SITE WARE DIRECT

SALES PROCESS PLAYBOOK

PROTECT YOUR WORKERS

OUR VISION

To be firmly established as the **SUPPLIER OF CHOICE** to the oil & gas, construction, and mining industries.

OUR MISSION

For all business associates to have a **FIRST-CLASS EXPERIENCE** with any communications and transactions

OUR CORE VALUES

- **CAN DO:** Always willing to go above and beyond
- **HONESTY & INTEGRITY:** Business partner you can trust
- **RELIABLE:** Committed to our guarantee of top-level service
- **ONE TEAM:** Success is determined by the way we work as a team
- **COMMUNICATION:** Silence is fatal

Site Ware Direct has been servicing the Mining, Construction and Oil & Gas industries with workwear, PPE, barricading and safety equipment since **2004.**

In that time we have honed our product range to be the best of the best. Our team of dedicated safety experts is committed to understanding your specific safety requirements. We take pride in offering competitive pricing, timely delivery, and exceptional customer support, ensuring that your safety procurement process is efficient and hassle-free.

We consistently put our customers at the forefront of what we do, and pride ourselves on providing quality and reliable tailored service solutions, to ensure we are your preferred **SUPPLIER OF CHOICE.**

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SITE WARE DIRECT
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SALES PROCESS	1 **Generate Leads** and **Develop** an **Activity Plan**	2 **Make Contact** and **Qualify**	3 **Develop** a **Solution**	4 **Quote** and **Close**	5 **Manage** and **Grow**
PURPOSE	Enabling a Focused Approach to Execute the Sales Strategy	Engage, Build Rapport and Understand Customer Requirements	Create a Total Solution for the Customer	Close Sale and Confirm Order	Build Long-term Relationships and Grow the Business
PEOPLE	Internal Sales Regional Account Manager	Regional Account Manager	Regional Account Manager	Regional Account Manager	Regional Account Manager
PROCESS	**1A.** Generate and review leads, then allocate actions. **1B.** Review the portfolio and identify prospects. **1C.** Research prospects for scope and target customers. **1D.** Create an activity plan.	**2A.** Respond to inbound leads within four business hours. If the opportunity is out of scope, refer to a partner. **2B.** Contact the prospect as per the activity plan. **RESPONSE** Qualify with BANT. Understand and capture requirements using a questionnaire. Depending on customer tier, provide option to develop product solution pack. **GO** **NO RESPONSE** Follow up within 24 hours with a phone call and send an email with contact details. 48 hours phone call and 'Over to You' email. **2C.** Update CRM and set a follow-up cadence.	**3A.** Develop a product solution pack. **3B.** Provide and/or present the product solution pack to the customer. **3C.** If required, seek understanding and manage objections. **3D.** Conduct a trial close. **GO** **NO GO** Follow up within 24 hours with a phone call and send an email with contact details.	**4A.** Prepare and provide a quote to the customer. **4B.** Contact the customer within 24 hours to confirm receipt and understanding of the quote. **CONNECTED - GO** Close the sale and convert to a purchase order. **NO CONNECTION** Update the CRM and set a follow-up cadence. **CONNECTED - NO** Update the CRM as lost, with a reason. **4C.** Always update CRM.	**5A.** Complete post-account management.
SYSTEMS & ENABLING TOOLS	Activity Plan NetSuite	Questionnaire NetSuite	NetSuite	NetSuite	NetSuite

SITE WARE DIRECT

Sales Process Wheel

SALES PROCESS WHEEL

CUSTOMER TIERS

At Site Ware Direct, we value each and every customer relationship. Our tiering system allows us to recognise and reward our loyal customers with service levels that match their partnership with us. Through our tiered approach we ensure that all customers receive reliable service solutions tailored to their unique requirements, while acknowledging those who have chosen Site Ware Direct as their trusted Supplier of Choice.

1 GOLD CUSTOMERS

"GOLD CUSTOMERS ARE SITE WARE DIRECT'S BEST CUSTOMERS AND THEY ARE TO BE TREATED LIKE GOLD!"

SPENDING AMOUNT: 50K+ per annum
BUSINESS SIZE:

2 "A" CUSTOMERS

SPENDING AMOUNT: 20-50K per annum
BUSINESS SIZE:

3 "B" CUSTOMERS

SPENDING AMOUNT: 6-20K per annum
BUSINESS SIZE:

4 "C" CUSTOMERS

SPENDING AMOUNT: 2-6K per annum
BUSINESS SIZE:

5 "D" CUSTOMERS

SPENDING AMOUNT: >2K per annum
BUSINESS SIZE:

INTRODUCTION

PURPOSE

The purpose of this playbook is to provide our team with a structured sales process to follow. This process ensures greater consistency across our team and improves the overall client experience with Site Ware Direct.

This Sales Process Playbook is designed for our sales team to understand the methodology for selling Site Ware Direct products and services. It is intended to focus on the process rather than detailing each of our products.

SALES PROCESS OVERVIEW

At Site Ware Direct, our sales process is not just about closing sales; it is about guiding our team to deliver tailored solutions, maintain consistent high quality, and ensure a seamless experience for our valued B2B clients in the mining, oil & gas, and construction industries.

STRUCTURE OF THIS PLAYBOOK

The playbook is structured according to each stage of the Sales Process outlined prior in the Sales Process Wheel and Map:

1. Generate Leads and Develop and Activty Plan
2. Making Contact and Qualify
3. Develop a Solution
4. Submit a Proposal and Close the Sale
5. Manage and Grow

Within each process stage, there will be further detail on the steps required. An appendix at the end of the document houses more detailed information including processes and scripts.

ROLES AND RESPONSIBILITIES

This playbook outlines the sales cycle with respect to three key sales roles. Team members outside these roles do however have identified tasks that relate to the Sales Process, and these actions are included within the playbook. Any additional steps required by these roles to complete the identified tasks have not been detailed here.

The key sales roles outlined within this booklet are:

BUSINESS DEVELOPMENT MANAGER	Responsible for identifying new business opportunities, building relationships with prospects and existing clients, and driving revenue growth. The BDM conducts market research, generates leads, manages client relationships, collaborates on business strategy, achieves sales targets, and works with other teams to ensure client satisfaction, requiring strong communication skills and a proven track record in sales.
CUSTOMER SERVICE OFFICER	Provides high standard customer service and administrative support by advising on product selection, managing enquiries via phone and email, processing orders, solving problems, and handling office administration duties including banking, filing, and assisting with accounts. The role requires excellent interpersonal skills, advanced computing abilities, accurate data entry, and ideally experience with NetSuite.
INTERNAL SALES/ ADMINISTRATION	Proactively supports Site Ware Direct's client network by providing information, quotes and support to clients and sales teams. This role answers incoming calls, manages the sales inbox, follows up on leads and quotes, maintains the customer database, assists the Sales Team with inquiry resolution, processes orders, and provides regular reports on sales activity, requiring commercial acumen and experience in sales or relationship management.
KEY ACCOUNT MANAGER	Maintains and grows sales through effective management of existing customers and active pursuit of new ones. Responsibilities include building relationships with wholesale and direct customers, increasing business with existing clients, identifying new opportunities, achieving sales targets, providing customer training, introducing new products, handling complaints, monitoring market trends, preparing account plans, and collaborating with company directors to develop growth strategies.

STAGE 1:

GENERATE LEADS AND DEVELOP AN ACTIVITY PLAN

OVERVIEW

This stage focuses on developing and maintaining a pipeline of qualified opportunities. Whether you're handling inbound enquiries or actively seeking new prospects, the aim is to build a strategic approach to identify potential clients who could benefit from our extensive range of safety solutions.

