



SALES PROCESS PLAYBOOK

BUILD + SELL

HIRE



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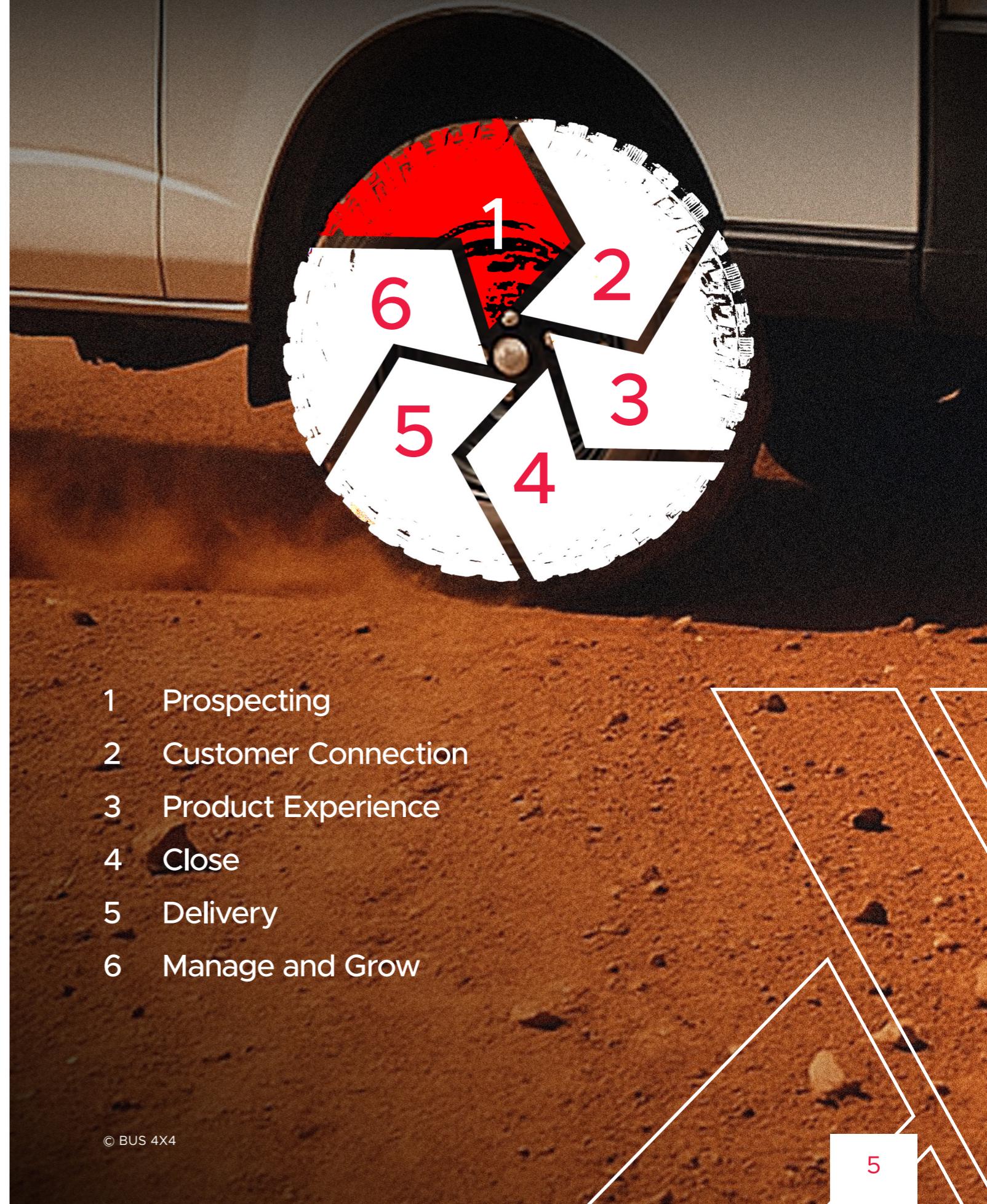
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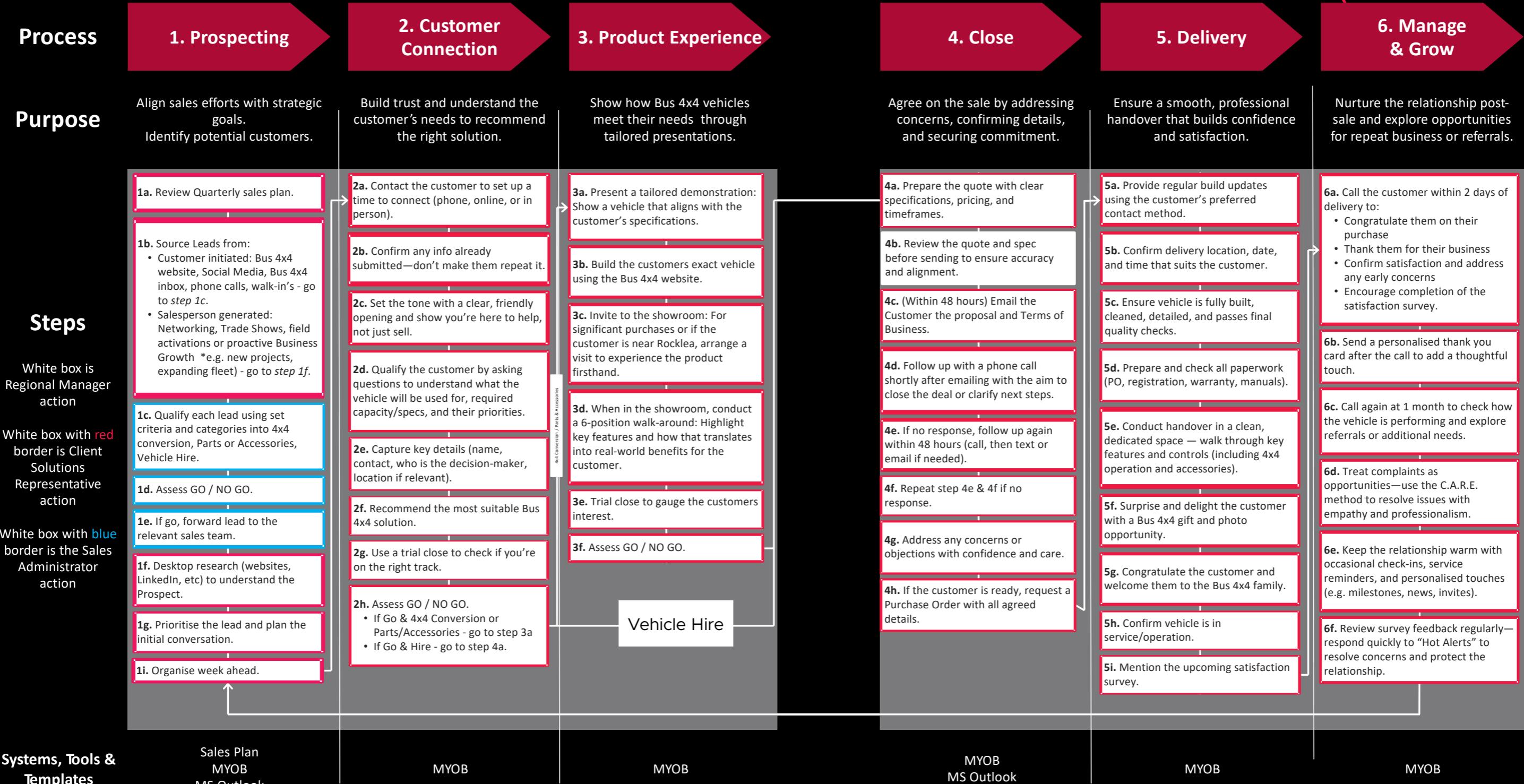
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Sales Process Wheel





About Us

BE THE PREFERRED SUPPLIER OF COMFORTABLE, SAFE, AND RELIABLE 4WD BUSES ON THE MARKET BOTH IN AUSTRALIA AND GLOBALLY.

INTEGRITY + ACCOUNTABILITY
RESPONSIBILITY + INNOVATION

5 CORE COMMITMENTS

1. Claim, Don't Blame

I commit to taking full responsibility for the circumstances of my life and ending the blame game, and I commit to supporting others to take full responsibility for their lives.

2. Be Curious, Not Correct

I commit to growing in self-awareness. I commit to regarding every interaction as an opportunity to learn. I commit to curiosity as a path to rapid learning.

3. Feel, Don't Suppress

I commit to feeling what I feel, and supporting others to feel what they feel – instead of expressing or suppressing in a toxic or unhelpful way.

4. Reveal, Don't Conceal

I commit to saying what is true for me, and I commit to being a person to whom others can express themselves with candour and say what is true for them.

5. Go Direct

I commit to ending gossip by speaking directly to people with whom I have an issue or concern, and encouraging others to speak directly to people with whom they have an issue or concern.

WE ARE ALL ABOUT MOVING MORE PEOPLE, WITH SAFETY + COMFORT.

Founded in Brisbane in 2011, Bus 4x4 Group specialises in innovative solutions for transporting groups of people across challenging terrain with comfort, reliability and safety. We identified a crucial market gap between large highway-limited buses and standard 4WD vehicles seating only 7 passengers.

After extensive research, we determined Toyota Coaster and HiAce vehicles were ideally suited for 4x4 conversions. We've continually refined these conversion kits and now offer complete vehicles directly to customers.

Our expansion has been strategic - introducing 4x4 accessories in 2016, establishing distributors across Australia by 2018, and evaluating international partnerships in Africa, Papua New Guinea and the United Arab Emirates.

In 2020, we created distinct brands (Bus 4x4 Go Kit, Hire, Kitshop, and Global) to streamline operations and increase profitability. By 2022, we strengthened key supply chain partnerships and significantly expanded our warehousing capacity.

Today, we proudly service mining, tourism, leisure, government, emergency services and remote communities across Australia and globally. Our Australian-owned company is ISO 9001:2015 Quality Management Systems Certified, with all products manufactured under stringent Australian standards and certified under Australian Design Rule (ADR).

Our mission is clear: to be the preferred supplier of comfortable, safe and reliable 4WD buses both in Australia and globally. Our values of integrity, accountability, responsibility and innovation drive us to continually evolve our offerings to meet the ever-changing market demands.

No matter how tough the terrain or how remote the location, our 4WD people mover solutions go further to drive your efficiency and profitability.



Purpose and Scope

PURPOSE

The purpose of this playbook is to provide you, our salespeople, with a comprehensive sales process to follow across all Bus 4x4 products and services. This process will ensure greater consistency and establish a standard to follow across our global team, ultimately improving the overall Customer Experience for vehicle conversions, parts and accessories, and hire solutions.

SCOPE

This sales process playbook is designed for our salespeople to understand the sales process for the complete range of Bus 4x4 products and services. It covers our Bus 4x4 KitShop (including vehicle conversions and parts/accessories) and Bus 4x4 Hire operations. The focus is on the process rather than providing detailed product specifications, ensuring our team can effectively serve customers across all revenue streams.

