RAMEX HOSE REEL

SALES COACHING BOOK

During the sales process, do you sometimes receive questions you're not sure about?

Have you ever wanted to know more about the product you're selling?

Well, this coaching book is designed to give you the information you need to support you in selling Ramex hose reels.

It provides answers to the most frequently asked questions so you can offer your customers the best possible solution for their requirements.

It's our desire to provide you with a branding tool to help you sell the Ramex product in the Ramex way, drawing on the Ramex philosophy.

WHAT WE MUST REPLACE

Throughout the world, it's not uncommon to find companies using rudimentary methods to store their hose, instead of a hose reel.

Replacing them with a hose reel offers many advantages. These include making jobs safer, faster and easier to complete.

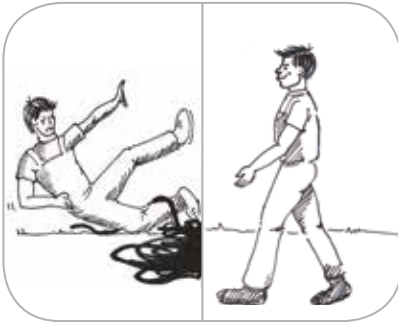
Here you can find the most popular devices:



02

WHY USE A HOSE

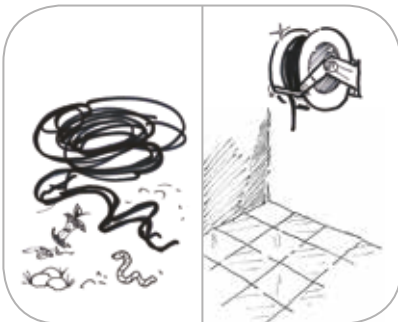
A hose reel will:



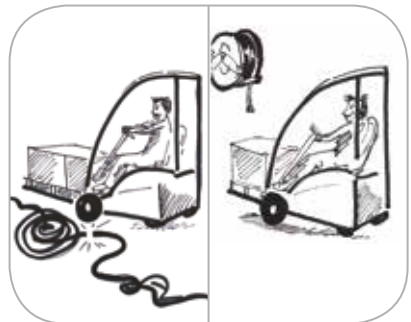
Protect the safety of the worker.



Store the hose safely, in compliance with international standards.

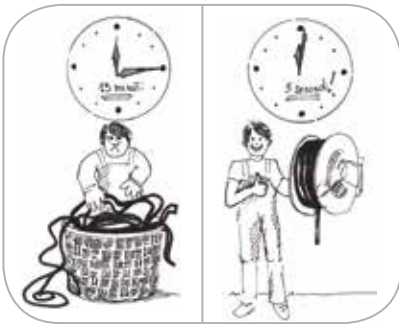


Keep the hose hygienic, in compliance with international standards.



Protect the hose from damage.

USE REEL?



Aid and accelerate the work.

It's important to keep in mind that:

A HOSE REEL CAN BE USED WHEREVER THERE'S A HOSE

This is why it's crucial for you, as the sales consultant, to understand the customer's circumstances. This allows you to offer a real solution to the problems they face – or to alert them to problems they may not realise can be eliminated.

For example, a hose reel not only reduces workplace safety problems, but it helps prevent the hose from becoming damaged or knotted (which requires strong physical effort to use it).

03

APPLICATIONS

There are many sectors where hose reels are highly beneficial. These include industries involved in:



LIVESTOCK
& ANIMALS



MUNICIPAL
WORKS



BUILDING



FOOD MANUFACTURING
& PROCESSING



MECHANIC



RESTAURANTS /
HOTELS



AVIATION



AIRCRAFT
REFUELING



CIVIL & INDUSTRIAL
REFUELING



MINING



MARINE



ARMY



AUTOMOTIVE



AGRICULTURE



CAR
WASH

And more!

04

WHY SUGGEST

A hose reel enables you to:



INCREASE SAFETY



SAVE TIME



SAVE MONEY



IMPROVE EFFICIENCY
IN DAILY WORK

A RAMEX HOSE REEL?

But the real advantages lie in the reliability and excellent performance of a Ramex branded hose reel.

