



# teletruk*action*

News and comments about the growing world of Teletruk direct to your email in-box

“How I sold 30 Teletruks in my first year”

Danny Newcombe  
TCH Industrial Sales

“Why I save €2500 a year on pallets”

Herr Nussbaum  
Germany



“Fact - single side working despatches each lorry 15 minutes quicker”

Matthias Rau  
Germany



# Answer:

# Put a cash price on benefits: The Teletruk Value Calculator

Sales prospects will only buy if you can prove the benefits in financial terms. Look around the customer's site for savings in time, space, and other materials handling machines he needs now - but won't if he buys a Teletruk. Prove how much you can save for the customer. What does that time saving mean if you price it up in cash terms? How will one Teletruk's versatility reduce the number of other machines on site? Since the launch of the Value Calculator in our previous Teletruk Action, language versions have been made available in German, French, Spanish, Italian and Portuguese.



Danny Newcombe from TCH JCB reckons it's an indispensable tool that has helped him to sell 30 units in his first year. That's just one territory in the UK.

A German customer discovered that the saving from the cost of damaged pallets alone was €2500 per year. This is in addition to reduced loading times, increased versatility and greater throughput of delivery wagons.

Another German customer now only undoes one curtain side on delivery trucks – this saves 15 minutes per load. Added up over a day that's an increase in productivity of at least 10% - just from one small action.

How are you using this valuable new tool? Embrace it and let's see your Teletruk retails increase.



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## Interview – George Heining, JCB Brazil

After 4 years as JCB District Sales Manager for the Caribbean based in Panama, 32 year old George Heining was appointed Teletruk and Loadall Regional Sales Manager in May for JCB Brazil. Although he's now based in Sao Paulo, where JCB is currently expanding dramatically with a new factory under construction, George travels this vast country extensively to help dealers find Teletruk sales opportunities. He's well placed for the role, not only because he is fluent in Spanish and Portuguese, but also because he joined JCB in 2005 as our Teletruk Product Specialist at the Cheadle factory. Teletruk sales began in Brazil only 3 years ago and the market has been developed only through hard work. Here, George explains how a proactive approach to selling Teletruk pays dividends.

### How has this year been for Teletruk sales?

We have retailed 16 units to the end of September and expect to top 20 by the year end. Last year we sold 15 – so we are already ahead with 3 months to go.

### That's an impressive increase. What do you put it down to?

Well, throughout 2011 we have conducted training courses for dealers with masted fork lift truck franchises and this has enabled us to increase not only the number of sales people able to sell the TLT, but also the number of industrial customers – so our market coverage has increased.

We have also opened a couple of demonstration outlets in the South of Brazil (Rio Grande do Sul and Santa Catarina) and these have been invaluable in demonstrating the concept of the Teletruk to paper recycling plants, concrete block factories and repossessed car depots. Without doubt this helps to sell the machine.

### Are they the sectors with the most promise in Brazil?

Yes, we've been successful in those sectors, but we are also looking at new markets such as lumber merchants and cotton farmers. The TLT generated much interest at an agricultural fair in Mato Grosso do Sul with the cotton farmers as it was displayed with a clamp holding a cotton pack. Subsequently a successful demo was carried out to a number of such farmers which should bear fruit early 2012 during harvest.

### Do you organise all the Teletruk marketing for Brazil?

No, we encourage our dealers to participate in local fairs and shows - such as the recently held scrap show held in São Paulo as well as the Agricultural fair mentioned above and others. It is imperative that they also buy in to the concept of the machine and they get important customer feedback when attending such shows.

### What are your plans for next year?

During 2012 we will continue training more fork lift truck salesmen and open up a further 3 demonstration fronts (probably focusing on the northeast of the country) for dealerships which have not yet received demo units. We are also encouraging dealers to set up incentive schemes for the salesmen to give additional focus on the TLT. Once dealers understand the cost benefits of the TLT they then appreciate its potential. Now that is happening we think 2012 will show an even greater increase in TLT retails.



# Additional units for hire fleet is a result of TCH's flexible approach

TC Harrison JCB has ordered six further machines to bolster their Teletruk hire fleet. The hire opportunity was recognised early on by TCH and at the start of the year the company agreed a "fast start initiative" to offer demonstrations and short term hires to customers. Acknowledging the Teletruk is still a concept sell and, given the uncertain global climate, this move has proved popular with customers, allowing them to test the machine whilst hiring it on a flexible basis.

As a result TCH has seen demand increase for the TLT which has led to the additional order for stock.

## Does this opportunity exist in your region?

But that's just part of how the company handles the sale of the Teletruk. A dedicated TLT Manager, a growing sales team and the back-up of a large demo fleet with dedicated transport helps to keep a focus on the industrial sector. The company has embraced technology too by equipping the sales team with ipads and iphones which show the latest videos, pictures and brochures. And then there's

the Value Calculator which is used by each industrial salesman.