STRUCTURE OF THIS PLAYBOOK

The playbook is structured according to each stage of the sales process outlined in the sales process wheel and below:

1. Prospecting

Identifying potential customers who could benefit from our solutions

2. Customer Connection

Building rapport and understanding customer needs

3. Product Experience

Demonstrating our vehicles and their capabilities

4. Close

Preparing quotes and securing business

5. Delivery

Ensuring a seamless handover experience

6. Manage & Grow

Nurturing ongoing relationships and identifying growth opportunities

Note: This guide is flexible, not every step applies in every situation. For example, with commercial clients, quoting often happens early (e.g. before a workshop tour) and may lead straight to a longer close phase.

Our Business Divisions

BUS 4X4 OPERATES ACROSS TWO COMPLEMENTARY BUSINESS UNITS

BUS 4X4 KITSHOP

Showcasing our engineering excellence, we create vehicles capable of handling Australia's most challenging terrain. Our customers include mining companies, tourism operators, government agencies, and private owners.

BUS 4X4 HIRE

We provide access to our high-quality converted vehicles without the capital outlay which is ideal for project-based work, seasonal operations, or businesses testing vehicle suitability before purchase.

BUS 4X4 GLOBAL

Our engineering, design and distribution arm that develops and supplies our Bus 4x4 GoKit conversion systems to international markets. Through our global distributor network, we enable partners worldwide to deliver Bus 4x4 conversion solutions in their local markets, extending our reach across multiple continents.

SALES READINESS (5S)

To create a professional and efficient sales environment, all Bus 4x4 teams, or departments, etc. must adhere to the 5S principles:

- » **Sort**, Keep only what is necessary for daily operations.
- » **Set in Order**, Ensure all materials, tools, and digital systems are easily accessible.
- » **Shine**, Maintain a clean and professional workspace that reflects the brand's values.
- » **Standardise**, Follow consistent processes to ensure efficiency and effectiveness.
- » **Sustain**, Continuously improve and maintain high standards in customer interactions.



Roles and Responsibilities

EXPECTATION

MASTERY OF ALL 6 PROCESS STEPS TO UPHOLD BUS 4X4'S SERVICE STANDARDS.

CLIENT SOLUTIONS REPRESENTATIVE (CSR)

Client Solutions Representatives should allocate roughly 50% of their time to new business development. The remainder of your time should be dedicated to account management, customer service, and product knowledge development.

Key responsibilities include:

- » Prospecting for new business opportunities
- » Building and maintaining customer relationships
- » Conducting product demonstrations
- » Preparing and presenting quotes
- » Following up with prospects and customers
- » Managing the sales process from lead to delivery
- » Providing ongoing support and account management

SALES MANAGER (SM)

The Sales Manager oversees the sales team's performance, reviews and approves client quotes, supports complex deals, and manages strategic relationships with key accounts.

Key responsibilities include:

- » Coaching and mentoring the sales team
- » Reviewing and approving customer quotes
- » Setting sales targets and monitoring performance
- » Conducting regular pipeline and activity reviews
- » Supporting complex negotiations
- » Managing strategic relationships with key accounts
- » Ensuring adherence to the sales process
- » Contributing to business development planning

HIRE MANAGER (HM)

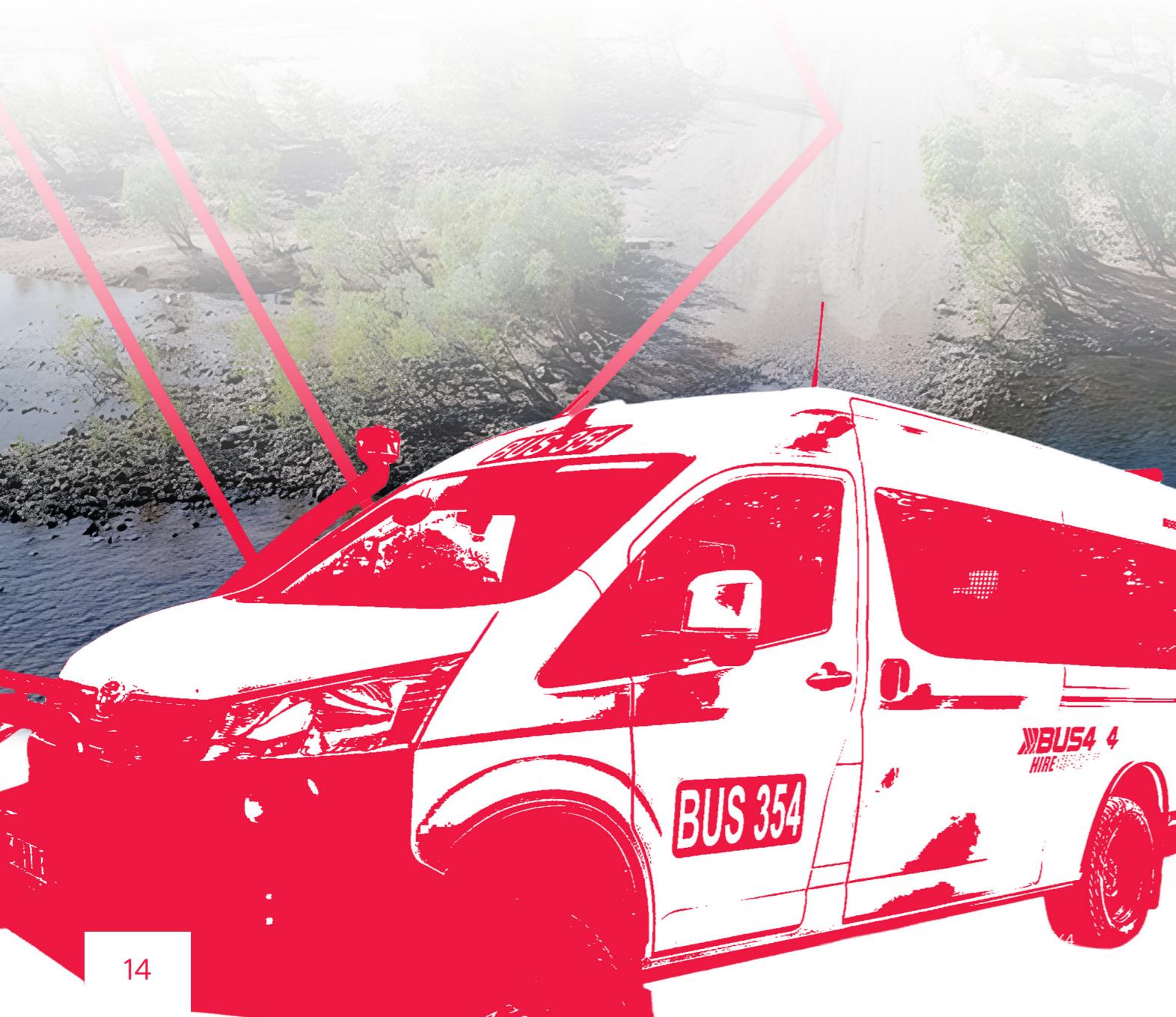
The Hire Manager focuses on Bus 4x4 Hire operations, managing existing hire relationships while developing new key accounts. They allocate 30% of their time to new business development, 50% to account management and customer service, and 10% to product review.

Key responsibilities include:

- » Managing customer satisfaction through quarterly reviews of top 5 clients
- » Maintaining 90% client retention rate
- » Conducting quarterly business reviews with major hire clients
- » Managing hire fleet utilisation and availability
- » Coordinating with operations for vehicle maintenance and deployment
- » Reviewing hire products and services for continuous improvement
- » Coordinating customer communications and follow-ups

Stage 1: Prospecting

**ALIGN SALES EFFORTS WITH STRATEGIC GOALS.
IDENTIFY POTENTIAL CUSTOMERS.**



Objectives and Planning

At Bus 4x4, our success hinges on a strategic approach to sales planning and execution. Each quarter, take time to review your sales plan against our company objectives and sales-based metrics and KPIs. Break down your quarterly targets into weekly goals to make large objectives more manageable and track progress effectively.

Lead Qualification Process

Initial qualification helps determine whether a prospect is a good fit for Bus 4x4 solutions and which department should handle the enquiry. **The person who first receives the enquiry, whether by phone, email or in person, must take ownership of that customer until the lead is successfully handed over to the appropriate team.** This ensures continuity and reduces the risk of lost or dropped opportunities.

Four Main Categories

4X4 CONVERSIONS

Customers looking to purchase converted vehicles or conversion kits for existing vehicles. These enquiries should be directed to the KitShop Sales team.

PARTS/ACCESSORIES

Existing Bus 4x4 owners needing components or accessories and customers looking to transform their standard vehicles. These leads go to the Parts Department.

VEHICLE HIRE

Organisations requiring 4x4 vehicles for medium to long-term use. These leads should be forwarded to the Hire Manager.

CUSTOMER SERVICE

Existing customers requiring support, warranty claims, technical assistance, or general enquiries about their Bus 4x4 vehicles or services. These should be directed to the Customer Service team.



Receptionists are often the first point of contact and play a critical role in guiding enquiries to the right team. Use the following process when answering sales-related calls:

RECEPTIONIST TRIAGE AND QUALIFICATION SCRIPT



OPEN WITH

"Good [morning/afternoon], thank you for calling Bus 4x4 — this is [Your Name], how can I help you today?"

IDENTIFY THE REASON FOR THE CALL

"Just so I can point you to the right person — are you calling about:

4x4 Conversion

Parts or Accessories

Vehicle Hire

Used Vehicles?"

USE THE APPROPRIATE QUALIFICATION PATH

If "4x4 Conversion":

"Are you looking to convert a vehicle you already own or buy a fully converted vehicle from us?"

"Do you already have a vehicle, if so, what make and model?"

"What's the vehicle going to be used for — mining, tourism, government, or personal?"

TRANSFER TO: KITSHOP SALES

If "Parts" or "Accessories":

"Do you already own a Bus 4x4 converted vehicle?"

"Are you after something specific or just exploring options?"

TRANSFER TO: PARTS DEPARTMENT

If "Hire" or "Rental":

"Can I ask what you're planning to use the vehicle for?"

"Where will the vehicle be operating and how many passengers?"

TRANSFER TO: HIRE SALES TEAM

If "Used Vehicles":

"Are you looking to buy or sell a used Bus 4x4 converted vehicle?"

"What type of vehicle and intended use?"

Transfer to: [Used Vehicle Sales Team]

IF UNSURE:

"I'll take a few quick details so we can have the right team get back to you."

For All Sales Team Members: Whether you're in reception, sales, or handling direct enquiries, the following mindset and behaviors support effective lead qualification and customer engagement.

MINDSET & BEHAVIORS

- » Be Prepared & Confident: Know products and customer needs.
- » Be Consistent: Follow up promptly.
- » Be Resilient: Adapt to rejections.
- » Be Passionate & Respectful: Balance enthusiasm with professionalism.