Incorporating extensive experience and know how into our smart designs, Ramex hose reels offer:

- **100% MADE IN ITALY PRODUCT**
- **A COMPLETE RANGE OF HOSE REELS AND CABLE REELS**
- **QUICK RESPONSE**
- **FAST DELIVERY**
- **POSSIBILITY OF CUSTOMISATION**
- **HIGH QUALITY MATERIALS**
- **STRONG RESEARCH & DEVELOPMENT**
- **HIGH PERFORMANCE PRODUCTS**
- **GOOD VALUE FOR MONEY**
- **PRODUCTS IN COMPLIANCE WITH INTERNATIONAL STANDARDS**

These features are important to reinforce with customers when selling Ramex products!

05

WHAT TO ASK T

Your mission in sales - and especially when selling a Ramex product - is to understand perfectly the needs of your customer so you can offer the best possible solution.

So when speaking with a customer, the question to ask yourself is: **How can I match your need and offer you the item that exactly matches your requirements?**

In the case of Ramex, the solution is really simple. Here are questions that will identify the ideal hose reel for your customer:

TO YOUR CUSTOMER

1. **What's the application?** (We must identify where the hose reel will be placed and how it will be used).

2. **Do you prefer an automatic or manual or powered solution?** (Later we'll explain how to help this choice).

3. **Which material?** (Stainless steel AISI 304 or 316 or Powder coating steel or cataphoric treatment steel?).

4. **What's the hose length you may need?**

5. **What's the hose diameter you may need?**

6. **What's the maximum working pressure you need to use?**

7. **What's the maximum temperature?**

8. **What kind of fluid do you need to move?**

Once you've obtained the answers to these questions, you'll be ready to optimise the sale.

06

HOSE REELS CA

It's important to know that Ramex hose reels are divided into two main categories: Manual and Automatic.

Each category supports specific needs, so you may be wondering when to direct the sale towards one category or the other?

The short answer is that there are no prefixed rules, and both categories can match many situations and applications. Sometimes, however, it's important to make a recommendation and here are the contexts that best suit each type of hose reel!

MANUAL

When should we suggest a manual hose reel?

- When our customer has a limited budget
- When our customer can provide a minimal maintenance
- When the item must work in every condition (including the most extreme)
- When frequency of use is moderate
- For specific applications

AUTOMATIC

When should we suggest spring driven automatic hose reel?

- When our customer needs fast and high quality performance
- When the application conditions are intensive
- When frequency of use is high
- When we need no effort by the operator

SAFE

When should we suggest the safe hose reel range?

- The safe hose reel range is specially equipped with a safety brake system to control the speed of retraction of the hose (in spring driven hose reels).
- When we have industrial applications with many operators working in the area, and if a hose retracts too fast it could hit someone and cause an injury or distract them from what they are doing.

CATEGORIES

COVERED

When should we suggest a covered hose reel?

- When the hose reel will be exposed to weather or open air. The cover protects the unit from weather and unfavorable conditions.

ELECTRIC

When should we suggest an electric hose reel?

- When the user want to optimize the work by a motor
- Wherever it's possible to have a source of electricity, 12 V, 24V, 220 V, 380 V, and in Industrial contexts.

HYDRAULIC

When should we suggest a hydraulic hose reel?

- When the user want to optimize the work by a motor
- When the hose reel must be installed in industrial contexts
- When the hose reel must be installed in big spaces
- When the hose reel is used in municipal, agricultural or mining environments.


PNEUMATIC

When should we suggest a pneumatic hose reel?

- When the user want to optimize the work by a motor
- Wherever we have access to a source of compressed air (especially industrial devices or agricultural machinery)

CERTIFIED

Ramex offers some of the most important international certifications on request. These include:

- ATEX Certification for potentially explosive environments  II 2 GD 70°C
- Petrol filling stations EN 13617-1
- LLOID Certification for offshore application

Ramex can provide you with more certifications on request.

07

MATERIALS

MATERIALS

Among the Ramex product range, the customer can choose between 4 materials:

1. Stainless steel AISI 304
2. Stainless steel AISI 316
3. Powder coated steel
4. Cataphoric treatment steel

- The **stainless steel AISI 304** is more commonly used for the food industry, alimentary labs, livestock or chemical sectors.
- The **stainless steel AISI 316** is used in the pharmaceutical industry, chemical process industry, off shore applications, and special ambient applications.
- The **powder coated steel** is a lower budget option, and is suitable for the automotive, car wash and municipal sectors.
- The **cataphoric treatment steel** is suggested for applications that do not use aggressive products in wash down applications, or for car wash or agricultural applications. It is a lower budget option that's suitable for circumstances requiring a protected hose reel with a double painting protection (outside and inside throughout the flow path).