An even wider market has been reached thanks to a very active social media strategy. Constant updates are fed in to twitter and facebook and videos are regularly posted on You Tube to encourage interaction with prospects, users and customers.

TCH still uses traditional methods of promotion to expose the concept to the widest possible audience by participating in local shows and events such as Truckfest, a road haulage and trucking event, The Lincoln Show and the Great Yorkshire Show, both large agricultural events.



## Critical to the success of the Teletruk operation is the ability to meet customer needs with maintenance packages – keeping customers' machines productive for long shifts.

One example of successful selling by TC Harrison JCB is this four-machine fleet deal to engine re-manufacturer Autocraft. This is a rental and maintenance contract. Such deals are common in the dedicated industrial forklift world, but less so with Teletruk dealers whose core business is construction equipment. For some it is a big step to embrace the business models of industrial forklift dealers rather than the traditional CE dealer preference for outright purchase. But TCH see the advantages that come from fixed term rental deals; largely the security of being able to forward plan income streams over the life of the contract.

For this deal TCH went head-to-head with industrial forklift dealers offering ordinary trucks. The customer's MD, Mr Steve Harris said: "We spoke to forklift providers for conventional forklifts, but TC Harrison JCB gave us a very competitive quote for what are very high-spec machines. These Teletruks have given us great flexibility."

Three are TLT 25 D and one is a TLT 35 D to cope with any heavier workloads. The new fleet works on general duties inside the factory, unloading and loading delivery lorries, and unloading containers.



# Single sided loading is still the key to the success of the Teletruk



**We've all seen this a million times. It looks like just another Teletruk doing single side loading. But behind it is the all-important value calculation which won the business for German dealers Weimann Baumaschinen; single-side loading is 25% faster and saves €2500 a year on pallets.**

But look again at what's on the pallets. This is recycled aluminium from the pile on the right, after having gone through a 150 tonne press to be turned into dense cubes. Each pallet carries 1700 kg - 1800 kg of the valuable metal. The problem cured by the TLT 35 D Wastemaster is the high cost of replacing broken pallets. German aluminium recyclers Fred Stemmer GmbH of Hann, Munden, worked out that they could save Eur 2500 a year due to elimination of pallet damage, now that pallets cost between 15 – 20 Euros each.

Standard conventional forklifts were used for pushing and pulling loaded pallets across the lorry bed and Stemmer GmbH knew they had to find a solution. Also, normal FLT's were taking an hour to load, but the TLT Wastemaster takes 40 – 45 mins. Working 5 days week, besides other duties the TLT loads between 3 and 5 lorries a day.

Now look again at the photo. The Wastemaster is named Tele-Frank, and this is not a joke. Herr Nussbaum, the yard foreman, explains that each machine on site is given an individual name. Only two specific operators are allowed to drive the Teletruk. Herr Nussbaum told Teletruk Action this encourages operators to take responsibility for their own machine. They look after it better, and make sure the daily checks are done.

Customers often discover a Teletruk makes possible some big financial savings. In this example the cost of a humble pallet won the deal and the single-side loading is 25% faster as well. What a bargain!

**We've been saying it for so long it sounds like old news. But each new customer who changes to single-side work in the loading bay makes the exciting discovery for himself. Recent demos and customer visits have repeatedly confirmed single side loading is the top benefit on many sites.**



# RAVAS weighing system sold in Norway



Builders Merchant, Partner Tre AS, located in Naerbo, Norway has taken delivery of a Teletruk TLT35D 4x4 with one of the weighing systems we presented to you back at the JCB Industrial Conference in February.

Olav Heuer from Rosendal Maskin, our Norwegian dealer, recognised the potential for the customer from a site visit. With some very remote



regions of the country to deliver to, the customer has to weigh loads prior to them being transferred to a helicopter for airlifting to site. The Teletruk fitted with a RAVAS weighing system proved ideal for the task thanks to its versatility which means that the machine is never idle – carrying out loading and unloading duties when not weighing loads. With 4x4 the machine stays productive even when the weather turns and snow settles for the winter.

Developed by Abbey Attachments for the Teletruk, the system uses a mobile weighing solution to optimise customers' logistics processes. The technology is sourced from market leader Ravas and consists of a load sensing pin at the top of the

hydraulic ram which replaces the original pin. This feeds information to a driver indicator fixed inside the cab which has 20kg indicator graduations and is accurate to within 1% of truck capacity. Data is output via Bluetooth and RS232 or wirelessly to terminals or paper based printers.

The system can be retro-fitted to existing machines in under a day and offers a number of benefits compared to carriage mounted systems:

- Does not affect the capacity of the machine (no lost load centre)
- Can be used in conjunction with attachments
- The location of the sensing pin reduces the risk of impact damage and ingress of dirt.