ROLES

These steps relate to the

STEPS

1A. Generate and review leads, then allocate actions.

1B. Review the portfolio and identify prospects.

1C. Research prospects for scope and target customers.

1D. Create an activity plan.

INBOUND LEADS

INBOUND LEADS COME TO US THROUGH VARIOUS CHANNELS

- PHONE ENQUIRIES: Clients calling directly after seeing our advertising or receiving referrals
- EMAIL ENQUIRIES: Messages sent to our sales inbox requesting information or quotes
- REFERRALS: Existing clients recommending our services to colleagues or partners
- WEBSITE ENQUIRIES: Potential clients completing contact forms after browsing product information

TIP

Always respond to inbound leads within four business hours. First impressions matter, and quick responses demonstrate our commitment to exceptional service.

WHEN HANDLING INBOUND LEADS

- Gather basic information about the client's business and requirements
- Record all details accurately in NetSuite
- Thank the client for their interest in Site Ware Direct
- Set clear expectations for next steps and timeframes

GENERATE LEADS

Proactive lead generation is essential for sustainable growth. Our sales team should actively identify potential clients through:

- LINKEDIN PROSPECTING: Connecting with decision-makers and safety professionals in target industries
- INDUSTRY RESEARCH: Monitoring publications and news for facility expansions or equipment upgrades
- LOCAL PROVIDER RESEARCH: Researching operations in target areas that could benefit from our solutions
- NETWORKING EVENTS: Attending industry conferences and local business events

FOR LINKEDIN PROSPECTING

1. Focus on safety managers, procurement specialists, and operations leaders in mining, construction, and oil & gas
2. Share valuable content and engage meaningfully with their posts before making direct contact
3. When connecting, personalise your message and focus on how Site Ware Direct can address specific industry challenges

REVIEW PORTFOLIO AND IDENTIFY PROSPECTS

Understanding the difference between leads and prospects is crucial.

Leads are new contacts who have shown initial interest but haven't been qualified.

Prospects are potential clients who:

- Have been evaluated and show genuine potential
- Meet basic qualification criteria
- Are likely to benefit from our solutions
- Have been converted from leads in NetSuite.

When conducting your portfolio review, systematically assess leads and potential prospects to identify growth areas:

- Review equipment replacement cycles for existing clients
- Analyse facility expansion plans in your territory
- Identify operations that have recently received funding
- Monitor regulatory changes that could drive safety equipment upgrades

REMEMBER TO SEGMENT YOUR PORTFOLIO REVIEW BY

- Geographic territory
- Industry specialisation
- Facility size and type
- Historical purchasing patterns

RESEARCH PROSPECTS FOR SCOPE

Once promising opportunities are identified, thorough research is essential to understand the full picture.

KEY RESEARCH AREAS

1. Organisation Profile
    - Size and structure of the operation
    - Key decision-makers and their roles
    - Procurement policies and approval processes
2. Current Suppliers and Pain Points
    - Identify existing suppliers
    - Research any issues they might be experiencing (delays, quality concerns)
    - Understand their current safety equipment inventory and needs
3. Competitive Landscape
    - Determine which competitors are currently supplying the prospect
    - Identify Site Ware Direct's clear points of differentiation

RESEARCH METHODS

- Review company websites and LinkedIn profiles
- Utilise industry databases and publications
- Network with industry contacts for insider insights

CREATE AN ACTIVITY PLAN

With research completed, develop a structured engagement plan tailored to each prospect:

ELEMENTS OF AN EFFECTIVE ACTIVITY PLAN

1. Define Clear Objectives
    - Initial discovery and needs assessment
    - Solution presentation
    - Proposal review
    - Decision and implementation planning
2. Stakeholder Engagement Strategy
    - Identify all decision-makers and influencers
    - Tailor your approach for each stakeholder
3. Engagement Timeline
    - Set realistic timeframes for each stage
    - Schedule specific follow-up dates
    - Establish milestones to track progress
4. Communication Channels
    - Determine the most effective ways to engage (email, phone, in-person)
    - Plan content for each touchpoint

DOCUMENT YOUR COMPLETE ACTIVITY PLAN IN NETSUITE BEFORE MOVING TO THE NEXT STAGE. THIS ENSURES ALL TEAM MEMBERS HAVE VISIBILITY AND CAN PROVIDE SUPPORT IF NEEDED.

STAGE 2:

MAKE CONTACT AND QUALIFY

OVERVIEW

This stage focuses on establishing initial contact with potential clients and qualifying their needs and buying potential. The goal is to build rapport, gather crucial information, and determine whether to proceed with developing a customised safety solution.

ROLES

These steps relate to the

STEPS

2A. Respond to inbound leads within four business hours. If the opportunity is out of scope, refer to a partner.

2B. Contact the prospect as per the activity plan.

RESPONSE

- Qualify with BANT.
- Understand and capture requirements using a questionnaire.
- Depending on customer tier, provide option to develop product solution pack.

GO

NO RESPONSE

- Follow up within 24 hours with a phone call and send an email with contact details.
- 48 hours phone call and 'Over to You' email.

2C. Update CRM and set a follow-up cadence.

RESPOND TO INBOUND LEADS

For inbound leads, quick and professional responses are essential:

WITHIN 4 HOURS OF RECEIVING AN INBOUND LEAD

- Review all available information
- Prepare key questions to understand their requirements
- Make initial contact via phone or email

TIP

Even if a lead doesn't fit our offerings, providing helpful referrals creates goodwill and potential future opportunities

- If the opportunity is out of scope, politely refer to a partner

WHEN RESPONDING TO PHONE ENQUIRIES

- Introduce yourself and Site Ware Direct clearly
- Thank them for their interest
- Ask open-ended questions to understand their needs
- Set clear expectations for next steps

FOR EMAIL ENQUIRIES

- Acknowledge receipt promptly
- Address the client by name
- Answer their specific questions
- Include your direct contact details
- Suggest a phone call to discuss requirements in more detail

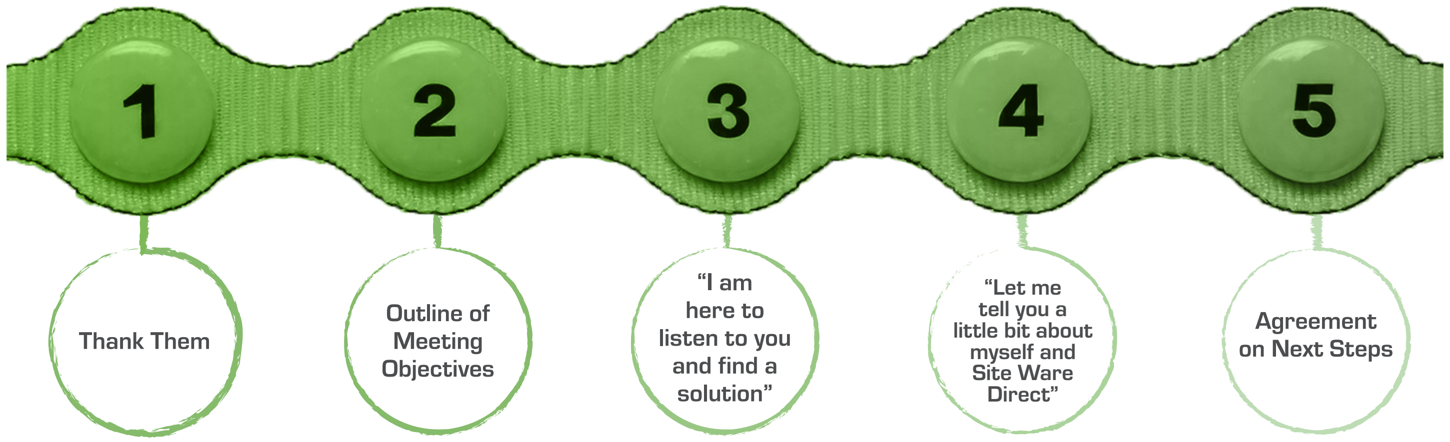
CONTACT PROSPECT AS PER ACTIVITY PLAN

For outbound contacts, preparation is key:

BEFORE MAKING CONTACT

- Review all research about the prospect
- Identify specific pain points you can address
- **Prepare your "Relaxer" opening to establish rapport**
- Have your qualification questions ready

THE "RELAXER" STRUCTURE



WHEN MAKING FIRST CONTACT

- Introduce yourself and Site Ware Direct clearly
- Reference any research or referrals
- Briefly mention relevant solutions that may address their needs
- Aim to schedule a discovery meeting rather than attempting to sell immediately

TIP

In the mining, construction, and oil & gas industries, demonstrating knowledge of safety regulations and industry-specific challenges quickly establishes credibility.

CONTACT PROSPECT AS PER ACTIVITY PLAN

The discovery phase is crucial for understanding the prospect's needs. Use our standard questionnaire to ensure consistent information gathering:

KEY AREAS TO EXPLORE

- Company details and contact information
- Number of employees needing safety equipment
- Current and upcoming projects
- Current suppliers and pain points
- Service, price, and quality priorities

EFFECTIVE QUESTIONING TECHNIQUES

- Start with broader questions about their overall situation
- Use the **STAR** method to uncover deeper needs:

- **Situational:** "Tell me about your current safety equipment suppliers."
- **Tension:** "What specific frustrations are you experiencing with your current solution?"
- **Affect**: "How have these problems affected your operations or safety compliance?"
- **Resolve:** "What would an ideal solution look like for you?"

TIP

Listen more than you speak. The most valuable information often comes when you give prospects space to fully explain their challenges.

QUALIFY USING BANT

It is vital to qualify all sales opportunities before we expend any significant effort on customer enquiries. At Site Ware Direct we have adopted the BANT technique to assist with qualification.

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.

Please refer to the Appendix at the back of this document to see how to implement the full BANT process.

AFTER QUALIFYING WITH BANT, DETERMINE THE APPROPRIATE NEXT STEPS

GO - OPPORTUNITY WHEN THE PROSPECT HAS

- Clear budget allocation
- Identifiable decision-makers engaged in the process
- Defined needs that match Site Ware Direct solutions
- A reasonable implementation timeline

NO-GO - NOT AN OPPORTUNITY AT THIS TIME WHEN THE PROSPECT

- Lacks budget or a funding pathway
- Has no clear timeline for implementation
- Shows minimal interest or need for our products
- Has decision-makers who are not accessible

FOLLOW UP WITHIN 24 HOURS

ALWAYS FOLLOW UP WITHIN 24 HOURS OF INITIAL CONTACT WITH

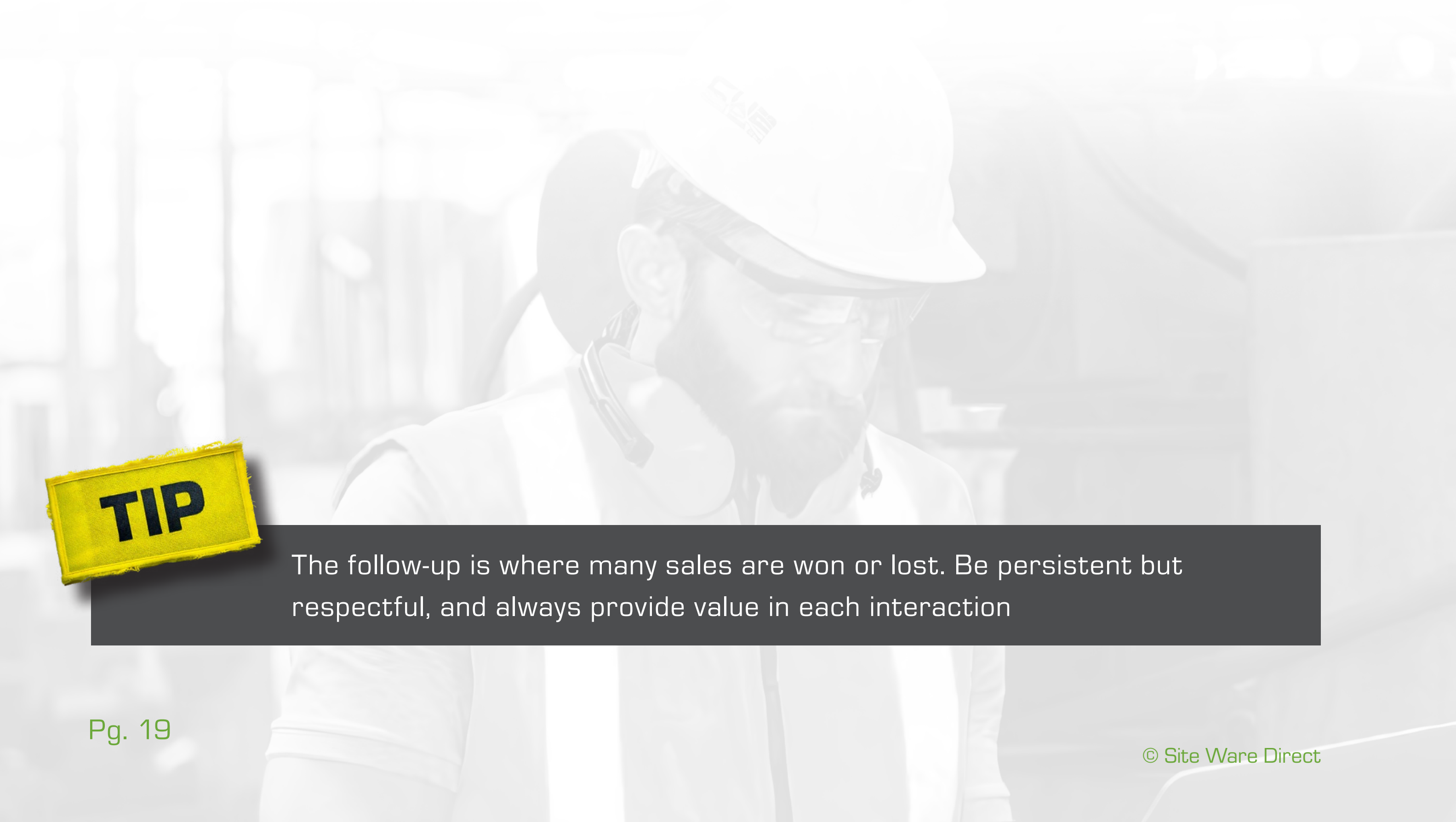
- A phone call to address any immediate questions
- An email summarising your discussion
- Your direct contact information
- Clear next steps

IF NO RESPONSE

- Follow up again within 48 hours with a phone call
- Send an "Over to You" email
- If still no connection, update NetSuite as lost

FOR QUALIFIED PROSPECTS, SET A FOLLOW-UP CADENCE IN NETSUITE

- **Day 1:** Follow-up email summarising discussion
- **Day 3-5:** Check-in call to address questions
- **Week 2:** Progress update
- **Week 3-4:** Confirm next meeting or action



TIP

The follow-up is where many sales are won or lost. Be persistent but respectful, and always provide value in each interaction

STAGE 3:

DEVELOP A SOLUTION

OVERVIEW

This stage focuses on creating a tailored solution that addresses the client's specific needs and showcases Site Ware Direct's unique value proposition in the safety equipment market.