TO ASSESS GO/NO GO, EVALUATE LEADS USING THESE CRITICAL FACTORS

- » Does the enquiry involve off-road, remote, or challenging terrain usage?
- » Is the timeline reasonable (not expecting immediate delivery)?
- » Does the budget expectation align with our product offerings?
- » Is there genuine decision-making authority?

For fleet, mining and tourism enquiries, it's especially important to determine whether they require a conversion solution or are comparing against other options such as standard 4WD vehicles.

HIRE QUALIFYING QUESTIONS

- » How will it be used?
- » When is it needed for?
- » For how long?
- » Layouts
- » Specifications
- » Add-on needed
- » Type of radio - UHF/VHF
- » Delivery or pick up needed
- » Who will service the vehicle - Bus 4x4 or maintain themselves
- » Are there safety extras needed?
- » Is site compliance required? If so, please specify.
- » What is the required seating capacity?

NOT A CORE OPPORTUNITY

Generally not within our standard hire model:

- » One-way hire requests
- » Specific remote or hard-to-service locations

If unsure, always talk with the Hire or Sales Manager. bus 4x4 is in the business of being a solutions provider, so we'll always try to work outside of the box to help a customer with their challenges.

Targeting and Research

Dedicate time each day to proactive lead generation, focusing particularly on:

- » Past customers approaching vehicle replacement cycles
- » Mining operations expanding or upgrading their fleet
- » Tourism operators seeking more capable transport solutions
- » Government departments with remote access requirements

Remember that not all leads are created equal. Mining and government sector leads typically involve larger orders but longer sales cycles, while tourism and leisure customers may make decisions more quickly but require more education about technical specifications.

Before making initial contact, conduct thorough desktop research to understand the prospect's business, challenges, and potential needs. This preparation demonstrates professionalism and allows for more meaningful conversations.

WHEN PRIORITISING LEADS, CONSIDER

1. Match to our target segments

(Mining, Tourism, Fleet/Hire, Government, SME, Leisure)

2. Potential order volume

(fleet vs. single vehicle)

3. Timing

(immediate need vs. planning phase)

4. Geographic location

(proximity to our service network)

High-priority leads deserve same-day contact, while medium-priority inquiries should be reached within 48 hours. Even lower-priority leads should receive acknowledgement within a week.

PRIORITISATION CRITERIA

High: Fleet buyers, fresh referrals.

Medium: Older leads.

Low: Cold calling and door knocking.

Time Management

Organise your week with dedicated time blocks for different prospecting activities:

- » **Monday morning:** Review and prioritise new leads that came in over the weekend.
- » **Tuesday/Thursday:** Focus on outbound calls
- » **Wednesday:** Industry research and prospect identification
- » **Friday:** Follow-up with pending leads and prepare for next week

Lead Sources

Effective prospecting requires engagement across diverse channels:

DIGITAL PROSPECTING

Monitor our website inquiries, LinkedIn networking, social media engagement, and live chat interactions daily. These platforms often capture prospects actively researching 4x4 conversion solutions.

WALK-INS, FIELD ACTIVATIONS & INDUSTRY EVENTS

While less common in our sales model, in-person opportunities such as walk-ins, site visits, and industry events often involve high-intent prospects. Field activations at mining sites, tourism hubs, government facilities, or other key locations can generate qualified leads, often directly from decision-makers.

Similarly, industry expos, tourism trade shows, and fleet management conferences offer valuable chances to showcase our 4x4 conversions to professionals dealing with off-road or remote transport challenges. These settings allow for real-time product engagement, tailored conversations, and lead capture from target industries.

Territory Management

Effective territory management ensures every opportunity is identified, pursued, and progressed. At Bus 4x4, this involves strategic focus, relationship building, and disciplined follow-up across all customer segments within your area.

KEY PRINCIPLES

» Define and Understand Your Territory

Clearly identify the geographic and industry boundaries of your territory, including mining regions, tourism hubs, government organisations, and private buyers.

» Segment by Value and Potential

Allocate your time according to the potential value of different customer segments. Prioritise high-value segments such as fleet operators, repeat or upgrading customers, referrals, and those nearing key procurement milestones.

» Structure Your Routine

Establish a regular schedule for customer contact. Use weekly engagements for high-value prospects, monthly check-ins for mid-level leads, and quarterly or annual follow-ups for longer-term prospects.

» Balance Activity and Results

Regularly assess your territory's performance using CRM reports and sales data to identify opportunities for growth and adjust your focus accordingly.

» Leverage Local Influence

Engage your network including suppliers, service providers and previous clients to generate referrals and maintain visibility in key industries.

» Collaborate with Marketing

Take the initiative in your region by planning local events, promotional activities, and targeted campaigns in partnership with the marketing team to boost awareness and lead generation.

» Stay Visible and Present

Regular site visits, attendance at trade shows, and consistent contact establish trust and position you as a trusted local expert in off-road transport solutions.

CRM Best Practices

The Customer Relationship Management (CRM) system is essential for tracking sales activities, managing customer interactions, and ensuring consistent and effective follow-up. Proper CRM use improves accuracy, enhances the customer experience, and helps you stay organised.

WHY IT MATTERS

Effective CRM management ensures:

- » Leads and contacts are systematically managed
- » Customer information is accurate and up to date
- » Communication is timely, relevant, and personalised
- » Professional follow-up aligns with each customer's needs and buying stage

BEST PRACTICES

» Log Every Interaction

Record calls, emails, meetings, and showroom visits with clear notes.

» Capture Key Details Early

Record essential information including contact details, vehicle interests, intended usage, and buying stage.

» Set Reminders and Follow-Up Tasks

Schedule timely follow-ups within the CRM based on each customer's timeline.

» Categorise and Prioritise Leads

Clearly assign priority to leads based on potential value.

» Keep Data Clean and Updated

Regularly review, merge duplicates, and remove outdated records.

» Track Quote and Quote Status

Record quotes sent and schedule follow-ups accordingly.

» Analyse Regularly

Use CRM reports to evaluate lead management and improve sales performance.

At Bus 4x4, effective CRM usage is essential to maintaining organisation, professionalism, and customer-centric excellence.

Stage 2: Customer Connection

BUILD TRUST AND UNDERSTAND THE CUSTOMER'S NEEDS TO RECOMMEND THE RIGHT SOLUTION.



Once prospecting is complete and leads have been generated, it's time to contact the customer to set up a time to connect. This can be achieved by phone, online, or in person, depending on the customer type and size of the opportunity. If in doubt, refer to your Sales Manager.

Mindset & Customer Expectations

At Bus 4x4, customers don't just buy vehicles, they buy trust and solutions. To earn that trust, Client Solution Representatives must focus on creating authentic connections by showing genuine interest in the customer's world, goals, and challenges.

CUSTOMER EXPECTATIONS

"Listen to me attentively so I feel valued—that you know me and understand my needs."

We deliver solutions for safer, smarter journeys by ensuring customers feel seen, heard, and understood.

Initial Customer Interaction—The Bus 4x4 Way

» Start Strong

Greet with enthusiasm, introduce yourself, and use the customer's name twice in the first few minutes.

» Understand Their Needs

Ask open-ended questions (e.g., "How far along are you in your research?").

» Be Prepared

Review online leads beforehand; have brochures/demos ready.

» Technical Knowledge

Most of our customers ask detailed technical questions and expect knowledgeable answers. Be well-versed in specifications, capabilities, and conversion details.

» Industry/Segment Knowledge

Understand the specific challenges and requirements of mining, tourism, government, and other key sectors to speak their language.

» Empower with Resources

Guide them through online tools (e.g., spec sheets, testimonials).

» Leverage Tech

Use digital tools, website, accessory selector to clarify options.

Making First Contact

The initial contact sets the tone for your entire relationship with the customer. Whether by phone, email, or in person, your approach should be consultative rather than transactional - we're helping them solve challenges, not just selling or hiring out vehicles.

ESSENTIALS FOR A STRONG FIRST IMPRESSION

- » Stand tall with good posture and steady eye contact.
- » Wear clean, pressed clothing reflecting the Bus 4x4 brand.
- » Maintain fresh breath, no overpowering scents, and a tidy workspace.
- » Be engaged: smile, offer genuine compliments, and listen actively.
- » Have business cards, pens, and product knowledge ready.
- » No sunglasses, gum, smoking, or eating in front of customers.

When making first contact, introduce yourself clearly:

"Good morning, I'm [Name] from Bus 4x4. I understand you're interested in our 4x4 conversion solutions for [specific application]. Is now a good time to discuss how we might help?"

For mining and commercial clients, demonstrate industry knowledge immediately:

"We've helped several operations in the [region/sector] overcome similar challenges with our mine-spec vehicles."

With tourism operators, reference relevant success stories:

"Our converted HiAce has been particularly popular with tour operators running trips to [similar destination] because of its combination of passenger comfort and off-road capability."

Your appearance and demeanour matter! Maintain a professional presentation, dress in uniform or clothing that reflects the Bus 4x4 brand. Whether in person or on video calls, stand tall, maintain a good posture and make steady eye contact to show confidence.

TIP

Reference any previous interactions or how they found Bus 4x4 early in the conversation. This shows attentiveness and helps establish continuity in their buying journey.



Phone Call Tips and Best Practices

CALL PREPARATION

- » Before making or receiving any call, take time to prepare properly:
- » Review customer records and previous interactions in the CRM
- » Identify clear objectives for the conversation
- » Have relevant product information and pricing readily available
- » Prepare answers to likely questions about specifications, delivery times, and customisation options
- » Schedule calls during business hours appropriate to the customer's time zone

CREATING A POSITIVE PHONE IMPRESSION

- » Answer promptly (within three rings) with a clear, enthusiastic greeting
- » Speak clearly and at a moderate pace, avoiding industry jargon unless appropriate
- » Maintain a positive, energetic tone that conveys confidence and expertise
- » Use natural voice modulation rather than speaking in a monotone
- » Eliminate background noise and distractions before making calls
- » Smile whilst speaking - this genuinely affects your voice tone positively

PHONE-SPECIFIC RAPPORT BUILDING

- » Use the customer's name naturally throughout the conversation (without overusing it)
- » Listen for clues about their communication style and adapt accordingly
- » Match their pace and energy level whilst maintaining professionalism
- » Acknowledge their time constraints and respect their schedule
- » Find relevant common ground (industry experience, vehicle knowledge, regional familiarity)
- » Comment positively on their region or industry to demonstrate understanding
- » Listen for personal details they volunteer (upcoming travels, family mentions) and acknowledge appropriately
- » For mining clients, demonstrate understanding of site compliance requirements
- » For tourism operators, show appreciation for their specific region and challenges

ACTIVE LISTENING TECHNIQUES

- » Allow customers to finish speaking before responding
- » Use verbal acknowledgements ("I understand," "That's an excellent point")
- » Take comprehensive notes during the conversation
- » Paraphrase what you've heard to confirm understanding
- » Ask clarifying questions rather than making assumptions
- » Listen for both stated and unstated needs or concerns

EFFECTIVE QUESTIONING

- » Use open-ended questions to encourage detailed responses
- » Begin with broader questions before moving to specifics
- » Frame questions positively ("Which features are most important?" rather than "Is this feature important?")
- » Use targeted questioning techniques based on industry segment:
 - **Mining**
"What terrain challenges do your current vehicles struggle with?"
 - **Tourism**
"How do your passengers experience the current off-road journeys?"
 - **Government**
"What compliance requirements are most critical for your fleet?"
 - **Leisure**
"What type of challenges are you wanting to tackle or places are you wanting to adventure?"