The RAVAS load-sensing pin, positioned on the Teletruk lift ram

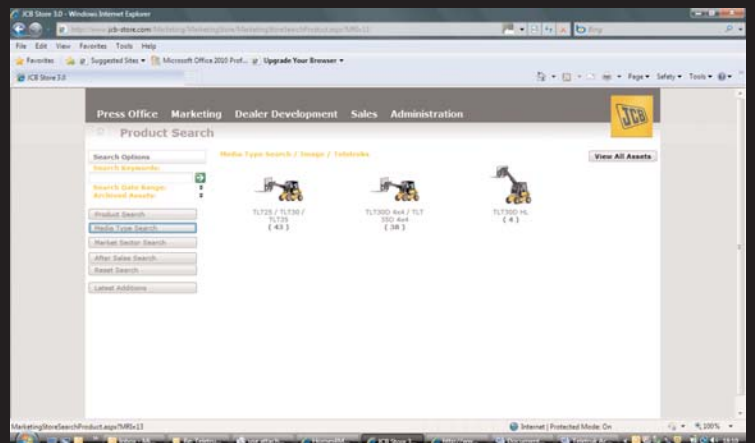
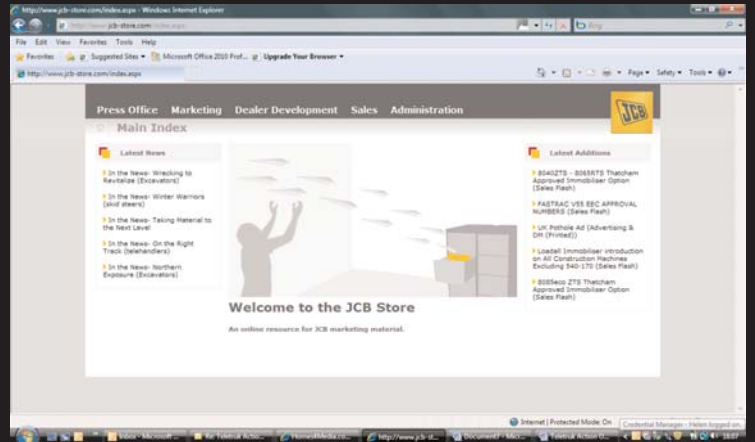


# The JCB Store – [www.jcb-store.com](http://www.jcb-store.com)

Several new images have been uploaded on to The JCB Store for you to use in your own marketing material. If you don't have access simply go to the store site and register. You will then be issued with your own username and password.

[www.jcb-store.com](http://www.jcb-store.com)

Electronic versions of spec sheets and brochures are available via the store and we have uploaded all available language versions of these to ensure you have everything at your fingertips you need to sell the Teletruk.



## Rubber Boom End Cover

With immediate effect a rubber boom end cover will be fitted as standard to all 3 and 3.5 ton Teletruk when ordered with a Wastemaster or Heavy Duty Body kit whilst for other 3 and 3.5 ton build specifications the cover can be ordered as an option.

For existing customers, the cover can be retro-fitted.

Watch out for the Sales Flash giving further details.



## Increase in build rate improves machine supply times

We have had a strong order intake since September, and have increased production. build rate through Year End and into January 2012, so far as key component supply will allow. This should improve product availability going forwards. Nevertheless even this increased production capacity is filling so well that now only 15 build slots remain open for January. So get your orders in quick!

## Recent Retail Success

The Teletruk is making inroads to many markets and sectors. Here's a snapshot of recent sales activity:

Machine	Application	Country	Dealer
TLT30D	Nursery and Plant Centre	UK	Gunn JCB
2 x TLT34D 4x4	Housebuilder	Mexico	Ameco
TLT25G	Car components	UK	Scot JCB
2 x TLT30G	Sugar Refinery	Russia	Evrohimservis
TLT25D TLR	Metal Recycling	UK	Watling JCB
2 x TLT35D 4X4	Natural Gas Project	Australia	Allied
TLT35D 4x4	Waste and Recycling	UK	Gunns
4 x TLT 35D 4x4	Goldfields	Ghana	Pasico
4 x TLT25 & 35D	Engine Re-manufacture	UK	TCH
TLT30D 4x4	Casting additives/Steel making aids	Austria	Terra
TLT25G TCR	Animal Feeds	UK	Watling JCB
2 x TLT35D TCR	Chemicals	Finland	Mateko
2 x TLT30G TCR	Packaging Manufacture	France	L2M
TLT35D 4x4	Construction	Belgium	
TLT35D TCR	Packaging	Sweden	Stenborgs
2 x TLT35D 4x4	Builders Merchant	France	AEB
TLT30D TCR	Recycling	Germany	Weisz Gabelstapler