ROLES

These steps relate to the

STEPS

3A. Develop a product solution pack.

3B. Provide and/or present the product solution pack to the customer.

3C. If required, seek understanding and manage objections.

3D. Conduct a trial close.

GO

NO GO

Follow up within 24 hours with a phone call and send an email with contact details.

DEVELOP A PRODUCT SOLUTION PACK

Preparation is critical as it demonstrates that you have listened, understood, and genuinely appreciate the client's specific requirements and pain points.

BEFORE DEVELOPING YOUR SOLUTION

- Review all notes and qualification information
- Identify key decision-makers and their priorities
- Understand the competitive landscape
- Map pain points to specific Site Ware Direct products and services

YOUR SOLUTION PACK SHOULD INCLUDE

- A tailored product selection addressing specific needs
- Relevant case studies from similar operations
- Clear pricing information
- Implementation timeline
- Service and support details

TIP

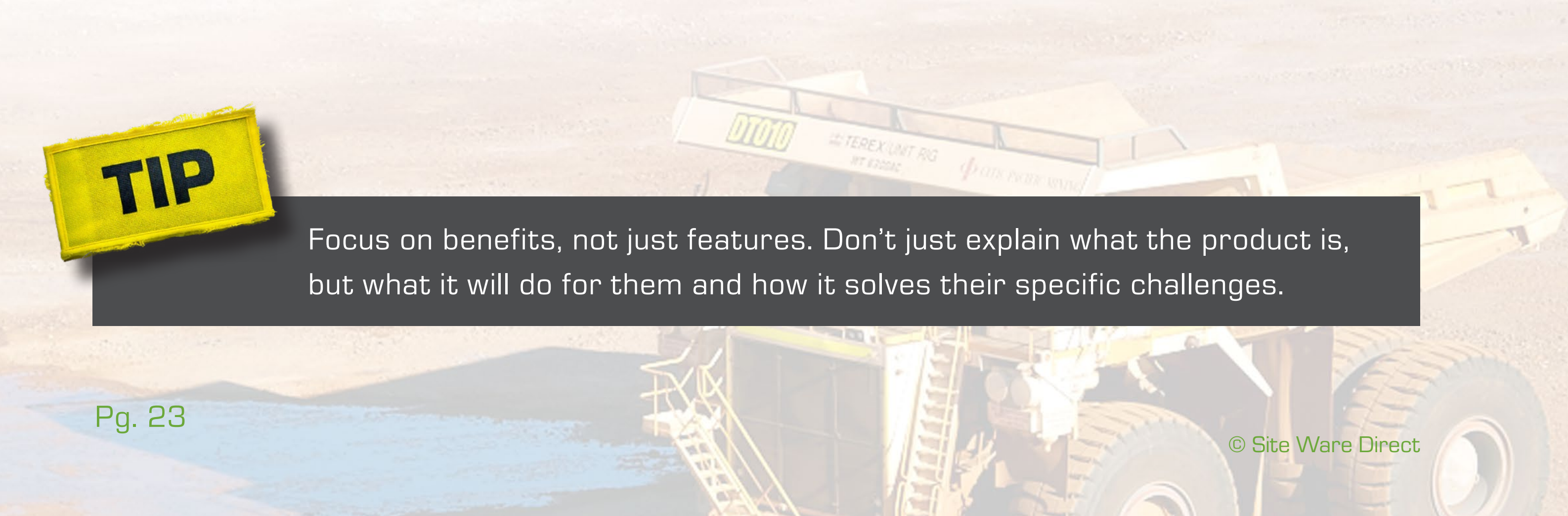
It's always acceptable to seek further information from the client while preparing. This shows respect for their time and demonstrates your commitment to providing a targeted solution.

PRESENT THE PRODUCT SOLUTION PACK

A well-structured presentation is critical for conducting successful sales conversations and building client relationships.

STRUCTURE YOUR PRESENTATION WITH

1. Introduction & Agenda (5 minutes)
    - Build rapport and set expectations
    - "Thank you for taking the time today. I'm [Your Name] from Site Ware Direct, and our goal is to explore how we can support [Client's Business Name] in achieving [specific safety objectives]."
2. Client's Needs (10 minutes)
    - Summarise your understanding of their pain points
    - Ask clarifying questions to confirm needs
    - "Based on our previous conversation, I understand that [specific challenges] are key concerns for you. Is there anything else we should consider?"
3. Solution Presentation (15 minutes)
    - Present the solution in direct response to their pain points
    - Use examples from similar clients
    - Showcase our 48-hour dispatch guarantee and national distribution network
    - Highlight relevant features like in-house embroidery if applicable



TIP

Focus on benefits, not just features. Don't just explain what the product is, but what it will do for them and how it solves their specific challenges.

SEEK UNDERSTANDING AND MANAGE OBJECTIONS

Objections are a natural part of the sales process and often indicate interest. Use the **A.C.C.R.** Method to respond effectively:

1. **Acknowledge** – Show empathy and understanding
    - "I completely understand why that's a concern..."
2. **Clarify** – Ask questions to uncover the root of the objection
    - "When you mention lead times, what specific timeframe would work for your operation?"
3. **Counter with Value** – Provide evidence, success stories, or alternative solutions
    - "Many of our clients initially had similar concerns, but they found that our 48-hour dispatch guarantee actually exceeded their expectations."
4. **Reconfirm** – Ensure the concern has been addressed before moving forward
    - "Does that help clarify how we can meet your timeline requirements?"

COMMON OBJECTIONS AND RESPONSES

Budget Objection: "Your prices are higher than what we're currently paying."

- Focus on total value rather than upfront cost
- Highlight our quality guarantees and reduced need for replacements
- Emphasise our reliability and service advantages

Timing Objection: "We're not ready to make a change right now."

- Acknowledge their timeline
- Offer a phased implementation approach
- Discuss risks of delaying safety equipment upgrades

Supplier Loyalty Objection: "We've been with our current supplier for years."

- Acknowledge the value of loyalty
- Suggest a trial order to demonstrate our service
- Highlight specific areas where we can complement their existing suppliers

CONDUCT A TRIAL CLOSE

A TRIAL CLOSE HELPS GAUGE CLIENT INTEREST WITHOUT PUSHING FOR COMMITMENT. USE SOFT, OPEN-ENDED QUESTIONS

- "How does this solution sound to you so far?"
- "How do you see Site Ware Direct fitting into your current safety equipment strategy?"
- "Based on what we've discussed, do you feel this addresses your main concerns?"

Listen carefully for hesitation, as this often signals unspoken concerns. Some clients need technical details, while others prefer focusing on practical implementation—let their interests guide you.

INTERPRETING RESPONSES

- Positive response → Move to the final close
- Hesitation → Identify remaining barriers and address them

POST-MEETING THANK YOU EMAIL

SUBJECT LINE: THANK YOU FOR DISCUSSING YOUR WORKWEAR REQUIREMENTS

Hi [CLIENT NAME],

Thank you for your time and consideration [TODAY/YESTERDAY]. It was a pleasure connecting and discussing your safety and workwear requirements.

