



Fairbanks Trident — A Proven, Strategically Special Scale

One thing that makes a great quarterback is his ability to anticipate a defensive scheme and, with a quick audible, change the play to lead his offense in a different direction. With a quick adjustment at the line of scrimmage, a great quarterback will exploit holes in the defense.

Heavy capacity sales conversations can be very similar. Think of your competition as the defense, the sales call is like the line of scrimmage, and your product line is your offensive playbook. As you approach the sales conversation and recognize competitors promoting a steel deck truck scale, use the Fairbanks Trident to change the play. Don't be afraid to use an audible. Remember, you have a go-to, game-changing product that can be installed as fast as a steel deck, and is a superior product.



It is not uncommon to find our competitors focusing the sales dialog on the virtues of a steel deck truck scale. Most of the time, they will lead with a quick-to-install, low cost steel deck product. While steel deck scales have their value, cutting through the competitive noise makes you more successful and puts you in a position to win more jobs. The Trident gives you that advantage. It can be deployed in the same time as a steel deck, and offers a better, more massive concrete surface with guaranteed quality.

Trident also offers engineered concrete and more mass to withstand punishing duty cycles. For a truck scale buyer, getting the speed of installation and all the benefits of engineered, *guaranteed* concrete is an attractive feature set. We have a great story to tell. In most applications, a concrete deck truck scale offers many more long-term benefits to the buyer.

Competitors can make the sales dialog difficult when they tout steel deck's speed to deployment. Use Trident to change the game. Since the release of the Trident, many Fairbanks Area Sales Managers have been successful redirecting the sales dialog from steel to factory engineered, factory guaranteed concrete.

Trident was released in early 2011 and Fairbanks has shipped dozens of units each year. We expect the 100th Trident to land sometime this year. The first Trident installed was placed at a Martin Marietta site in 2009 and, to date, has performed perfectly with zero issues . . . *not one*. According to the local ASM and the tending service personnel, this



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Trident has performed solidly since installation. This Martin Marietta site experiences 50 to 80 trucks per day and the deck shows no signs of wear.

Fairbanks has sold Tridents into a variety of industries and includes owners as diverse as small farms to well-known manufacturers, such as Paccar. Fairbanks Trident is performing like an Abrams tank in a wide variety of industries. As you would expect with an American built Abrams tank, Trident has performed flawlessly with no issues.



Trident's features, strategic positioning capability, and proven track record should convince you that it can be an essential component you can use to grow the business in your territory.

The next time you find yourself in that competitive sales dialog facing a low-priced steel deck scale, remember what makes you a great quarterback – audibles at the line of scrimmage. Use Trident to redirect the buyer's attention to concrete rather than steel. Chasing a competitor's low-priced steel scale with our steel deck product isn't a high percentage strategy. You can change the game and exploit your competitor's strategy. You have a proven product your competitor cannot defend against. Use Trident to gain a better chance of winning more orders.

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

To learn more, contact Fairbanks Scales at 816-451-4107 or visit us on the Web at www.Fairbanks.com.