



TENDER METHOD

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(FEATURE-BENEFIT LEVEL: 1)

DEFINITION:

Arrangements made for the pick up of shipments from the shipment originator. Typically this can take one of three general forms: 1) Drop box – where the shipper deposits packages in a receptacle that is emptied at the end of each day; 2) Call for pick up – where the shipper calls to request a pick up each time a shipment needs to be made; and 3) A regular scheduled pick up – where the shipper’s address is part of a daily route and receives a pick up stop each day.

OPPORTUNITY:

All competitors have the same general tender method options. Advantages for one carrier over another depend solely on how its limitations coincide with the needs of the customer. A early evening pick up time may be preferable to one prospect, while a early afternoon pick up may be preferable to another. Your opportunity is limited by how well matched DHL’s abilities are to the prospect’s needs in comparison to what arrangement is currently in place with their current provider. In some cases the current provider may have the same capability, but it is not used by the prospect because the need has never been addressed. Areas to exploit are:

- Prospects using one tender method when another would be better suited for their needs. For example, a reg stop instead of a call for pick up if they qualify.
- Prospects using a drop box that feel like it would be more convenient for them to be on a call in basis, and don’t mind spending the extra money for that convenience.
- Prospects with a reg time that is not ideal for their situation, and which we could service with a more desirable time. Customers utilizing FedEx Ground are typically prime examples.
- Prospects on a call in basis that are required to call in a day in advance, but that would prefer to have to call in just an hour in advance as is DHL’s standard policy.

WORLDWIDE EXPRESS SELLING POINTS:

<i>Features</i>	<i>Benefits</i>
Drop box	<ul style="list-style-type: none"> • Shipments can be tendered at any time up to the pick up time, so the customer has the greatest amount of flexibility.
Call for pick up	<ul style="list-style-type: none"> • Customers call for a pick up, which eliminates the need for them to have to transport shipments to a drop box, particularly if there are many of them, or they are bulky. It can be more convenient for lower volume shippers, or shippers with only letter sized freight, if the nearest drop box location is far away.
Regular stop (aka “Reg stop”)	<ul style="list-style-type: none"> • The route driver is scheduled to stop at the customer’s location daily within a fixed period of time to retrieve all outbound shipments. Customers must ship 4 of 5 days to qualify for a reg stop. This is the most convenient of the options, eliminating the need for the customer to take any specific action to make arrangements for his/her shipments to be retrieved.

SAMPLE QUALIFYING QUESTIONS:

1. How do you currently tender your shipments to FedEx/UPS?
2. What time does your FedEx/UPS courier stop by to pick up your shipments?



3. Is 3:30 PM a convenient time for your pick up, or would you prefer it later in the day?

What other qualifying questions can you create?

SAMPLE PRE-CLOSING QUESTIONS:

1. ...improve your pick up arrangements,
2. ...provide you with a way to complete more customer orders each day,
3. ...present you with the opportunity to capture more revenue each day,

Using the key phrases (*arrange for you, furnish you, 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 help you be more responsive to your customers. Earlier you told me that FedEx was making your ground pick up at noon each day, and that it would be better if your pick up was later in the afternoon. I am going to set you up for a regular stop that will have the courier here between 3:30 PM and 5:00 PM each day. This will allow you to be more responsive to your customers by giving you an extra three and a half to five hours to process orders. *Do you agree that this would be a better arrangement for your company?*”

What other **Fill the Need** statements can you devise?