As discussed, I will be preparing a proposal tailored to your specific needs. I aim to have this to you by [MENTION TIMEFRAME]

[OR]

As discussed, whether you have further questions, need additional information, or are looking for workwear and safety solutions in the future, please don't hesitate to reach out. Site Ware Direct is committed to being your supplier of choice.

Kind regards,

[YOUR NAME]

Site Ware Direct

FOR MORE COMMUNICATIONS SCRIPTS SEE THE APPENDIX AT THE END OF THIS PLAYBOOK.

UPDATE NETSUITE AND SET FOLLOW-UP CADENCE

After each client engagement, update NetSuite promptly with all relevant information:

ESSENTIAL INFORMATION TO DOCUMENT

- Contact details for all stakeholders involved
- Specific needs identified and solutions presented
- Any objections raised and how they were addressed
- Next steps agreed upon with the client

SET A STRUCTURED FOLLOW-UP CADENCE

- Schedule immediate next steps within 1-2 business days
- Record promised information or actions
- Set reminders for key milestones

TIP

Remember the GIGO principle (Garbage In, Garbage Out). The quality of your NetSuite documentation directly impacts team collaboration and future success with the client.

STAGE 4:

QUOTE AND CLOSE

OVERVIEW

This stage focuses on delivering a compelling proposal to the client and effectively guiding them through the decision-making journey. A well-crafted proposal demonstrates value, addresses concerns, and maintains momentum towards a closed sale.

ROLES

These steps relate to the

STEPS

4A. Prepare and provide a quote to the customer.

4B. Contact the customer within 24 hours to confirm receipt and understanding of the quote.

CONNECTED - GO

Close the sale and convert to a purchase order.

NO CONNECTION

Update the CRM and set a follow-up cadence.

CONNECTED - NO

Update the CRM as lost, with a reason.

4C. Always update CRM.

PREPARE AND PROVIDE A QUOTE

The foundation of a successful proposal begins with meticulous preparation:

KEY PROPOSAL COMPONENTS

- Clear, itemised quotation with product details
- Implementation timeline
- Value proposition highlighting your understanding of their needs
- Supporting documentation (product specifications, case studies)
- Terms and conditions

PERSONALISATION MATTERS

- Include client-specific language and references to their particular requirements
- Address their unique pain points directly
- Tailor the solution to their specific operation and safety needs

WHEN DELIVERING THE PROPOSAL

- Email the proposal with a personalised message
- Highlight key aspects that directly address their main concerns
- Include your direct contact information
- Set clear expectations for next steps

TIP

Review the proposal with a colleague before submission to catch any errors or unclear sections. A second pair of eyes often spots improvement opportunities.

CONTACT CUSTOMER WITHIN 24 HOURS

The follow-up after proposal submission is crucial. A prompt, thoughtful follow-up demonstrates professionalism and keeps the momentum going.

WITHIN 24 HOURS OF SENDING THE PROPOSL:

- Call the client to confirm receipt
- Verify their understanding of key aspects
- Answer any initial questions
- Agree on next steps and timeframes

EFFECTIVE FOLLOW-UP QUESTIONS

- "I wanted to check if you've had a chance to review the proposal I sent yesterday?"
- "Are there any aspects of our solution that you'd like me to clarify further?"
- "Based on our discussion, what parts of the proposal resonated most with you?"
- "What would be a good timeframe for us to discuss your thoughts on the proposal?"

HANDLING COMMON SCENARIOS

- **If they haven't reviewed it yet:** Express understanding and schedule a specific follow-up date
- **If they have questions:** Address them promptly and offer additional information
- **If they seem hesitant:** Explore their concerns and look for ways to adapt the solution

ALWAYS UPDATE NETSUITE

Comprehensive documentation in NetSuite creates organisational memory that benefits both current opportunities and future engagements.

ESSENTIAL UPDATES TO NETSUITE SHOULD INCLUDE

- Current proposal status (under review, requiring changes, accepted, rejected)
- Key client feedback and questions
- All follow-up activities and outcomes
- Next steps with specific timelines
- Any competitive insights gathered during discussions

WHY QUALITY DOCUMENTATION MATTERS

- Ensures seamless handovers between team members if needed
- Provides valuable insights for future proposals to similar organisations
- Enables accurate forecasting and resource planning
- Creates a complete history of the client relationship

TIP

Set a calendar reminder to ensure all NetSuite updates are completed promptly after client interactions. This prevents important details from being lost or forgotten.

CLOSE THE SALE OR UPDATE AS LOST

Based on the client's response to your proposal, you'll navigate one of two potential paths:

GO - CLOSE WON WHEN THE CLIENT DECIDES TO PROCEED

- Confirm all details of the agreement
- Convert the opportunity in NetSuite and add expected delivery dates
- Thank them for their business
- Outline next steps for implementation
- Introduce them to relevant team members who will support their account

NO GO - CLOSE LOST IF THE CLIENT DECIDES NOT TO PROCEED

- Thank them professionally for their consideration
- Request feedback on why they chose a different direction
- Update NetSuite with detailed reasons for the loss
- Maintain the relationship for future opportunities

TIP

Even with a "no" decision, how you handle the client's response will influence their perception of Site Ware Direct. Professional grace in handling rejection often leads to future opportunities.

STAGE 5:
MANAGE AND GROW

OVERVIEW

This stage focuses on nurturing and expanding client relationships after the initial sale. At Site Ware Direct, we recognise that closing a deal marks both an end and a beginning: the end of the initial sales process and the beginning of a long-term client relationship.

ROLES

These steps relate to the

STEPS

5A. Complete post-account management.

BUILD LONG-TERM RELATIONSHIPS AND GROW THE BUSINESS

To nurture and grow existing accounts after securing an initial sale, develop a strategic plan for account growth:

CREATE A STRUCTURED COMMUNICATION CADENCE

- Weekly calls during implementation
- Monthly check-ins during the first quarter
- Quarterly business reviews thereafter
- Annual strategic planning sessions

Regular, purposeful contact keeps you connected to the client's evolving needs and demonstrates your commitment to their long-term success.

CONDUCT FORMAL QUARTERLY BUSINESS REVIEWS THAT INCLUDE

- Performance metrics for implemented solutions
- User adoption and satisfaction levels
- Identified challenges and resolution plans
- Industry trends and new capabilities
- Strategic alignment discussions for future initiatives

These structured reviews position you as a strategic partner rather than merely a vendor.

EXPAND YOUR NETWORK WITHIN THE CLIENT ORGANISATION

- Connect with end-users to understand day-to-day experiences
- Build relationships with HSE managers responsible for safety compliance
- Engage with executive sponsors on strategic initiatives
- Identify and nurture emerging influencers and decision-makers

Multi-level relationships increase account resilience and create multiple pathways for opportunity development.

CONTINUOUSLY ALIGN SITE WARE DIRECT SOLUTIONS WITH EVOLVING CLIENT NEEDS

- Monitor industry changes affecting the client
- Track internal initiatives through regular conversations
- Identify new pain points or challenges
- Present solutions before they're explicitly requested

This proactive approach demonstrates your commitment to their success and positions you ahead of competitors.

UPDATE NETSUITE AND SET FOLLOW-UP CADENCE

IT'S CRUCIAL TO TRACK KEY METRICS TO EVALUATE ACCOUNT GROWTH EFFECTIVENESS

- Year-over-year revenue growth
- Product penetration (percentage of relevant product portfolio adopted)
- Share of wallet compared to competitors
- Net Promoter Score (NPS) or satisfaction ratings
- Referrals generated
- Contract renewal rates

Regular review of these metrics helps you refine your account growth strategy and focus efforts where they'll have the greatest impact.

