



MidCo Power

Brand Messaging Playbook

MESSAGING FRAMEWORK ELEMENTS

Your Character:

- **Fleet Manager**
 - Has a large fleet of electric forklifts
 - Works at big company like Boeing or USPS
 - Only needs parts because they have their own in-house techs
 - Knows exactly what they're doing and what they need
- **Warehouse Manager**
 - Has a medium-sized fleet of electric forklifts
 - Needs parts and service
 - Needs help deciding to buy used or rebuild
- **Forklift Dealer**
 - Sells new and used forklifts
 - Needs to get perform repairs and source parts for customers

Character Wants:

- The motor, industrial battery, or charger they need, as fast as possible.
- No consultation, no fluff.
- Parts, not service.
- A cost-effective alternative to buying a used or new forklift.

Journey of Transformation:

From: Downtime is costly, so I am under a lot of pressure to find a cost-effective solution, so I don't have to buy a new or used forklift.

To: I am saving time and money working with MidCo Power who can rebuild electrical forklift motors, pumps, rewind field coils, etc.





Problem:

- **External:** Nothing throws a wrench in your operation like a down forklift. Everything was running smoothly; now suddenly you're scrambling to find a solution as fast as possible before it does a gut punch to your productivity.
- **Internal:** You're under a ton of pressure to find a solution as quickly as possible to minimize impact to your operation and your team. When an unexpected expense like this comes up, it's all on you to keep things moving without spending too much or letting go of a trustworthy truck that has plenty of life left in it.
- **Philosophical:** We understand that you have lots of responsibilities - managing your operation, caring for your team, and making sure everything runs smoothly and efficiently. You don't have time to deal with sales person or spend hours of research because you need a solution yesterday.

Guide:

- **Empathy:** We know downtime is costly, so we offer extremely fast turnaround times and crystal-clear communication so you can get up and running in no time.
- **Solution:** At MidCo Power, we rebuild, repair, and re-power forklift motors, industrial batteries, and chargers. Our team of highly specialized technicians can rebuild electric forklift motors, pumps rewind field coils, and repair industrial batteries and chargers. Bottom line: if you have electric powered material handling equipment, we can fix it.
- **Authority:** With over 35 years of experience in the industry, we have the expertise and the inventory to keep your forklifts running smoothly and efficiently. Formerly B&B Motors, we've been in the game since long before electric power was trendy.

Plan:

1. Get in touch.

Complete the form to get in touch. We will either already have your replacement pump or motor in-stock or we'll rebuild your existing motor. If you don't know what you need yet, we're here to help you.

2. Get the motor you need.

Within minutes, you'll know the cost and lead time. We'll ship you the part so your team can get back to work. Or, you can ship us your motor and we'll repair it for you.

3. Get back to work.

At MidCo Power, we know downtime is costly, so we offer an extremely fast turnaround. We want you to get your trusty forklift back on the floor, confident that it has years of life back in it.





Call To Action:

Direct: Talk to an Expert

Transitional Call to Action (Lead Gen):

- Save Time & Money with Reliable Rebuilt Electric Forklift Motors

Successes:

When a client works with MidCo Power, a successful experience equates to:

- Getting your forklift up and running in no time
- Having a good-as-new forklift without having to pay for one
- Having confidence in your forklift with solid repairs and an excellent warranty
- Getting free money by tapping into WA CFS environmental credits
- Saving tens of thousands of dollars

Failures:

If a client doesn't work with MidCo Power, they risk "failure" by:

- Spending too much on a used or new forklift
- Losing profit and uptime waiting for new forklift
- Spending hours researching parts
- Taking time to become acquainted with a new unfamiliar forklift.
- **Loss of Productivity:** Warehouse production stops.
- **Focus Shift:** Now your job goes from moving products to fixing a broken forklift.
- **Scramble for Solutions:** Waste time and money while you look for parts
- **Pre-maturly retiring equipment:** Buying new or used equipment when you don't have to.

SALES SCRIPTS

FULL SCRIPT

Nothing throws a wrench in your operation like a broken forklift pump or motor. Everything was running smoothly; now suddenly you're scrambling to find a solution as fast as possible before it does a gut punch to your productivity.

You're under a ton of pressure to find a solution as quickly as possible to minimize impact to your operation and your team. When an unexpected expense like this comes up, it's all on you to keep things moving without spending too much or letting go of a trustworthy truck that has plenty of life left in it.





We understand that you have lots of responsibilities - managing your operation, caring for your team, and making sure everything runs smoothly and efficiently. You don't have time to deal with sales person or hours of research because you need a solution yesterday.

At MidCo Power, we rebuild, repair, and supply parts for industrial batteries and motors. Our team of artisan technicians can rebuild electric forklift motors, pumps rewind field coils, and repair industrial batteries. Bottom line: if it's electric powered, we can fix it.

We know downtime is costly, so we offer extremely fast turnaround times and crystal clear communication so you can get up and running in no time

With over 35 years of experience in the industry, we have the expertise and the inventory to keep your forklifts running smoothly and efficiently. Formerly B&B Motors, we've been in the game since long before electric power was trendy.

If you know what you need, give us a call and we'll tell you if we have it or not. If you don't know what you need yet, we'll guide you through the process.

Within minutes, you'll know what the investment and lead time will be. We'll ship you the part so your team can get back to work. Or, you can ship us your motor and we'll repair it for you.

Contact us and talk to an expert today, so you can get your trusty forklift back on the floor, confident that it's got years of life back in it.

ELEVATOR PITCH

Power Solutions In 30 Seconds

Don't let a faulty electric forklift motor slow down your operation. Trust the experts at MidCo Power to keep your forklifts running at peak performance. Contact us today for a free quote on a rebuild or to order parts for your electric forklift motors.

ONE-LINER

"What do you do?"

Our vision is to repower the state of Washington and beyond, one forklift at a time.
Our Mission is to Bring New Life to Your Equipment



TAGLINES

- Restoring Power To Electric Motors Since 1985
- Any make/model. Not limited by brand - not just the big-name brands. We have options no one else has
- Highest quality - products as good or better than new; backed by a warranty
- Lowest price
 - Usually 3 markups: Rebuilder → Manufacturer → Dealer → Buyer
 - We take out all the markups: Rebuilder → Buyer
- Fastest turnaround
- Clearest communication - you can talk to a human. Easy to do business with and cost-effective

HERO STATEMENTS

- By having a specialized team to handle these issues, a warehouse manager can ensure that the repairs are done quickly, efficiently, and cost-effectively, minimizing downtime and helping to keep operations running smoothly.
- The truck you've loved for the past 10, 15, 20, 30 years just went dead.... But you can bring it back to life.
- We know forklifts so well, we know when to repair vs. replace.

