

## IMPROVING SALES DURING A FINANCIAL STORM

At a time when forklift truck sales may be suppressed, supplying **didBOX™** products to existing fleets can generate valuable sales revenue for the trade and achieve considerable operational savings for the end user.

Reports in the News section of our website at [www.didbox.co.uk](http://www.didbox.co.uk) confirm that the **didBOX™** driver id and collision monitoring systems achieve real quantifiable savings. As the economy slows, companies need to control operating costs more tightly. This gives our trade customers the opportunity to supply **didBOX™** products where maintenance savings of 10% are achievable and considerable reductions in accidents (up to 50% in one case) help the end users maximise their profits and the bottom line.

The trade also needs to be able to offer a financial package that encourages the end user to invest, even when there are tight constraints on budgets and cash flow. **didBOX™** can help with its innovative lease scheme. Leasing greatly improves cash flow; the initial outlay is relatively low and when monthly payments are balanced against the benefits that the **didBOX™** systems bring, the end user will have a good case for investing more to reduce operating costs further. Everyone wins.

Field support is vital as the end user will demand reliability of both product and after sales service. We at **didBOX™** recognise this and so have made further infrastructure investment. The refurbishment of our Salisbury HQ is now complete and new administrative systems put in place to ensure that you receive rapid support, so vital for repeat sales.

- **For Sales and Technical enquiries**  
call Nick Townshend on 01722 410778  
or 07973 161650
- **For Accounts Queries**  
call Ruth Sparks on 01722 410587
- **For General Administration and Dispatch**  
call Jacqui Gunstone-Grey on 01722 410787
- One additional member of staff is Richard Burbage. Many in the trade have met him already as he tours the country installing and supporting **didBOX™** systems as well as training operators in the field. A valuable member of staff, he has arrived during a year when **didBOX™** sales have increased by 40% and the largest fleet sale of 140 units was achieved.

The current financial turmoil will not last for ever. **didBOX™** customers will want to take advantage of that day when it arrives and timely product development can provide sales advantage. We listen to our trade customers, work with them and respond to their needs. That is why **didBOX™** is currently developing existing and new products that will provide greater savings with faster monitoring and easier interpretation of performance data. Sustained savings can be achieved quicker as operational efficiency is steadily improved. At this time several prototypes are being trialled. Results are impressive and the rollout of the new products is on target for the New Year. For further details contact Nick Townshend on 07973 161650.

Be assured, working together, **didBOX™** and its customers will be ready when the markets emerge from the current financial climate.

### Office Address

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Please call our sales team on 01722 410778 to discuss any of the new features.  
Or fax 01722 321125, visit us at [www.didbox.co.uk](http://www.didbox.co.uk) & email [enquiries@didbox.co.uk](mailto:enquiries@didbox.co.uk)