ENDING CALLS PROFESSIONALLY

- » Summarise key points and agreed actions
- » Confirm next steps with specific timelines
- » Thank them for their time and express enthusiasm for the next interaction
- » Follow up promptly with any promised information or materials
- » Send a brief email recapping key points discussed (when appropriate)

Communication Script Examples

INBOUND CALL SCRIPT

ANSWER BY THE 3RD RING

"Good morning/Good afternoon. Bus 4x4, this is [YOUR NAME]."

LISTEN ATTENTIVELY FOR THEIR NAME (IF GIVEN) AND NOTE IT
LISTEN TO THEIR REQUEST, THEN RESPOND CONFIDENTLY:

"I can certainly help you with that — may I quickly confirm your name?"

REPEAT THEIR ENQUIRY TO CONFIRM UNDERSTANDING:

"Just to confirm [CLIENT NAME], you're enquiring about [4X4 CONVERSIONS/ VEHICLE HIRE/PARTS] for your [MINING OPERATION/TOURISM BUSINESS/FLEET REQUIREMENTS]. Is that correct?"

BEGIN QUALIFICATION PROCESS:

"To ensure I provide you with the most relevant information, would you mind if I ask you a few quick questions about your vehicle needs and the terrain you'll be operating in?"

VOICEMAIL SCRIPT

"Hello [PROSPECT NAME], this is [YOUR NAME] from Bus 4x4, calling on [DAY] at [TIME]."

I'm reaching out because we've helped several [mining operations/tourism businesses/government agencies] similar to yours improve their mobility in challenging terrain with our specialised 4x4 conversions.

Our converted Toyota vehicles are specifically designed to handle [Australian outback conditions/mine site requirements/remote access challenges] while maintaining passenger comfort and safety.

I'd welcome the opportunity to discuss how our solutions might benefit your operations. You can reach me directly on [YOUR PHONE NUMBER] or via email at [YOUR EMAIL].

I'll try calling again in a couple of days, but please feel free to contact me at your convenience. Thank you, and I look forward to speaking with you."

OUTBOUND CALL SCRIPT

ANSWER WHEN THE CALL IS PICKED UP:

"Good morning/afternoon, is this [CLIENT NAME]?"

WAIT FOR CONFIRMATION
INTRODUCE YOURSELF AND YOUR COMPANY:

"Hi [CLIENT NAME], this is [YOUR NAME] calling from Bus 4x4. I'm just following up on your recent enquiry about our [4x4 conversion/vehicle hire] solutions—have you got a quick moment to chat?"

IF YES, CONTINUE. IF NOT, ARRANGE A BETTER TIME
RECONFIRM AND CLARIFY THEIR NEEDS:

"Thanks for that. Just to confirm—you're looking into [4x4 converted vehicles/mine spec hire vehicles] for your [mining site/tourism operation/remote work], is that right?"

TRANSITION INTO QUALIFICATION:

"To make sure I recommend the most suitable vehicle configuration for your terrain and usage requirements, would you mind if I ask a few quick questions about your current transportation setup and the challenges you're facing?"

FOR HIRE DIVISION SPECIFIC:

"Great! I'd like to understand what type of terrain your vehicles need to navigate, how many passengers you typically transport, and the duration you're considering for hire. This will help me tailor the perfect solution for your needs."

FOR 4X4 CONVERSION DIVISION SPECIFIC:

"Excellent! I'd like to understand what type of vehicle you currently have or are considering, the specific off-road conditions you face, and any particular features that would benefit your operation. This will help me recommend the most appropriate conversion package."

CLOSE WITH NEXT STEPS:

"Based on what you've shared, I'd like to [arrange a demonstration/send you a detailed quote/schedule a site visit]. Would [suggested day/time] work for you to [next step]?"

FOLLOW UP CALL SCRIPT

ANSWER WHEN THE CALL IS PICKED UP:

"Good morning/afternoon, is this [CLIENT NAME]?"

WAIT FOR CONFIRMATION
INTRODUCE YOURSELF AND REFERENCE PREVIOUS CONVERSATION:

"Hi [CLIENT NAME], this is [YOUR NAME] from Bus 4x4. We spoke [TIMEFRAME] about your interest in our [4X4 CONVERSION/VEHICLE HIRE]. Is now a good time to chat?"

IF YES CONTINUE, IF NOT, ARRANGE A BETTER TIME
REMIND THEM OF PREVIOUS DISCUSSION:

"You mentioned needing [SPECIFIC REQUIREMENT] for your [OPERATION TYPE]. I wanted to check on your progress and share some helpful information."

ACKNOWLEDGE ANY INFORMATION ALREADY SENT:

"Have you had a chance to review the [Quote/BROCHURE/PRICING] I sent?"

LISTEN TO THEIR RESPONSE
ADDRESS ANY QUESTIONS OR CONCERNS:

"Any questions about what we discussed or the information provided?"

FOR HIRE DIVISION FOLLOW-UP SPECIFIC:

"I've been considering your needs for [TERRAIN TYPE] and [PASSENGER CAPACITY]. We've recently [ADDED NEW VEHICLES/UPDATED PACKAGES] that might suit you better. Would you like to hear more?"

FOR 4X4 CONVERSION FOLLOW-UP SPECIFIC:

"After discussing your [VEHICLE TYPE] and [SPECIFIC CONDITIONS] with our technical team, we believe our [SPECIFIC CONVERSION PACKAGE] would be ideal. Shall I explain the benefits?"

PROGRESS THE SALE:

"What do you see as the next steps? Are there any obstacles preventing you from proceeding?"

PROPOSE CONCRETE NEXT ACTION:

"I suggest we [ARRANGE DEMONSTRATION/SCHEDULE MEETING/FINALISE Quote]. Would [DAY/TIME] work for you?"

IF NOT READY TO PROCEED:

"I understand you need more time. When should I check in again? Any specific information you need meanwhile?"

CLOSE:

"Thank you for your time, [CLIENT NAME]. I'll [NEXT STEP] and follow up as discussed. Please reach out if you have any questions."

FOLLOW UP EMAIL SCRIPT (LEISURE CUSTOMER)

Hi [Customer Name],

It's [Your Name] from Bus 4x4 – thanks for your recent enquiry about the [Vehicle Model] through our website.

You've picked a solid option – known for its off-road capability and performance, which I noticed was one of your key considerations. To help narrow it down and find the best fit for your needs, can I ask how you're planning to use the vehicle? (e.g. site work, touring, long-distance travel, family use?)

A few quick questions to help us customise the right setup for you:

- » What are you looking to transport?
- » Where are you looking to travel?

The more details you can give me, the better I can tailor the recommendation and save you time.

Looking forward to your reply!

Best regards,
[Your Name]

Bus 4x4 – Built for Work. Ready for Anywhere.



FOLLOW UP EMAIL SCRIPT (COMMERCIAL CUSTOMER)

It's [Your Name] from Bus 4x4 –

thanks for your recent enquiry about the [Vehicle Model] on our website.

This is a strong choice for commercial use – it offers excellent performance, durability, and can be tailored for a range of industry applications. To make sure we recommend the right fit for your operation, could I ask a few quick questions?

- What kind of work environment will the vehicle be operating in? (e.g. mining, construction, tourism, remote transport)
- Is this part of a fleet or a standalone purchase?
- Any specific requirements like seating capacity, off-road performance, cargo configuration, or compliance needs?
- Do you have preferences around interior spec (vinyl vs cloth), colour, or technology features like navigation or reversing cameras?

The more detail you can give me, the better we can align the right vehicle or conversion to your needs – and get things moving efficiently on your end.

Looking forward to your response.

Best regards,
[Your Name]

Bus 4x4 – Built for Work. Ready for Anywhere.



Discovery Conversations

Understanding the customer's exact requirements is essential for recommending the right Bus 4x4 solution. Use open-ended questions to encourage detailed responses rather than simple yes/no answers. As an example for mining clients, focus on operational conditions:

- » "What kind of terrain does your crew transport vehicle need to navigate?"
- » "Are there specific compliance requirements for vehicles on your sites?"
- » "How many personnel typically need transportation at once?"

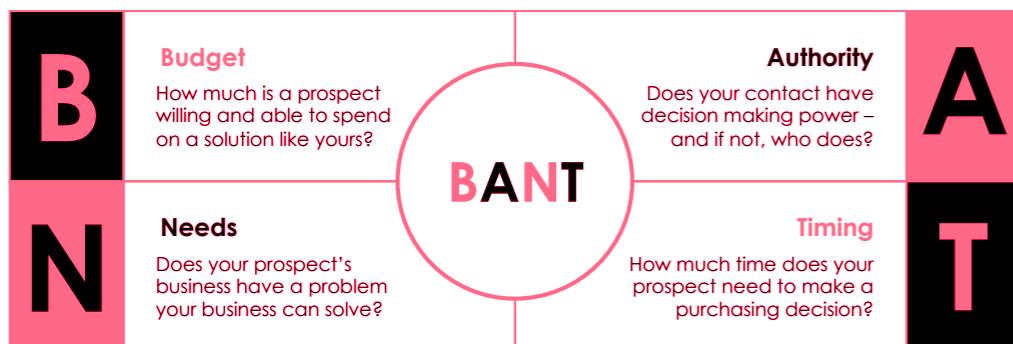
ADAPTING TO CUSTOMER COMMUNICATION STYLES (DISC)

Pay attention to how customers communicate and adjust your discovery approach accordingly. Direct, results-focused customers (often senior executives) prefer brief, outcome-focused questions like "What's preventing you from achieving your transport goals?" Relationship-oriented customers respond better to collaborative questions about team impact. Detail-oriented customers (engineers, procurement) want comprehensive technical discussions, while supportive customers need patient, thorough conversations that consider all stakeholders.

Listen carefully for both stated and implied needs. Customers often focus on features, but your job is to understand the underlying problems they're trying to solve. Take notes during this conversation - it demonstrates you value what they're saying and ensures you don't miss important details.

QUALIFYING WITH BANT

Qualify the customer by asking questions to understand what the vehicle will be used for, what specs are required, capacity, and their priorities. Once these have been answered you can also use a technique called BANT



Salespeople frequently miss their sales targets for almost always the same reason - they have spent too much time on opportunities that didn't close. Good qualification reduces this likelihood.

Recommend Solution

Once you've understood the customer's needs, priorities, and level of research, it's time to confidently recommend the most suitable Bus 4x4 vehicle or conversion, including any relevant accessories or upgrade options.

If the customer has already made a decision, your role is to reassure and validate their choice, helping them feel confident and supported moving forward.

AT THIS STEP YOU SHOULD DO ONE OF TWO THINGS...

