

SPEEDSHIP PRO

AUTOMATION → SPEEDSHIP → SPEEDSHIP PRO

(FEATURE-BENEFIT LEVEL: 3)

DEFINITION:

“Speedship Pro” is a Worldwide Express product, similar to DHL’s Corporate Webship and UPS’s Campus Ship. However, the vast majority of prospects using online products will use the basic versions of online software. Why? Because that is what they know. Speedship Pro is ideal for companies that want tighter control over their shipping expenses, have numerous individuals that prepare shipments, and are concerned about security.

OPPORTUNITY:

Areas to exploit include:

- Abuse. Employees may use the company login to send personal shipments. If there are a high volume of shipments, these are hard to identify.
- Security. Ex-employees may use the company’s account number, and even their login, to prepare personal shipments.
- Preferred defaults may differ between users, which can be a point of irritation.
- Change. When a password needs to be changed, it can be a challenge to inform all of the authorized users.
- Confusion regarding address book entries may exist when different users have different addresses for the same company name.
- Shipments may be routinely sent using services that are more expensive than necessary.

WORLDWIDE EXPRESS SELLING POINTS:

<i>Features</i>	<i>Benefits</i>
Control of account access	<ul style="list-style-type: none"> • Each user is administered a separate login and password which can be monitored for activity. • Each user can be held responsible for activity generated with this login. • Individual users can be removed without creating change for all other users.
Security	<ul style="list-style-type: none"> • User’s can be limited to what information they are allowed to see, protecting the customer from potential abuses from departing employees.
Restricted services	<ul style="list-style-type: none"> • Customer can limit what services (only GDS for example) are available to the vendor to keep a tight reign on expenses. • Customer can introduce specific approval processes by enabling only particular individuals access to premium services.
Login specific defaults	<ul style="list-style-type: none"> • Users can set their own preferences improving user level efficiency, and eliminated points of conflict and error.
Public and private address books	<ul style="list-style-type: none"> • Allows integrity for core addresses in the public address book, while derivations can be saved to the private address book. • Provides privacy for key personnel who may have sensitive information they want to protect.

<i>Features</i>	<i>Benefits</i>
Customer administration	<ul style="list-style-type: none"> Customer identified administrator can add and delete users and settings, making the company more self reliant and efficient.
User Level Billing	<ul style="list-style-type: none"> Can enable billing to be reported at a user level to ensure visibility of user related shipping expenses.

SAMPLE QUALIFYING QUESTIONS:

1. How many people do you have preparing shipments?
2. Is it difficult for you to monitor your shipping volume for abuse?
3. When someone leaves your organization who has had access to your login and password, do you change your password? What kind of challenges does that give you with your users?

What other qualifying questions can you create? Can you create questions that may cause the prospect to start being concerned about risks he/she hasn't thought of before? Can you affirm those fears for him/her with follow up questions? Can you create questions that emphasize user level convenience or tighter control of costs?

SAMPLE PRE-CLOSING QUESTIONS:

1. ...give you the ability to manage your spending by putting tighter controls on your users,
2. ...introduce you to a more convenient way to protect your account number from abuse,
3. ...supply you with better visibility to your users' activities,

Using the key phrases (*arrange for you, furnish you with, give you, introduce you to, present you with, provide you with, show you how, supply you with*) what other pre-closing questions can you construct?

SAMPLE FILL THE NEED STATEMENT:

“...The next thing I want to discuss is how we can improve how you manage your online account. You explained to me how you worry about departing employees leaving the company and continuing to have access to your online account. How inconvenient it is for you to change the password on the login that everyone uses, or how sometimes the individual may have created a login on their own and you don't even know what it is. These situations represent a significant financial exposure. We are going to eliminate this risk by setting you up on Speedship Pro. Speedship Pro will give you the ability to administer logins and passwords at a user level. Each user will have his/her own. That way you can change an individual password, or deactivate a login, with out affecting all of your other users. You'll no longer have to worry about the inconvenience of changing a password, or having a login exist that you are unfamiliar with. *Do you see how Speedship Pro will mitigate your risk and give you peace of mind?*”

What other **Fill the Need** statements can you devise? Do you recognize how this one addressed just one item in the feature set? Practice creating other **Fill the Need** statements for the other features.