

RFID is Magic and Not Viable!

Ways to Approach Skeptical Customers



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TIP of the **SPEAR**SM
CONSULTING | LLC

Topics

- It's an Uphill Battle with Some Customers – Am I Right?!
- Focus on the Desired Business Outcome First
- Be Creative – Have Relevant Industry Examples Ready
- Be the Fuller Brush Salesperson of Old

It's an Uphill Battle for Some Customers – Am I Right?!

1. Once Burnt – Twice Shy

- I know about RFID, we looked at it 7 years ago and it was a little flaky and cost too much.

2. Internet Scholar

- I know exactly what I want and how my “RFIDs” should work. Just sell me the hardware.

3. Collaborative but Conservative

- Here's what I was thinking, please provide your thoughts and we'll start slow.



Focus on the Desired Business Outcome

- Everyone “thinks” they know how RFID is going to solve their problems... Or Do They?! Hear them out, it’s hard not to jump in and give them a bunch of ideas.
- All customer personalities have one thing in common... they have a business problem to solve and are looking for a solution.
- Start with putting the “RFID” solution discussion on hold and try to get to the root of the problem first. Once you understand their desired state, then and only then, reach into your tool bag for a solution.



Remember –
**“When you’re a hammer,
everything looks like a nail”**

Be Creative – Have Relevant Examples Ready

Retail



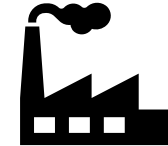
Warehouse
&
Distribution



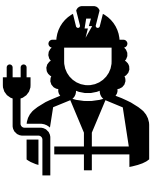
Healthcare



Manufacturing



I Can't Make Good Decisions Because I Don't have Accurate and Timely Data



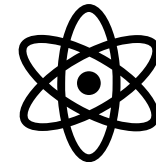
Field
Operations



Transportation
& Logistics



Hospitality



Energy &
Utilities

Industry Use Case Examples

- **Retail** – Ability to locate a customer's custom / high end order quickly to live up to the high-end experience of a luxury brand owner.
- **Warehouse & Distribution** – Eliminate the need for cycle counts so ecommerce customer expectations are met consistently which leads to brand loyalty.
- **Healthcare** – Ensure that the medication, administered to a patient, is in good condition, free from recalls, and does not conflict with any allergies.
- **Manufacturing** – Enable the customer to track their new automobile from order, to build, and then to delivery.

Industry Use Case Examples

- **Field Operations** – Ensure that the right tools / supplies are loaded to complete a job efficiently and increase customer satisfaction.
- **Transportation & Logistics** – Ensure the right products are loaded on to the right truck, ship, or plane and in the right condition. Reduction in mis ships can be quantified, via lower carbon emissions, to support sustainability goals.
- **Hospitality** – Meet customer commitments by providing the right product, at the right time, at the right location, and in the right condition.
- **Energy & Utilities** – Enable workers to quickly locate small and large parts alike to support time sensitive situations.

Be the Fuller Brush Salesperson of Old

- People are naturally skeptical so take the time to educate them with RFID in person.
- Conduct proof of concept testing in a lab or the customer's environment so all key stakeholders can see that RFID is right for their assets, environment, and business processes.
- Identify an initial use case that brings value and allows for initial integration.
- Once proven, brainstorm about additional use cases that can bring value to their investment.





Take Aways

1. Decision makers are risk adverse and naturally skeptical of adopting new solutions in a professional environment.
2. Understand the desired business outcome first before offering a solution. Try to listen 80% and talk 20% of the time.
3. Customers need to know that these solutions are not new and are solving problems everyday. Have relevant examples ready.
4. Seeing is believing. Taking time to prove a solution works both accelerates the sales cycle and increases efficiency of your resources.

About Me...



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Questions