DOCUMENT EACH MEANINGFUL CLIENT INTERACTION IN NETSUITE

- Record who was involved in the conversation
- Note specific topics discussed
- Document any concerns or opportunities raised
- Track commitments made by either party
- Set next steps with clear timeframes

TIP

Consider implementing Meaningful Sales Interactions (MSIs) – unexpected touchpoints that set Site Ware Direct apart from competitors. Examples include handwritten thank-you notes, personalised check-ins after deliveries, or sharing relevant industry articles.

PROCEDURE FOR DIFFERENT CUSTOMER TIERS

GOLD CUSTOMERS

"GOLD CUSTOMERS ARE SITE WARE DIRECT'S BEST CUSTOMERS AND THEY ARE TO BE TREATED LIKE GOLD!"

- **FACE TO FACE CALLS:** Site Ware Direct's Key Account Managers are to visit them monthly. Appointments to be scheduled in by customer service as per standard Key Account Manager appointment procedure.
- **EMAIL:** Gold Customers are to be sent an email from Russell Fawkes every three months.
- **MISC STOCK:** A quarterly review is to be taken on all stock items that Gold customers buy. If there is only one item that they are buying from Network Packaging and then they are getting the rest from us we would look into stocking the item we don't already have.
- **DELIVERY TIMES:** Goods are to be delivered within three hours from the time the order is placed.
  - Picking slips are to be put in a Gold Customer tray.
  - Gold Customer orders are to be picked by a selected person who will pick all these orders.
  - Order is then to be shipped by the quickest method. It is to be at their door within three hours of the time the order was place.
- **AFTER SALES SERVICE:** These customers are to be called back within 60 mins with any query (including backorders).
- **GIFTS:** They are to receive an extra 4 gifts a year on top of Christmas Hampers, BG Gifts and EOFY Gift.

"A" CUSTOMERS

- **FACE TO FACE CALLS:** Site Ware Direct's Key Account Managers are to visit them every 6 months. Appointments to be scheduled in by customer service as per standard Key Account Manager appointment procedure.
- **TELEMARKETING:** "A" Customers are to be called every month by customer service as per the standard telemarketing procedure.
- **DELIVERY TIMES:** SWD's Standard Policy is to be followed.
- **AFTER SALES SERVICE:** SWD's Standard policy is to be followed.
- **GIFTS:** They are to receive 2 extra gift a year on top of Christmas Hampers, BG Gifts and EOFY Gift.

"B" CUSTOMERS

- **FACE TO FACE CALLS**: SWD's Key Account Managers are to visit "B" Customers every 3 months.
- **TELEMARKETING**: "B" Customers are to be called every month by customer service as per the standard telemarketing procedure.
- **DELIVERY TIMES**: SWD's Standard policy is to be followed.
- **AFTER SALES SERVICE**: SWD's Standard policy is to be followed.
- **GIFTS**: Standard procedure.

"C" CUSTOMERS

- **FACE TO FACE CALLS**: Standard procedure is to be followed.
- **TELEMARKETING**: "C" customers are to be called every three months buy Customer Service as per the standard telemarketing procedure.
- **DELIVERY TIMES**: SWD's Standard Policy is to be followed.
- **AFTER SALES SERVICE**: SWD's Standard policy is to be followed.
- **GIFTS**: Standard procedure.

"D" CUSTOMERS

- **FACE TO FACE CALLS**: Standard procedure is to be followed.
- **TELEMARKETING**: "D" customers are to be called once a year buy Customer Service as per the standard telemarketing procedure.
- **DELIVERY TIMES**: SWD's Standard Policy is to be followed.
- **AFTER SALES SERVICE**: SWD's Standard policy is to be followed.
- **GIFTS**: Standard procedure.

APPENDIX

QUALIFY WITH BANT

BUDGET

What is their budget and does this fit with our workwear and PPE product offerings?

A customer's ability to afford our safety solutions is a huge determining factor of whether they will invest in Site Ware Direct products or not.

Discussing the budget early not only helps to qualify, but enables you to make suitable product recommendations based on the customer's budget, whether they need basic PPE or premium safety equipment with custom embroidery.

EXAMPLES OF HOW TO APPROACH QUALIFYING ON BUDGET

- "Many of the customers we speak to at Site Ware Direct about workwear and safety equipment requirements often have a general idea of the cost they're comfortable with. Do you have a figure in mind for your team's safety equipment needs?"
  - If the response is "I have no idea", your response is "no problem". "In the interests of transparency, let me give you a broad-based price range" if you know this project is around $15,000, "I would say if you have no idea, that's okay, let me give you an insight into what it might be. Some mining operations who make an investment into safety gear like this would be paying around the $15,000 mark, it will not be $20,000 and it will not be $10,000. Somewhere around the $15,000. Can I get some initial feedback on where that figure is sitting with you?"
- "What other workwear suppliers are you evaluating?"

AUTHORITY

Does the person I am speaking with have the authority to make the decision?

We live in a world where our mining and construction customers are busy and often working on remote sites.

As a result, we often don't get to talk to the economic decision maker until later in the process, if ever. It's important to understand who makes procurement decisions for workwear and safety equipment.

EXAMPLES OF HOW TO APPROACH QUALIFYING ON AUTHORITY

- "How does your company evaluate proposals from safety equipment suppliers?"
- "Who else, obviously in addition to yourself would be involved in the final decision about your site's workwear requirements?"
- "How do you make your final decision on safety equipment… other than pricing, what else really matters to your operation?"
- "What matters to the additional decision makers when selecting PPE and workwear?"
- "What concerns do you anticipate your safety managers could potentially raise with our proposal?"

NEED

What is their need and which of our safety products will best suit their worksite requirements?

It's your responsibility to identify what need exists and what will be the best solution for the customer, whether they require high-visibility workwear, specialised PPE, or custom embroidered safety gear.

If we can't convey the value of our solution to meet the customer's safety needs, they won't make their investment with Site Ware Direct.

EXAMPLES OF HOW TO APPROACH QUALIFYING ON NEED

- "What specific safety challenges is your team facing with current workwear?"
- "How do you currently manage your PPE and workwear requirements?"
- "[CUSTOMER NAME], thanks for answering those questions. It certainly gives me a deeper insight into what you are looking to achieve for your team's safety. In the interest of clarification, I am wondering on a scale of 1 to 10, 10 being critical and 1 being 'get to it when I get to it', whereabouts is updating your safety equipment sitting with you at the moment?"

NEED
STAR APPROACH

Are they aware of and understand that they have a safety equipment problem?

When it comes down to it, you're not selling — you're solving safety challenges.

A prospect that understands a problem exists with their current workwear or PPE supplier and is actively seeking a solution is a prospect that truly has a need. There are different spectrums of a prospect's need. One mining operation might have a current supplier in place but is unaware of Site Ware Direct's 48-hour embroidery guarantee. Another prospect could agree there is a problem with delayed deliveries but was entirely unaware a better solution existed and was not actively looking or has 'dealt with it thus far.'

It's up to you to quickly identify that the need exists, the prospect is aware of their need, and there is an appetite for a better safety equipment solution.

Site Ware Direct uses the STAR approach for better understanding the needs of our prospect.

NEED
STAR APPROACH

EXAMPLES OF QUESTIONS FOR QUALIFYING ON NEED WITH STAR

SITUATIONAL

- What does your current workwear supplier do well?
- Tell me about your current safety equipment ordering process?
- How long have you been with your current PPE supplier and what would make you consider changing?
- What current challenges have you got with workwear delivery to your remote sites?
- Can you describe a situation where your current supplier fell short on meeting your safety gear requirements?
- Tell me about a recent project where you needed quick turnaround on embroidered workwear.