GUIDE THE CUSTOMER TOWARD THE BEST-FIT BUS 4X4 SOLUTION based on their current requirements and future plans, whether it's for mining, tourism, fleet, or remote work. If applicable, introduce tailored finance options to support their decision.

CONFIRM AND REINFORCE THE CUSTOMER'S OWN RESEARCH, acknowledging their effort and helping them feel good about the direction they're heading in.

At Bus 4x4, our aim is to provide clarity and confidence, not confusion. The right recommendation, backed by genuine understanding and product expertise, is what sets us apart.

Trial Close

A successful trial close helps gauge customer interest without pushing for commitment. Start with natural questions like "How do you see our BUS 4X4 conversions fitting into your transport operations?" or "When would you ideally need to have your fleet ready for off-road terrain?" These open-ended queries encourage honest feedback while respecting the customer's pace.

KEY QUESTIONS

- "How do you feel about what we've discussed so far?"
- "Does this 4X4 conversion solution align with what you were envisioning?"
- "Level with me... where are you sitting at the moment?"

Listen carefully for hesitation, as this often signals unspoken concerns. Some customers need technical specifications about our conversion process, while others prefer focusing on safety features and passenger capacity—let their interests guide you. Keep focused notes for follow-up, always matching your approach to their specific transport requirements and timeline.

HANDLING COMMON OBJECTIONS**PRICE CONCERN**

"It's more expensive than we anticipated."

RESPONSE

"I understand budget is a consideration. Let's look at the long-term value—how much would downtime cost if your standard vehicles can't access remote sites?"

RESPONSE 2

"I understand, but it's an investment into a capability that is unique in the Australian market. There is no true off-road minibus or van on the market that has the capability of a Bus 4x4 converted vehicle."

INSTALLATION TIME

"How long will our vehicles be off the road?"

RESPONSE

"We typically require vehicles for approximately 4 weeks during the conversion process. We're currently scheduling conversions about 3 months out, which gives you time to plan around operational needs. We can also work with you to schedule conversions in phases to minimise disruption to your fleet operations."

TECHNICAL DOUBTS

"Will this void our warranty?"

RESPONSE

"Bus 4x4 is a leading 4x4 Conversion manufacturer, with a number of major customers and partners. All vehicles come with Bus 4x4 Warranty (36 Months or 12 Months depending on application), they also maintain their factory warranty on components that aren't modified by Bus 4x4."

NECESSITY QUESTION

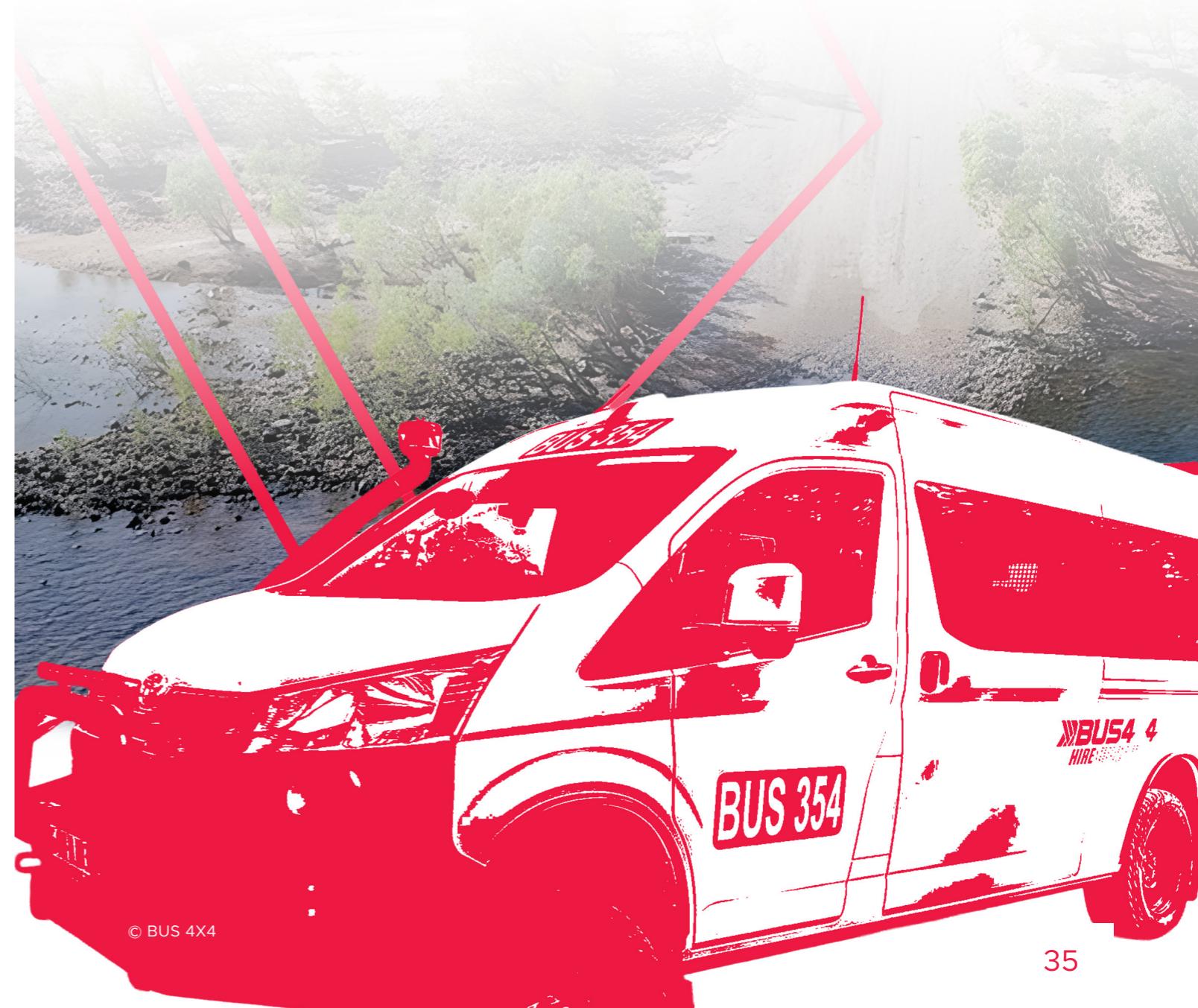
"We're not sure we need full 4X4 capability."

RESPONSE

"What terrain challenges have you faced recently? Even occasional off-road requirements can justify the investment for operational reliability."

Stage 3: Product Experience

SHOW HOW BUS 4X4 VEHICLES MEET THEIR NEEDS THROUGH TAILORED PRESENTATIONS.



Tailored Demonstrations

Demonstrating our vehicles is where the Bus 4x4 difference truly comes alive. Every presentation should be tailored to the customer's specific needs and usage scenario.

For local customers or significant opportunities, invite them to our Rocklea showroom where they can experience our vehicles firsthand. For remote clients, offer virtual tours with detailed videos focusing on their most relevant features.

PRESENTING THE RIGHT BUS 4X4 SOLUTION

Reassure customers who've already decided (e.g., "You've picked a solid option—let's validate your choice").

For undecided customers, recommend based on S.P.A.C.E.D motives (e.g., "For mining, prioritise safety and durability").

SEE 'CREATING THE 'WOW' FACTOR' SECTION OF THIS PLAYBOOK FOR MORE INFORMATION.

Inviting to Bus 4x4 for Factory Tour

Factory tours at Bus 4x4 are an impactful way to showcase our capabilities, build customer trust, and demonstrate firsthand the quality and precision that goes into each vehicle conversion.

SCHEDULING TOURS

- » Schedule tours according to customer convenience, ensuring ample notice.
- » Confirm the appointment clearly, and use customer-preferred communication channels (phone/email/text) to reinforce details and generate enthusiasm for their visit.

SITE TOUR EMAIL TEMPLATE

SUBJECT: BUS 4X4 | LET'S LOCK IN A TIME – BUS 4X4 MEETING

Hi [Customer Name],

Thanks again for reaching out to Bus 4x4.

We'd love to schedule a quick [call/video meeting/in-person chat] to better understand your needs and explore the best 4x4 solution for you.

Here are a couple of time slots we have available:

- » [Option 1: Date/Time]
- » [Option 2: Date/Time]

Let us know if one of those works for you — or feel free to suggest another time that suits.

We're looking forward to helping you build the right solution.

Kind regards,

[Your Name]



KEY POINTS TO HIGHLIGHT DURING TOURS

- » **Innovation and Engineering Precision** - Demonstrate Bus 4x4's cutting-edge conversion technology and highlight unique design features tailored to the customer's intended vehicle use, whether for mining, tourism, government, or private off-road adventures.
- » **Quality Assurance and Attention to Detail** - Showcase our rigorous pre-delivery inspections, explaining processes for vehicle preparation, accessory fitting, quality checks, and detailing standards to reassure customers about our commitment to excellence.
- » **Customisation Capabilities** - Highlight examples of custom vehicle configurations and industry-specific modifications (e.g., mining-spec conversions, enhanced payload capacity, compliance with rigorous safety standards).
- » **Safety and Compliance Standards** - Emphasise our dedication to meeting or exceeding industry regulations, site safety requirements (such as MDG15, IVMS), and specific client compliance needs.

MAXIMISING IMPACT

- » Tailor each tour to reflect the prospect's specific interests and operational requirements.
- » Prepare a dedicated tour path that clearly demonstrates the quality and reliability customers can expect from Bus 4x4.
- » Encourage interaction with technicians and specialists, allowing visitors to see our experienced team in action and ask detailed questions.
- » Finish the tour with a hands-on vehicle demonstration or inspection, reinforcing the value and robustness of our conversions.

Demonstration Preparation Checklist

Proper preparation ensures every Bus 4X4 demonstration highlights our vehicles' capabilities and creates a compelling customer experience.

SHOWROOM/DEMONSTRATION AREA SETUP

VEHICLE PRESENTATION

- » Vehicle thoroughly detailed (spotless interior, gleaming exterior, crystal-clear windows)
- » All conversion features and 4X4 modifications prominently displayed
- » Interior configured to showcase passenger capacity and comfort features
- » Remove all delivery tags, protective coverings, and unnecessary stickers

OPERATIONAL READINESS

- » Full tank of fuel for extended demonstration drives
- » Engine and 4X4 system tested and ready to perform
- » All conversion features operational (lighting, communications, safety equipment)
- » Climate control and audio systems functioning perfectly
- » Tyres checked and properly inflated for optimal off-road performance

DEMONSTRATION SETUP

- » Key features clearly visible and accessible for customer inspection
- » Conversion documentation and specifications readily available
- » Demonstration route planned to showcase 4X4 capabilities safely
- » Vehicle positioned for easy customer access and walk-around inspection
- » Sales materials and technical specifications organised in vehicle

FINAL CHECKS

- » All doors, hatches, and access points operating smoothly
- » Interior lighting adequate for feature demonstration
- » Vehicle positioned to highlight key conversion elements
- » Backup demonstration vehicle identified (if available)

This preparation transforms your demonstration vehicle into a powerful sales tool that allows customers to experience the Bus 4X4 difference firsthand.

