



Handling Objections

Store-UP

Position Statement

Store-UP : utilizes the unused wall space, making every penny count in today's shrinking offices.

(It's important to understand the position of the product in the market so that it becomes easier to explain to the customer its features, benefits, price etc)

After positioning the idea and concept behind Conclave and demonstrating its features, you may encounter some questions. Here are some typical comments you may hear and suggested responses for you.

Bump you head on standing/ Sharp Edges?

Store-UP can be used in a manner wherein the tables are placed horizontally (one behind another), with the wall, and Store-UP is also placed along the wall. In such a case there are chances of the user hurting his shoulder and/or head, a solution for this is that a table of atleast _ feet be placed, so that there is enough room for the user.

Can be mounted on a False Wall?

No, Store-UP can be mounted only a true wall which is a solid, brick wall. False walls will not do.

Reach of the corner unit?

The corner unit is divided into two separate doors with separate opening and locks. The corner space can be fully utilized as well.

Why is there no slide/overhead type of opening?

The reason is because in the slide, there is restricted access, whereas in Store-UP, you can have complete access, also a slide is applicable only to a storage with two sides, but a single side cannot be on slides, and we gave single doors in Store-UP. If the customer wants an OHSU, then offer him the Orion OHSU's in a single or double door, we have that as a product offering as well.

Happy selling,

Marketing Team.