

WORKING TOGETHER TO CLOSE THE SALE

There's no doubt about it – the unprecedented events of 2008 mean that 2009 will be a challenging year for all of our trade customers. The greatest challenge will be the ability to sell Forklift Trucks that give end users ever reducing operating costs and the commercial edge over their competition.

These are uncertain market conditions and **didBOX™** will be supporting its customers even more by launching technical and other initiatives to make its products the preferred choice; with over 1000 units sold in 2008 our large and growing customer base would expect nothing less.

But why is **didBOX™ the preferred choice?** Whilst there are plenty of Fleet Management Systems about they tend to be expensive, integrated in engine control systems and complicated to operate with unnecessary redundant features that make operational improvements difficult to achieve.

Why buy something that's so complicated you can't use it efficiently?

didBOX™ by comparison provides:

- A simple to install, operate and manage driver ID & collision monitoring solution
- Fast accurate 'no nonsense' data that improves the bottom line
- A 5 year warranty; unbeatable support service
- Zero maintenance costs & no charges for software licences
- Unchallenged reliability
- Minimum operator & supervisory training
- Can reduce operational costs; in one case a 35% reduction in maintenance costs

didBOX™ will give you details of proven cost savings to help you convince your customers to buy your trucks. We will also give you the opportunity to sell our latest system benefits that include the new simple and effective key fob expiry software as well as the new improved password protection system that prevents misuse by operators and keeps management firmly in control at all times; invaluable when over zealous customers attempt to retain a Fork Lift beyond the contact hire period.

And if that is not enough to beat the competition, **didBOX™** is in the process of hiring additional staff to provide hands on assistance to explain and demonstrate the added value that the **didBOX™** system will bring to your products; alongside you directly in front of your customers when you need us.

We will be contacting you shortly to see how we can help with any specific sales projects and overcome these unprecedented market conditions. However, if you need more urgent help or have additional sales or technical needs, please contact Nick Townshend on 01722 410778 or 07973 161650. We will respond immediately.

For Account Queries please call Ruth Sparkes on 01722 410587; for General Administration and Dispatch Queries please call Jacqui Gunstone-Grey on 01722 410787.

Be assured, working together, **didBOX™ and it's customers will be ready when the markets emerge from the current financial climate.**

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**Please call our sales team on 01722 410778 to discuss any of the new features.
Or fax 01722 321125, visit us at www.didbox.co.uk & email enquiries@didbox.co.uk**