The 6-Position Sell

Conduct a systematic demonstration following our 6-position walk-around method:

1. The 4x4 Conversion

Showcase the engineering that goes into the conversion

2. Available Accessories

Highlight relevant accessories and customisation options

3. Opening the Bonnet

Demonstrate engine modifications and conversion elements

4. Cargo Area (Bus or Van)

Show storage capacity and versatility

5. Driver's Seat

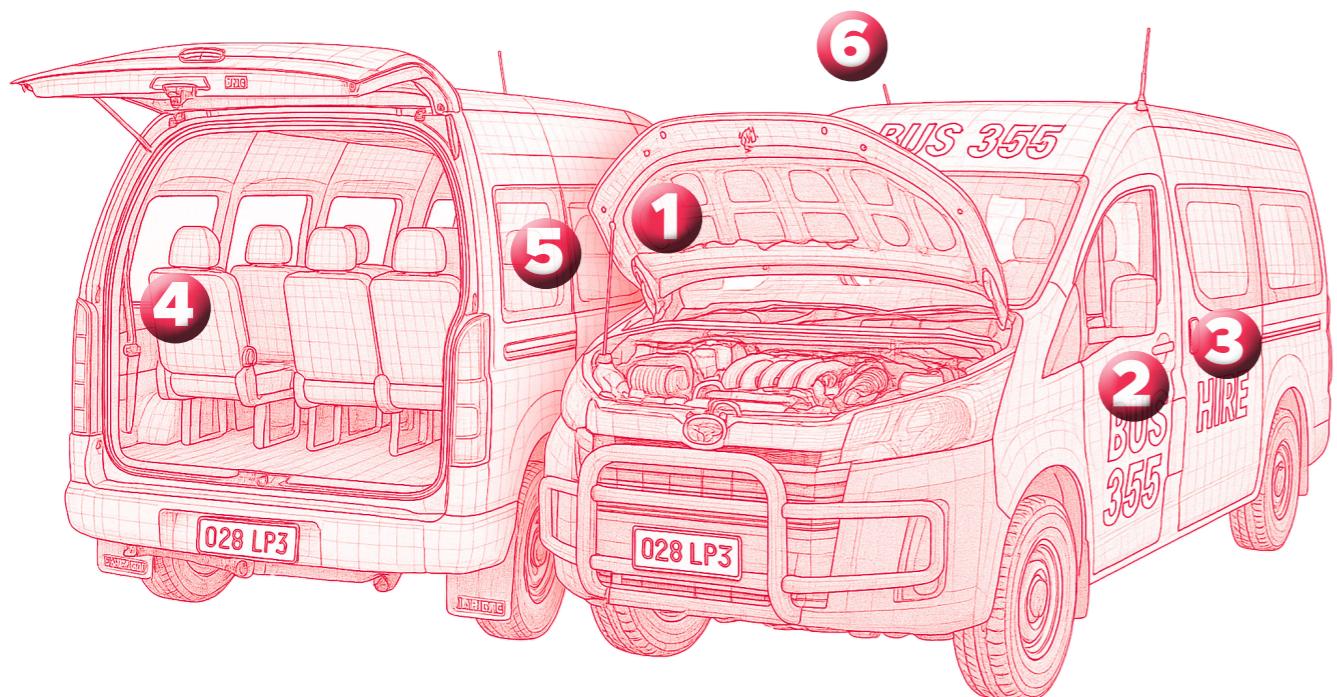
Focus on driving experience and controls

6. Passenger Seat

Highlight comfort features and safety elements

For each position, relate technical specifications to real-world benefits:

"This 180mm suspension lift doesn't just look impressive - it gives you the clearance needed to navigate the creek crossings on your northern route without concerns about bottoming out."



Industry-Specific Focus

When tailoring your demonstration, emphasise the features most relevant to each industry:

CLIENT	FEATURES
MINING CLIENTS	Mine-spec safety features (fire extinguishers, first aid kits, emergency equipment)
	Chassis strength and underbody protection for harsh conditions
	Visibility features and compliance with site requirements
	Success Stories to Reference: Mining Service Operators such as Theiss, site access success in challenging conditions
FLEET/ COMMERCIAL	Total cost of ownership, uptime, efficiency
	Maintenance intervals, parts availability, vehicle lifespan in tough conditions
	Success Stories to Reference: [Reference nearest fleet customer with multiple vehicles]
GOVERNMENT CLIENTS	Compliance with procurement standards
	Safety ratings and features
	Total cost of ownership and operational efficiency
	Success Stories to Reference: NSW Rural Fire, Rural Flying Doctors Service in South Australia
LEISURE	Adventure capability, uniqueness, customisation
	Off-road performance, personalisation options, lifestyle features
	Success Stories to Reference: Outback Travel Australia review, 4XOverland Review & Series
SME	Versatility, reliability, cost-effectiveness
	Multi-purpose capabilities, service network, financing options
	Success Stories to Reference: Murray Offroad Adventures testimonial
TOURISM OPERATORS	Passenger comfort features even in off-road conditions
	Practical aspects like entry steps, air conditioning performance, and viewing angles
	Reliability and serviceability in remote locations
	Success Stories to Reference: Fraser Island Adventure Tours, successful sand driving without issues

Creating the 'Wow' Factor

At Bus 4x4, our goal is not just to present vehicles, it's to create an experience that makes us unforgettable. A well-delivered demonstration can transform interest into confidence and leave customers thinking, "This is exactly what we need."

To make this moment count, we focus on personalisation, clarity, and relevance, using proven methods like FAB and SPACED to connect features with real-world benefits.

THE FAB METHOD

Rather than listing specs, connect each key feature to the customer's needs. FAB helps you explain:

- » **Feature** – What it is
- » **Advantage** – What it does
- » **Benefit** – Why it matters to this customer

"This model includes Bus 4x4's full-time 4WD system (feature), which means better traction and control on unsealed or slippery roads (advantage), helping keep your team safer during wet-season site access (benefit)."

Apply FAB across every demo touchpoint, from seating capacity to fuel economy to compliance packages.

UNDERSTAND THE S.P.A.C.E.D MOTIVES

Customers often make decisions based on more than just needs — they're influenced by deeper motivations. Use S.P.A.C.E.D to uncover these and link your demonstration to what really matters:

- » **Safety** – Is it compliant and secure for rugged or remote conditions?
- » **Performance** – Can it handle tough terrain, loads, or long distances?
- » **Appearance** – Does it reflect the professionalism of their brand?
- » **Comfort** – Is it practical and pleasant for long hours on the road?
- » **Economy** – Is it fuel-efficient, easy to maintain, and affordable to run?
- » **Durability** – Will it hold up under hard use in challenging environments?

KEY DEMONSTRATION TIPS

- » Personalise every interaction based on their industry or use case.
- » Show, don't just tell, let the customer experience the feature in action.
- » Don't overwhelm with technical jargon unless they ask for it.
- » Create surprise moments, like pointing out a lesser-known benefit tailored to them.
- » Finish with a tailored takeaway, a brochure, quote, or short recap video.

Technical Questions

Address technical questions confidently, drawing on our engineering expertise and field experience. If a question arises that you can't answer immediately, acknowledge it:

"That's an excellent technical question. I want to give you the most accurate information, so I'll consult with our engineering team and get back to you by tomorrow."

Trial Close - Assessing the Customer Readiness

Use trial closes throughout the product experience to gauge interest and build confidence, such as: "How do you see this vehicle performing for your operation in [location/condition]?" These questions help you understand the customer's readiness, and when the timing feels right, don't be afraid to ask for the sale directly.

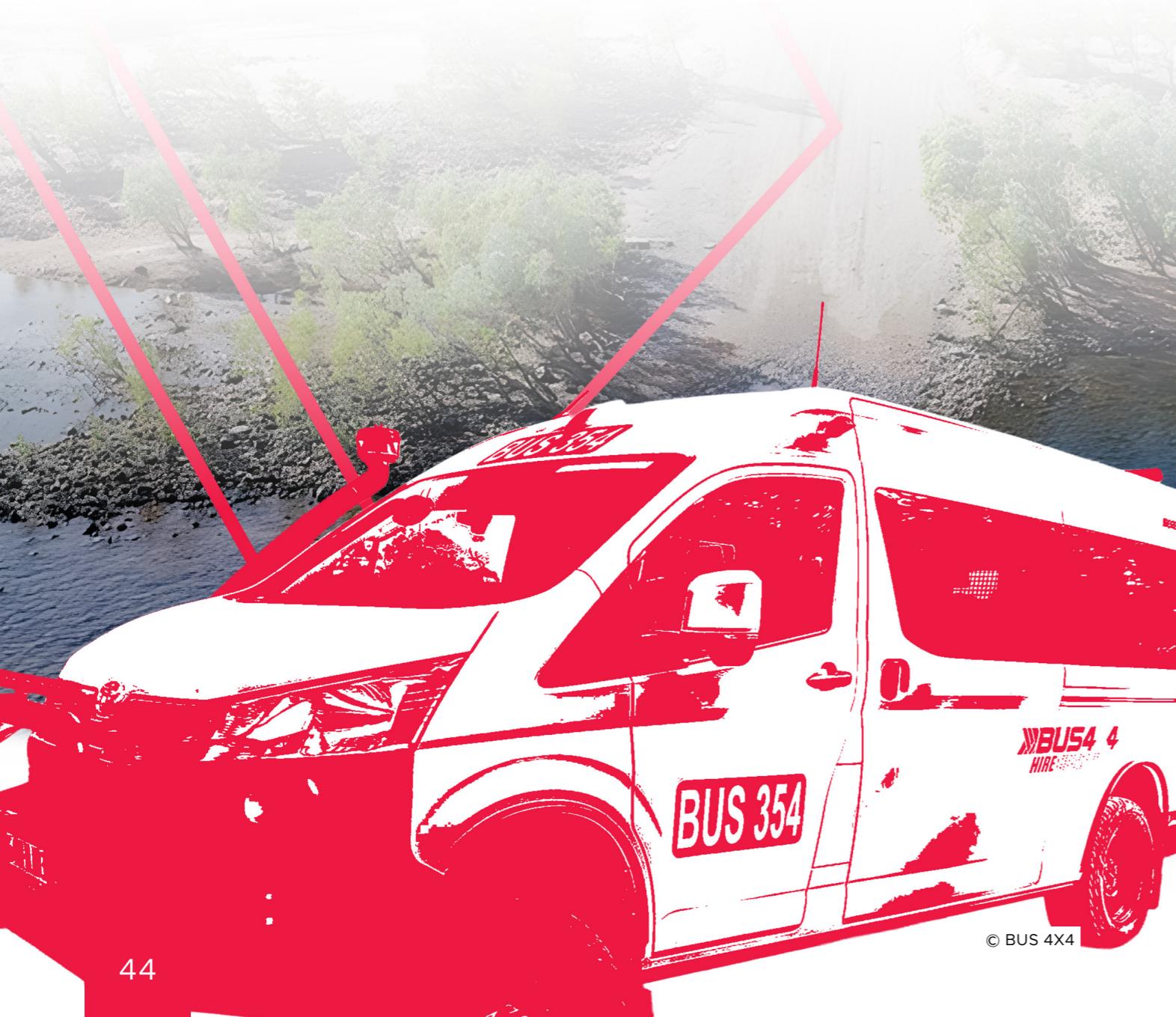
WATCH FOR BUYING SIGNALS THAT INDICATE READINESS TO PROCEED

- » Are they asking detailed questions about implementation rather than general features?
- » Have they discussed the vehicle with other stakeholders in their organisation?
- » Are they inquiring about pricing, delivery timelines, or financing options?
- » Do they want to see specific documentation for internal review?

