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## Experience Chooses Fairbanks Tundra Truck Scale

*It's interesting and helpful to understand what motivates our customers and drives their purchasing decisions. Is it price, quality, availability, or something else?*

While working recently with a new customer who purchased a Tundra scale, I seized the opportunity to gain insight into his decision making process. From a price perspective, Fairbanks Tundra is not normally a price leading solution. So, since it wasn't the lowest priced option, what attracted this customer to the Tundra? The answer our new customer provided is noteworthy and hopefully a good anecdote you can share with a prospect comparing Fairbanks Tundra to other above ground scale designs.



Before I tell you why this customer selected a Tundra pit-type scale, let me explain a bit about his business. Our customer is in the construction industry. In fact, this customer owns a highway bridge construction business and provides services to the Missouri Highway Department of Transportation, as well as other state DOT offices. If you have ever driven through Missouri, you likely have driven across a bridge that our customer built. This detail should give you a hint as to why our customer selected a Tundra pit-type scale. While discussing his purchase, our customer explained that he was looking for a long-lasting scale and when he saw the Tundra, he immediately recognized the quality of the design.



The Tundra design is just like a highway bridge – something in which he has a great deal of expertise. Massive main girders supporting a concrete deck is similar in design to the highway bridges our customer builds and he recognized the differences in our product as compared to others. Other competitors did not present a design he trusted, but simply focused on providing a low-priced product. The typical low priced scales proposed included a formed steel, steel deck Mettler Toledo above ground design in a pit.

In fact, our primary competition on this project was Mettler Toledo. From the beginning of the sales cycle, Mettler's distributor focused almost exclusively on a low-price. The formed steel scale minimizes Mettler's cost of manufacturing and is proposed – most generally – as a first, low price option. This makes sense for the distributor faced with a competitive situation. These formed steel scales carry a low invoice price and many times, this low-price strategy will capture the imagination of the prospect and price becomes the de-facto comparison point. You likely see this competitive strategy every day.



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With advancements in materials and fabrication technology, some weighbridge manufacturers have found a financial incentive to produce a single weighbridge design for all types of truck scale applications. These cookie-cutter designs have a low production cost and the savings is purported to be passed along to the buyer. Even if the steel deck is the wrong solution for the buyer's application, Mettler's representatives will promote and point to a low acquisition price to entice a buying decision.

But Mettler's strategy did not work with our bridge building customer. After considering the differences in the design, it was easy for the bridge builder to select the best, most long-lasting design product for his business – the Fairbanks Tundra.

This buying decision is noteworthy because it may help other Fairbanks prospects really consider why they select the design proposed to them. In this example, we have a customer experienced in building highway bridges who selected our product because it is similar to a highway bridge in design and construction. Secondary to that, this buyer decided against the Mettler product because he recognized it was the wrong design for his application. This low-price strategy did not work in this situation and maybe this story can help defuse a pricing objection you may encounter in the future.

For further information, visit our [Fairbanks Tundra web page](#).

To learn more, contact Fairbanks Scales at 816-451-4107 or visit us on the Web at [www.Fairbanks.com](http://www.Fairbanks.com).