TENSION (PAIN POINTS)

- Do you have delays in safety equipment delivery and what effect does this have on your operations?
- What specific frustrations are you experiencing with your current workwear supplier?
- What are the biggest obstacles preventing you from keeping your team properly equipped?
- Have you had issues with embroidery quality or timeliness on previous orders?

AFFECT

- How have these safety equipment supply problems affected your site operations or overall productivity?
- In what ways have these workwear challenges affected your team's safety compliance and morale?
- What has been the impact of delayed PPE deliveries on your project timelines?

RESOLVE

- What steps have you taken to try to resolve these issues with your current supplier?
- What would a successful workwear supply relationship look like for your mining/ construction operation?
- How do you anticipate your operations will improve once these safety equipment issues are resolved?
- What would 48-hour guaranteed embroidery turnaround mean for your team?

NEED
STAR APPROACH

OVERALL NEED ASSESSMENT

A simple way to gauge your prospect's need for Site Ware Direct's solutions is to 'get medical'.

Ask them how much their pain points bother them on a scale of 1 – 10.

"[CUSTOMER NAME], thanks for answering those questions about your workwear requirements. It certainly gives me a deeper insight into what you are looking to achieve for your team's safety. In the interest of clarification, I am wondering on a scale of 1 to 10, 10 being critical and 1 being 'get to it when I get to it', whereabouts is improving your safety equipment supply chain sitting with you at the moment?"

Prospects who rate their pain between 7 to 10 are your most qualified opportunities for Site Ware Direct's services.

TIMEFRAME

When are they considering this purchase? Now or in the future? Is it aligned with a new project start or safety policy update?

Timeframes are a function of prioritisation, especially in the mining and construction industries where project schedules are critical.

Define timeframes or you are selling blind, as safety equipment requirements often follow specific project timelines.

EXAMPLES OF HOW TO APPROACH QUALIFYING ON TIMEFRAME

- "When does your team need to be equipped with the new safety gear?"
- "Are there any upcoming projects that will require additional workwear or specialized PPE?"
- "Let's talk about timeframes... when will a decision be made about your safety equipment supplier?"
- "What's driving that timeline? Is there a project start date or safety audit we should be aware of?"
- "How important is updating your workwear supplier to you and where does this stack up in terms of priority and urgency? What are some of the other priorities in play at your site at the moment?"
- "So just to be clear, you will make a decision on your workwear provider by (date)... is that about where we are today?"
- "I have delivered a lot of proposals and sometimes, for various reasons, things change. Can I ask you under what circumstances would your timeframe for safety equipment ordering change?"

CASE STUDIES

As you are having customer conversations, think about any case studies from other Site Ware Direct customers that may be relevant.

For example: are there consistent issues with PPE supply chains across the mining sector, are customers seeing benefits of our 48-hour embroidery guarantee, is there a noticeable spike in demand for high-visibility gear in certain regions, have other clients benefited from our NetSuite integration?

Remember to highlight our strategically positioned national distribution network in Perth, Kalgoorlie, Brisbane and Karratha, which ensures quick delivery to even remote mining operations.

COMMUNICATION SCRIPTS/TEMPLATES

INTRODUCTION

The following are standardised communication scripts for Site Ware Direct's sales process. These scripts ensure consistency in our customer interactions, helping our team to deliver a professional and cohesive experience across all touchpoints. By following these templates, we can effectively capture necessary information while building strong client relationships.

TELEPHONE SCRIPTS

WHY USE THESE SCRIPTS

Telephone communication remains one of the most immediate and personal ways to connect with clients. These scripts provide structure for various call scenarios whilst allowing flexibility to address specific client needs. Consistent telephone communication helps establish professionalism, builds trust, and ensures all critical information is gathered efficiently.

HOW TO USE

- Adapt the scripts to fit your natural speaking style while maintaining the core structure
- Listen actively and adjust your approach based on client responses
- Record all relevant information in the CRM immediately after the call
- Follow up calls with email confirmation when appropriate

BENEFITS

- Creates a professional first impression
- Ensures all essential information is captured
- Provides clear next steps for both parties
- Builds rapport through structured yet personable interaction

INBOUND CALL SCRIPT – CLIENT ENQUIRY

ANSWER BY THE 3RD RING

"Good morning/Good afternoon. Site Ware Direct, this is [YOUR NAME]."

LISTEN ATTENTIVELY FOR THEIR NAME (IF GIVEN) AND NOTE IT IMMEDIATELY

LISTEN TO THEIR REQUEST, THEN PAUSE BRIEFLY:

"I can certainly help you with that. Could you bear with me for just a moment whilst I pull up the relevant information?"

(BRIEF 3-5 SECOND PAUSE)

CONFIRM THEIR NAME:

"Thanks for your patience. As I mentioned, my name is [YOUR NAME]. May I confirm whom I'm speaking with?"

REPEAT THEIR ENQUIRY TO CONFIRM UNDERSTANDING:

"Just to confirm [CLIENT NAME], you're enquiring about [SPECIFIC PRODUCTS] for your [TYPE OF SITE/OPERATION]. Is that correct?"

BEGIN QUALIFICATION PROCESS:

"To ensure I provide you with the most accurate information for your specific requirements, would you mind if I ask you a few quick questions about your workwear needs?"

OUTBOUND CALL SCRIPT – CLIENT ENQUIRY FOLLOW-UP

"Hello [CLIENT NAME], this is [YOUR NAME] from Site Ware Direct. Have I caught you at a convenient time?"

ASSUME YES...

"I appreciate that. I'll be brief.

We received your enquiry on [DATE] regarding [SPECIFIC PRODUCTS]. Rather than communicating back and forth via email, I thought it would be more efficient to discuss your requirements directly. To ensure we provide exactly what your operation needs, would you have time for:

a) A brief 10-15 minute online consultation, or

b) A face-to-face meeting later this week if you're in the [LOCATION] area?

This way, we can better understand your specific safety requirements and ensure compliance with industry standards for your [TYPE OF SITE] operations."

COURTEY FOLLOW-UP CALL SCRIPT – POST-PROPOSAL

"Hello [CLIENT NAME], this is [YOUR NAME] from Site Ware Direct. Is now a good time for a quick chat?"

ASSUME YES...

"Thank you. I'm calling to follow up on the workwear proposal we sent over for your [SITE/OPERATION TYPE]. Have you had an opportunity to review it?"

IF YES:

"That's great to hear. I'm interested in your thoughts on how our proposed solutions align with your site safety requirements. Do you have any questions about the specifications, compliance standards, or customisation options?"

IF NO:

"That's completely understandable given how busy site operations can be. When do you anticipate having time to review it? In the meantime, is there any additional information about our industrial workwear that would be helpful for your decision-making process?"

WAIT FOR RESPONSE...

"Perfect. Please feel free to contact me directly when you've had a chance to review the proposal. Our team is ready to ensure your crew has compliant, durable workwear that meets all site requirements."

VOICEMAIL SCRIPT – PROPOSAL FOLLOW-UP

"Hello [CLIENT NAME], this is [YOUR NAME] from Site Ware Direct.

I'm calling to follow up on the workwear proposal we sent for your [TYPE OF SITE] operations. We're keen to ensure the specifications meet your site requirements and safety standards.

If you have any questions about our industrial-grade workwear, customisation options, or delivery timeframes, please call me back on [YOUR NUMBER]. Again, that's [YOUR NAME] from Site Ware Direct at [YOUR NUMBER].