If these indicators are present, you likely have a **GO** situation and should proceed to preparing a formal quote. If they're still expressing fundamental concerns or showing limited engagement, you may need to revisit earlier stages or reassess qualification.

Stage 4: Close

SHOW HOW BUS 4X4 VEHICLES MEET THEIR NEEDS
THROUGH TAILORED PRESENTATIONS.



Professional Quotes

To begin the Close stage of the sales process, it's time to prepare and send the quote. Aim to send your quote within 24 hours of your product demonstration to maintain momentum and show responsiveness.

For more complex or customised requests that fall outside the standard Bus 4x4 catalogue, ensure a detailed quote is provided within 5 business days.

Your email should be professional yet personable, and reinforce key points discussed with the customer to keep the proposal relevant and engaging.

"Following our discussion about your requirements for transporting mining personnel across challenging terrain at the Western Ridge site, I'm pleased to present this customised quote for a Bus 4x4 Coaster conversion with full mine specification package."

STRUCTURE YOUR EMAIL WITH

1. A personalised opening referencing your previous conversation
2. A concise summary of their key requirements and how your recommendation addresses them
3. Clear next steps and timeline expectations
4. Your contact information for questions
5. A professional sign-off

INCLUDE THESE ESSENTIAL ELEMENTS IN EVERY QUOTE

- » Detailed vehicle specifications with all conversion features
- » Itemisation of optional additions and accessories
- » Clear pricing for each component
- » Delivery timeframes and logistics information
- » Warranty and service package details
- » Terms and conditions

For mining sector clients, ensure all safety specifications and site compliance features are explicitly listed. Government quotes must include all required procurement information and compliance certifications. Tourism operators typically appreciate detailed specifications of passenger comfort features and off-road capabilities.

Before sending any quote, have it reviewed by your Sales Manager. This four-eye principle ensures accuracy and completeness while providing an opportunity for strategic input on pricing or package options.

Follow-Up Schedule

INITIAL FOLLOW-UP PHASE (DAYS 1-21)

- » Day 1: Send quote email
- » Day 3: Phone call to confirm receipt and answer initial questions
- » Day 7: Email with additional information (case study, testimonial, or technical specifications)
- » Day 14: Phone call to check progress and address any concerns
- » Day 21: Final follow-up call or email

EXTENDED FOLLOW-UP PHASE (MONTHS 1-6)

- » Month 1: Check-in call to discuss any changes in requirements or timeline
- » Month 2: Email with relevant industry updates, new testimonials, or product enhancements
- » Month 3: Phone call to reassess needs and confirm continued interest
- » Month 4: Share case study from similar industry or application
- » Month 5: Check-in call focusing on budget cycles and planning updates
- » Month 6: Comprehensive review call to update specifications and timeline

LONG-TERM CORPORATE/GOVERNMENT FOLLOW-UP (6+ MONTHS)

- » Every 2-3 months: Strategic check-in calls aligned with their budget and procurement cycles
- » Quarterly: Send relevant industry insights, regulatory updates, or new capability announcements
- » Annually: Comprehensive needs assessment and relationship review

If the customer remains unresponsive after the initial 21-day sequence, send a tracking email: "I understand timing is everything in business decisions. I'd like to keep your file open, but please let me know if your requirements have changed or if we should reconnect at a later date."

For each follow-up, add value rather than simply asking for an update. Share relevant industry insights, new case studies, or additional information about features they expressed interest in.

Pricing Discussions and Value Communication

When discussing price, focus on value and total cost of ownership rather than just upfront costs. Frame pricing conversations around capability: "This investment provides access to locations and terrain that standard vehicles simply cannot reach, opening up operational possibilities that weren't available before." For fleet customers, emphasise long-term savings through reduced maintenance, increased reliability, and extended vehicle lifespan in challenging conditions. Always relate the cost back to their specific operational needs and the problems our conversions solve.

TIP

While templates provide consistency, add personalised elements that reference specific customer needs or applications discussed during your meetings. This demonstrates attentiveness and reinforces the custom nature of our solutions.



Closing the Sale

When the time is right, tailor your closing approach to the customer segment.

FOR LEISURE CUSTOMERS, FOCUS ON ADVENTURE AND CAPABILITY:

"You'll have the confidence to explore anywhere you want to go."

SME AND COMMERCIAL CLIENTS RESPOND TO OPERATIONAL BENEFITS:

"This conversion will solve your site access challenges and improve operational efficiency."

GOVERNMENT CUSTOMERS PREFER COMPLIANCE AND PROVEN PERFORMANCE:

"Based on our track record with similar departments, this solution meets all your operational and safety requirements."

Once the customer is ready to proceed, clearly explain the next steps:

- » Submission of purchase order with agreed specifications
- » Account creation process for new customers
- » Initial deposit requirement and payment methods
- » Production scheduling and communication process

For hire agreements, review key terms including minimum hire periods, maintenance responsibilities, and service intervals. Ensure all decision-makers understand and accept these terms before proceeding.

Next Steps & Customer Commitment

Once the customer accepts the quote, the next step is to formalise the agreement and secure their commitment to proceed.

A Sales Agreement must be sent and signed to officially onboard the customer with Bus 4x4.

OUR STANDARD PAYMENT STRUCTURE IS AS FOLLOWS:

- » \$800 deposit to secure the booking
- » 50% deposit at the commencement of the build
- » Final balance due upon completion

This process applies unless a PO (Purchase Order) has been provided by the client, in which case alternative terms may apply based on the agreement.

Stage 5: Delivery

ENSURE A SMOOTH, PROFESSIONAL HANOVER THAT BUILDS CONFIDENCE AND SATISFACTION.



Internal Handover Process

When transitioning from sales to production, ensure all customer specifications, special requirements, and delivery preferences are clearly documented and communicated to the KitShop team. This includes completing a detailed handover form with agreed specifications, delivery timeline, customer contact preferences, and any unique requirements discussed during the sales process. Schedule a brief handover meeting between sales and production teams to discuss any complex customisations or customer-specific needs that require special attention during the build process.

Customer Communication During Production

Keeping customers informed throughout the build process is key to building trust, managing expectations, and maintaining excitement. Regular, well-timed updates help reinforce Bus 4x4's professionalism and transparency — especially during longer or more complex conversions.

FOR HIRE VEHICLES

Communication focuses on confirming specifications (radios, seating configurations, accessories), delivery estimates from purchase order submission, transport booking confirmation, and scheduling handover familiarisation with drivers. When vehicles are delivered away from our site, provide comprehensive user guides, how-to-hire documentation, and video links demonstrating vehicle operation. Always schedule a follow-up call from Bus 4x4 Hire to ensure customer satisfaction and address any operational questions.

Establish a communication schedule that matches both the customer's preference and their buying profile. First-time buyers often appreciate more frequent touchpoints and detailed explanations to feel confident in the process. Returning or fleet customers may prefer brief milestone updates, especially if they already trust the quality and process.

TYPICAL COMMUNICATION MILESTONES

- » Notification when the vehicle arrives at the workshop, including a before photo and confirmation of estimated completion date (e.g. "expected to be completed in the week of August 15")
- » Photo update once the vehicle is back on its wheels as a Bus 4x4
- » Photo update after accessories are installed
- » Final photo during the QA check, with confirmation of pickup time and date
- » This final update also triggers the pre-delivery process

ADAPT THE CHANNEL TO THE CUSTOMER'S STYLE

- » Email for technically focused clients or those needing documentation (e.g. procurement teams)
- » Phone calls for relationship-based customers who value personal connection
- » Text or WhatsApp for customers who prefer quick updates or visual progress (ideal for tourism operators)

Industry also plays a role. Mining and government clients often require structured, formal written updates that align with internal reporting. Tourism clients often enjoy photo or video updates they can share with staff or use to build anticipation for operational deployment. Retry Claude can make mistakes. Please double-check responses.

Delivery Day Preparation

OUR REPUTATION DEPENDS ON DELIVERING EXCEPTIONAL VEHICLES THAT EXCEED CUSTOMER EXPECTATIONS. BEFORE ANY DELIVERY, ENSURE:

- » All conversion specifications match the customer order exactly
- » Sales Representative should have done an audit ensuring it matches the exact requirements
- » Vehicle has undergone comprehensive testing and quality checks
- » Detailed cleaning and preparation has been completed
- » All documentation is organised and complete
- » Any customer-specific requests have been addressed

The final quality control inspection should verify all systems function properly, particularly safety features and off-road capabilities. Special attention should be given to customer-specific requirements noted during the sales process.

THE DELIVERY EXPERIENCE SHOULD FEEL SPECIAL AND MEMORABLE.

PREPARE A CLEAN, DEDICATED HANOVER AREA AND ENSURE ALL PAPERWORK IS ORGANISED IN ADVANCE:

- » Registration documents
- » Warranty information
- » Maintenance schedules and service contacts
- » Operation manuals and guides
- » Signed purchase orders and delivery acceptance forms

DURING THE HANOVER, CONDUCT A THOROUGH ORIENTATION OF THE VEHICLE:

1. Exterior features and access points
2. Driver controls and dashboard functions
3. Passenger features and emergency equipment
4. 4x4 system operation and best practices
5. Maintenance requirements and service intervals

Take time to demonstrate how to properly operate the 4x4 system, particularly for customers who may have limited experience with off-road vehicles. Show them how to engage 4WD properly, explain approach angles and clearance considerations, and offer practical advice for their specific usage scenarios.

Key Information to Confirm (Colours, Specs, Dates)

Coordinate delivery details collaboratively, considering:

- » Delivery location (customer site or our facility)
- » Specific timing requirements (operational considerations)
- » Personnel who should be present (technical staff, operators, management)
- » Any site access requirements or restrictions
- » Final confirmation of all vehicle specifications, colours, and custom features
- » Verification of all documentation and paperwork requirements

Whether delivering to a remote mine site, a tourism operation, or a government facility, confirm all logistical details at least a week in advance.

| If unsure, refer to the Bus 4x4 Handover Sheet/Procedure.

TIP

Ask if they'd like you to accompany them on a brief test drive during handover. This provides an opportunity to demonstrate features in action and answer any operational questions.



Transition Email Template



Hi [Customer Name],

Congratulations once again on your new Bus 4x4 vehicle, we're thrilled to have you on board.