It's important to note that the high quality of the materials used by Ramex delivers exceptional performance and durability throughout its range.



**STAINLESS STEEL
AISI 304**



**STAINLESS STEEL
AISI 316**



CATAPHORIC STEEL



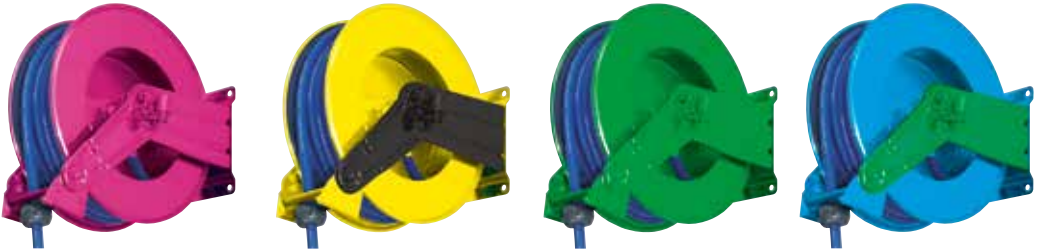
POWDER COATED

CHOOSE THE COLOR

Thanks to Ramex's customisation capability, your customer can choose the colour of their powder coated steel hose reel.

It's possible to choose the perfect shade from the RAL colour range, allowing the hose reel to match the company's corporate image policy.

It's advisable to encourage the customer to purchase as many customised hose reels as possible in one batch, in order to optimise production and delivery timeframes.



08

WHAT TO PROPOSE

WHAT TO PROPOSE WITH THE HOSE REEL

Beyond selling the Ramex hose reel, there are also many accessories that can be useful for your customer.

First of all, you can suggest the swivel bracket, which is especially useful if your customer is thinking about fixing the hose reel at the wall. This makes the work easier and faster, and gives a greater freedom of movement.

You can also propose that your customer buys the **hose reel complete with the hose**.

What are the advantages?

The hose reel will arrive ready to use and the assembly of the hose is completed for FREE! As a result, the customer saves time and money.

To arrange this, please verify the length of the hose that your customer requires.

You can then leave everything else to Ramex!

Other important accessories include:

- Foam Systems (foam stations and foam tanks)
- Spray systems (spray stations and spray tanks)
- Guns
- Lances
- Surface cleaners
- other useful accessories for the industrial cleaning.

You'll provide a great service to your customer and Ramex will support you in supplying the best quality products!

POSE WITH THE HOSE REEL

SOME SUGGESTION

Often the buyer knows exactly what they want. But the role of the sales consultant is also to be an influencer and a mentor in this important phase.

Try to be a point of reference for your customer. You may even help them to see how and why they need a Ramex hose reel, even if they'd not previously realised this before.

And remember: wherever there's a hose, there can be a hose reel!

By the way, here are 5 key phrases that can help you, that are the signature of the Ramex brand:

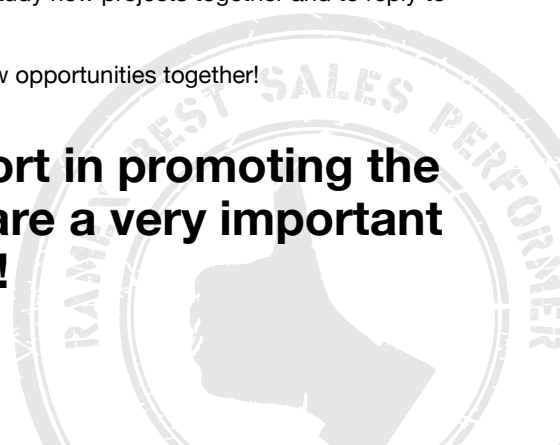
- **100% MADE IN ITALY**
- **HIGH QUALITY**
- **CUSTOMIZATION**
- **RESEARCH**
- **SAVE MONEY & TIME**

So good luck and don't forget to contact Ramex with any questions.

We are always here for you, available to study new projects together and to reply to the issues faced by your market.

So we'll be really pleased to deal with new opportunities together!

Thanks for your effort in promoting the Ramex brand, you are a very important part of our network!





R A M E X S A L E S C O A C H I N G B O O K

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