Thank you, and I look forward to supporting your workwear needs."

POST-DELIVERY SATISFACTION CALL SCRIPT

"Hello [CLIENT NAME], this is [YOUR NAME] from Site Ware Direct. Is this a convenient time for a brief conversation?"

ASSUME YES...

"Thank you. I'll keep this quick.

I wanted to personally thank you for trusting Site Ware Direct to supply workwear for your [TYPE OF SITE/OPERATION]. We value your business and appreciate the opportunity to contribute to your site safety standards.

As part of our commitment to quality, we check in with all clients after delivery. On a scale of 1-10, with 10 being excellent, how would you rate your experience with our workwear solutions? This helps us ensure we're meeting the demanding standards of the [CLIENTS INDUSTRY]."

EMAIL TEMPLATES

WHY USE THESE TEMPLATES

Email communication provides a documented record of interactions and allows for detailed information sharing. These templates ensure clarity, professionalism, and brand consistency across all written communications. They also help streamline the process of following up with clients and providing key information.

HOW TO USE

- Copy the relevant template and personalise the highlighted sections
- Maintain the structure but adjust language to match the specific client situation
- Include all relevant attachments mentioned in the template
- Always proofread before sending
- Record the email communication in the CRM

BENEFITS

- Creates consistency in written communication
- Saves time whilst ensuring all critical information is included
- Provides clients with clear documentation of discussions and next steps
- Maintains professional brand image across all touchpoints

INITIAL ENQUIRY RESPONSE EMAIL

SUBJECT LINE: YOUR SITE WARE DIRECT ENQUIRY - INDUSTRIAL WORKWEAR SOLUTION

HI [CLIENT NAME],

Thank you for your enquiry about Site Ware Direct's industrial workwear solutions which we received [TODAY/YESTERDAY].

I tried reaching you by telephone to discuss your specific requirements in more detail. When you have a moment, please give me a call on [YOUR NUMBER] so we can ensure our proposal addresses your particular site safety needs and compliance requirements.

Site Ware Direct specialises in providing durable, high-quality workwear designed specifically for the demanding conditions of [CLIENTS INDUSTRY] operations.

I look forward to speaking with you.

KIND REGARDS,
[YOUR NAME]
[YOUR POSITION]
SITE WARE DIRECT
[YOUR NUMBER]
[YOUR EMAIL]

FOLLOW-UP EMAIL (SECOND ATTEMPT)

SUBJECT LINE: SITE WARE DIRECT WORKWEAR SOLUTIONS

HI [CLIENT NAME],

I'm following up regarding your enquiry about industrial workwear for your [TYPE OF SITE/OPERATION].

I've tried to reach you by telephone to discuss how Site Ware Direct can meet your specific workwear requirements. To ensure we address all your needs efficiently, I'd like to schedule a brief 10-15 minute consultation to understand:

- The specific conditions your team operates in
- Any particular safety requirements for your site
- Customisation needs including branding and site-specific features

Please call me on [YOUR NUMBER] at your convenience, or let me know a suitable time for me to call you.

KIND REGARDS,
[YOUR NAME]
[YOUR POSITION]
SITE WARE DIRECT
[YOUR NUMBER]
[YOUR EMAIL]

MEETING CONFIRMATION EMAIL

SUBJECT LINE: CONFIRMATION: SITE WARE DIRECT CONSULTATION - [DATE]

HI [CLIENT NAME],

Thank you for your interest in Site Ware Direct's industrial workwear solutions. I'm writing to confirm our upcoming consultation:

- Date: [DAY, DD MONTH, YYYY]
- Time: [TIME]
- Format: [FACE-TO-FACE AT LOCATION / ONLINE MEETING]
- Online Link: [INSERT TEAMS/ZOOM LINK IF APPLICABLE]

During our meeting, we'll discuss your specific workwear requirements for your [TYPE OF SITE] operations and how our solutions can address the unique challenges of [CLIENTS INDUSTRY] industry.

I've attached our industrial workwear catalogue for your reference, highlighting our most popular items for similar operations.

I look forward to our discussion and learning more about your specific needs.

KIND REGARDS,
[YOUR NAME]
[YOUR POSITION]
SITE WARE DIRECT
[YOUR NUMBER]
[YOUR EMAIL]

ATTACHMENT:
INDUSTRIAL WORKWEAR CATALOGUE

POST-MEETING THANK YOU EMAIL

SUBJECT LINE: THANK YOU FOR DISCUSSING YOUR WORKWEAR REQUIREMENTS

HI [CLIENT NAME],

Thank you for your time [TODAY/YESTERDAY] to discuss your industrial workwear requirements for [SITE/OPERATION NAME]. It was valuable to learn about the specific challenges your team faces and how Site Ware Direct can provide appropriate solutions.

As discussed, I will prepare a tailored proposal that addresses:

- The high-visibility and flame-resistant requirements for your site
- Customisation options including your company branding
- Quantity requirements and delivery timeframes
- Compliance with relevant industry standards

You can expect to receive this comprehensive proposal by [SPECIFIC DATE].

[OR IF NO PROPOSAL NEEDED:]

As discussed, please don't hesitate to contact me if you have any further questions about our industrial workwear range or if your requirements change. Site Ware Direct is committed to supporting the safety and comfort of workers in [CLIENTS INDUSTRY].

KIND REGARDS,
[YOUR NAME]
[YOUR POSITION]
SITE WARE DIRECT
[YOUR NUMBER]
[YOUR EMAIL]

SITE WARE DIRECT
APPENDIX
COMMUNICATION SCRIPTS/TEMPLATES
EMAIL TEMPLATES

PROPOSAL EMAIL

SUBJECT LINE:
SITE WARE DIRECT PROPOSAL - INDUSTRIAL WORKWEAR FOR [COMPANY/SITE NAME]

HI [CLIENT NAME],

Thank you for the opportunity to present this customised industrial workwear proposal for [COMPANY/SITE NAME].

Please find attached:

1. Our detailed proposal outlining the recommended workwear solutions for your [TYPE OF SITE] operations
2. Product specifications showing compliance with industry safety standards
3. A visual lookbook demonstrating branding and customisation options

As part of our commitment to client satisfaction, a member of our team will call you in the next day or two to answer any questions you might have about the proposal and discuss how we can best meet your requirements.

We appreciate your consideration of Site Ware Direct as your industrial workwear provider and look forward to the possibility of supporting your team's safety needs.

KIND REGARDS,
[YOUR NAME]
[YOUR POSITION]
SITE WARE DIRECT
[YOUR NUMBER]
[YOUR EMAIL]

ATTACHMENTS:
PROPOSAL,
SPECIFICATIONS,
LOOKBOOK

LOST SALE ACKNOWLEDGEMENT EMAIL

SUBJECT LINE: THANK YOU FOR CONSIDERING SITE WARE DIRECT

HI [CLIENT NAME],

I wanted to thank you for giving Site Ware Direct the opportunity to present our industrial workwear solutions for your [TYPE OF SITE] operations.

Whilst we understand that we weren't the right fit for your current requirements, we appreciate the time you took to consider our proposal. We would welcome the opportunity to assist with your workwear needs in the future, particularly if your requirements change or new projects arise.

Site Ware Direct remains committed to providing high-quality, compliant workwear, and we wish you continued success with your operations.

KIND REGARDS,
[YOUR NAME]
[YOUR POSITION]
SITE WARE DIRECT
[YOUR NUMBER]
[YOUR EMAIL]

PRODUCED FOR

SITE WARE DIRECT

BY SALESMASTERS
2025