Now that your delivery is complete, I wanted to personally thank you for choosing Bus 4x4 and introduce you to your dedicated point of contact for any ongoing support or after-sales needs:

Primary Contact:

[Support Rep Name]

[Job Title]

[Email Address]

[Phone Number]

[Support Rep Name] will be your go-to for:

- Technical questions or support
- Booking servicing or maintenance
- Warranty information and updates
- Spare parts or accessory needs
- General after-sales assistance

At Bus 4x4, our relationship doesn't end with delivery, we're committed to supporting you throughout your ownership journey. Whether you need advice, assistance, or just want to explore more of what we offer, we're only ever a call or email away.

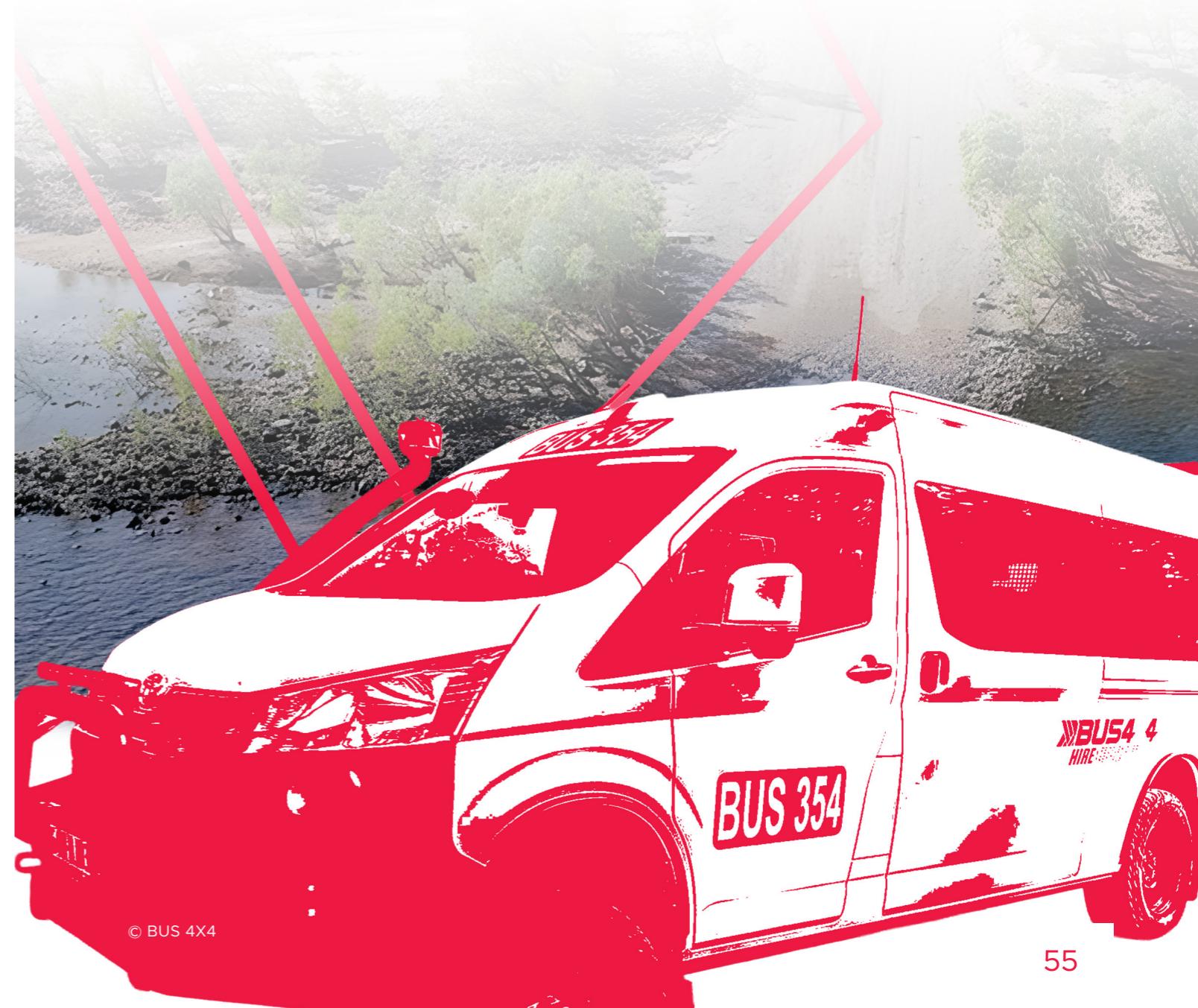
We'll also be sending you a quick customer satisfaction survey in the coming days. We'd really appreciate your feedback, it helps us continuously improve the experience for customers like you.

Thanks again for choosing Bus 4x4. We look forward to being part of your journey.

Best regards,
[Your Name]
Bus 4x4

Stage 6: Manage and Grow

NURTURE THE RELATIONSHIP POST-SALE AND EXPLORE OPPORTUNITIES FOR REPEAT BUSINESS OR REFERRALS.



Post-Delivery Check-in

A prompt follow-up after delivery demonstrates our commitment to customer satisfaction and provides an opportunity to address any immediate questions or concerns. Within 48 hours of delivery, make personal contact to:

- » Congratulate them on their new vehicle
- » Ensure they're enjoying the driving experience
- » Thank them again for their business
- » Address any initial questions or concerns
- » Encourage completion of the satisfaction survey when it arrives

This call should be warm and relationship-focused rather than transactional. Show genuine interest in their experience and position yourself as their ongoing point of contact for any future needs.

Follow this call with a personalised thank-you card to add a thoughtful touch that distinguishes Bus 4x4 from competitors. For significant customers, consider having this card signed by multiple team members involved in their vehicle's creation.

For purchased vehicles (non-hire), create a celebration moment by presenting a Bus 4x4 merchandise gift and taking photos of the handover. This positive experience reinforces their decision and creates materials they might share within their organisation or industry.

Express genuine appreciation for their business and confirm that the vehicle meets their expectations: "On behalf of the entire Bus 4x4 team, thank you for choosing Australia's leading 4x4 conversion solution. We build every vehicle to go further, work harder, and perform where others can't — and we're proud to support your operation every step of the way."

For fleet deliveries, consider arranging a brief ceremony with relevant team members to mark the occasion, particularly for significant orders or important clients.

Before concluding, mention the upcoming satisfaction survey: "In week, you'll receive a short survey about your experience with Bus 4x4. We genuinely value your feedback as it helps us continuously improve our products and service."

Gathering Feedback and Testimonials

Customer feedback provides essential insight into how we can continuously improve our vehicles, services, and the overall Bus 4x4 experience. We treat every response, positive or negative, as an opportunity to learn, evolve, and strengthen customer relationships.

FEEDBACK COLLECTION AND USAGE

We use Net Promoter Score (NPS) surveys to capture feedback from Leisure, Used Vehicle, and SME customers. These are sent automatically within 7 days of vehicle delivery, giving us timely insight into their satisfaction and likelihood to recommend Bus 4x4.

For Corporate, Mining, Government, and Fleet clients, we capture feedback through structured follow-up conversations, project debriefs, and relationship meetings, rather than automated surveys.

All feedback should be reviewed carefully. Positive comments help us identify what's working and highlight repeatable successes, while constructive criticism can help prevent issues from recurring. When appropriate, follow up with satisfied customers to request:

- » Testimonials (written or video)
- » Case studies or success stories
- » Referrals to other organisations who may benefit from our solutions

Turning happy customers into long-term advocates is one of the most powerful ways to grow the Bus 4x4 brand.

Managing Issues with C.A.R.E.

Despite our best efforts, occasional concerns may arise. When they do, apply the C.A.R.E. method:

C - CONTROL

Manage your emotions, language, and the situation professionally. Stay calm and solution-focused. "I understand this is frustrating. Let's work through this together."

A - ACKNOWLEDGE

Listen actively, maintain eye contact, and ask open-ended questions to fully understand the issue. Show empathy for their experience. "Tell me more about what happened with the vehicle."

R - REPHRASE

Confirm your understanding by restating the main concerns: "So what I'm hearing is..." Wait for their confirmation before proceeding. "If I understand correctly, you're experiencing issues with the suspension on rough terrain?"

E - EMPATHY:

Put yourself in their position. How would you feel? What resolution would you expect? "I can see how that would impact your operations. Let's resolve this quickly for you."

Treat every issue as an opportunity to demonstrate our commitment to customer satisfaction. Resolve problems quickly and follow up to ensure the solution meets their expectations. Document all issues and resolutions in our CRM for continuous improvement.

By consistently delivering exceptional experiences throughout the customer journey - from initial prospecting through delivery and ongoing support - we build a loyal customer base that drives sustainable growth across all our market segments.

HOT ALERTS

Managing Negative Feedback with Urgency

When an NPS survey flags a "detractor" response or a customer expresses dissatisfaction post-delivery, this triggers a Hot Alert — and demands immediate attention.

These are high-priority and must be handled with care, speed, and professionalism to preserve the relationship and restore trust.

Hot Alert Process

1. Review the issue internally and agree on the response before reaching out.
2. Contact the customer within 48 hours to clarify concerns and initiate a resolution plan.
3. If a solution can't be provided within the expected timeframe, escalate to your manager immediately.
4. Once resolved, document the process, outcome, and reasoning in the customer's CRM record.

Even if the feedback feels difficult, it's an opportunity to turn a detractor into a promoter. Fast, honest, and respectful resolution shows our customers that we care — and often leaves them with a stronger impression than if no issue had occurred at all.

Exploring Future Needs

Use feedback interactions to identify cross-sell and upsell opportunities:

- » Additional vehicles for expanding operations
- » Upgraded features based on operational experience
- » Complementary products or services
- » Fleet expansion recommendations based on utilisation data

Customer Tiers for Account Management

Successful Client Solution Representatives build lasting relationships through consistent, value-added contact. Schedule regular check-ins based on our customer tier structure:

GOLD CUSTOMER

HIGH-VALUE | LOYAL ACCOUNTS | CONSISTENT ORDERING

ENGAGEMENT

- Monthly face-to-face meetings
- Quarterly check-in calls
- Bi-annual success reviews

SERVICE PRIORITY

- Priority handling
- 2-hour response time

RECOGNITION

- Premium gifts annually
- Christmas hamper

SILVER CUSTOMER

MID-TIER ACCOUNTS | GROWTH POTENTIAL

ENGAGEMENT

- Bi-annual business reviews
- Quarterly support calls
- Regular newsletter communications

SERVICE PRIORITY

- Standard service levels

RECOGNITION

- Christmas hamper only

BRONZE CUSTOMER

NEW OR LOW-VOLUME ACCOUNTS

ENGAGEMENT

Bi-annual support contact, Regular marketing communications

SERVICE PRIORITY

Standard service levels

RECOGNITION

Promotional items during campaigns

BEYOND THESE SCHEDULED TOUCHPOINTS, MAINTAIN CONTACT THROUGH

- » Service interval reminders
- » Industry event invitations
- » New product announcements relevant to their operation
- » Holiday and milestone acknowledgements

With our new CRM in place, the one-month follow-up is more important than ever, it's a chance to check on vehicle performance, address any early questions, capture feedback, and identify potential referral or upsell opportunities for the future.



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