

Example 7

Suunto Cobra Dive Computer

I. My product and firm

A. Suunto Cobra dive computer

- Dive computer that enhances a divers experience
- Used before a dive to plan future dives
- Used during the dive to check depth, time, air supply, water temperature
- Calculates out important information during the dive
- Alarms you when you need to do a decompression stop
- Turns on when submerged underwater, or by a button
- 2 options – console or quick disconnect
- Buyer would sell the dive computer in his retail store

B. Suunto (www.suunto.com)

- Headquarters in Vantaa, Finland
- International Corporation
- Started in 1936
- Acquired by Amer Sports in 1999 (www.amersports.com)
- Manufactures dive computers and instruments, wristop computers, field and marine compasses and precision instruments
- Distributed in the United States by Aqua Lung

II. My buyer

A. Going Under Dive Center (www.goingunder.net)

- Retail scuba diving shop
- Locally owned
- In business for 22 years
- Moved 1 year ago
- Moved 5 blocks east of original location from a neighborhood setting into a to retail strip mall
- Occupied 5,000 sq. ft. in original building
- New building is 10,000 sq. ft. (including new indoor pool)
- New indoor pool used for training and on-site instruction
- Pool allows customers to test new equipment

Buyer

- Store Manager
- Been with company 10 years
- Oversees all purchases on for the dive shop
- Certified Dive Master and Instructor

B. Buyer's Needs

1. Buyer's Needs

- a. High turnover rate with a short shelf life
- b. Return on investment that equals/exceeds the dive computers they currently carry.

2. Buyers Customer Needs

- a. A computer that performs many functions in one device.
- b. A quality product with good warranties.

C. What I have done so far with the buyer and the buyer's firm

- Buyer already carries Aqualung which distributes Suunto in the United States
- Buyer knows about the brand Suunto and feels it has a good reputation
- Buyer has done some research on Suunto by viewing www.suunto.com
- Seller has contacted the buyer to set up a time and location (which is at the dive shop)
- Buyer is very interested in carrying the Suunto brand because they can get more merchandise for the store from one distributor
- Seller is the Suunto rep for the state of Minnesota and works closely with the Aqualung rep named Doug

III. The buyer's options

A. My Product: Suunto Cobra Retail \$750

1. Strengths

- A. Compact
- B. User Friendly
- C. PC interface program
- D. Bookmark feature
- E. Backlight for surface and under water
- F. Optional quick-release function
- G. Nitrox – capable
- H. Three operating modes: compressed air, nitrox, or free diving

2. Weaknesses

- A. Push-button controls not labeled
- B. Difficult to push button controls (due to molded button covers)
- C. Sometimes difficult to read screen on surface
- D. Nitrogen and oxygen share the same bar graph

B. Direct competitor number one: Oceanic DataMax Pro Plus Retail \$799.50

1. Strengths

- A. Clear graphs with three color highlighting
- B. User-friendly
- C. Multiple user settings
- D. PC interface program
- E. Large Numbers

1. Weaknesses

- A. Time to fly is an arbitrary countdown
- B. Conservative on repeated deep dives
- C. No backlighting

C. Direct competitor number two: Aeris 500AI Retail \$839.95

1. Strengths

- A. Easy to understand oxygen/nitrogen bar graphs
- B. Large numbers
- C. Dual-button controls
- D. PC interface program

2. Weaknesses

- A. Time to fly is an arbitrary countdown
- B. Symbols and smaller numbers are hard to read at depth

C. Indirect competitor: Oceanic Maxdepth Navcon (Metric or Standard) Retail \$199.95

1. Strengths

- A. Easy to understand
- B. Quick depth reference
- C. Large luminous display

2. Weaknesses

- A. Provides only one function (Depth)
- B. Large and bulky

IV. Objectives

Primary Goal – Have Going Under Dive Center agree to carry the Suunto Cobra in their shop

Optimistic Goal – Have Going Under Dive Center carry the whole Suunto dive line.

Minimum Goal – Have the five dive shop employees personally demo the Suunto Cobra during a two-week time frame.

Be an amiable.

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- 1.) We don't know how to service this type of dive computer.
- 2.) It seems pretty expensive for a piece of diving equipment.
- 3.) Technology is a pain; I prefer the durability of traditional models.
- 4.) How do I know your computer performs the way you said it does?
- 5.) I was looking for a cheaper model.
- 6.) We have no room for you line.
- 7.) I already have something planned for that space. (Follow-up objection to #6).
- 8.) If I agree to a one-year contract with your company, can you give me one (on the side) for free?
- 9.) Our customer clientele is happy with the current line we sell.
- 10.) How do I know you can deliver on time?
- 11.) We already sell dive computers. *But we don't sell tons of them why is that, do you think?*
- 12.) I don't like you!
- 13.) We don't want to add to our overhead.
- 14.) Our store does not have the budget to purchase another line.
- 15.) You look way too young to know what you are talking about.
- 16.) Computers go out of date so fast, ~~how will the cobra handle upgrading.~~
- 17.) I am not going to say yes until we can test your product out.
- 18.) How do I know you'll be in business a year from now?
- 19.) We just signed a contract with another dive computer company.
- 20.) I'm just not in the mood to hear you today.
- 21.) I don't care about the computer; just tell me how much I can make.
- 22.) It seems too complicated for someone to use.
- 23.) ~~I don't like foreign-made products.~~ *prefer U.S. products.*
- 24.) How do I know you won't place this item in my competitor's store?
- 25.) I need to talk it over with the storeowner before I can make a decision.

→ 26.) *To be honest, our sales are down. This stupid economy is really hurting our business! What you're selling is a high-end product.*

[REDACTED]
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1.) When you enter into a contract with Suunto, the contract states that any broken or defective equipment you overnight to Suunto will be either repaired or replaced within 7 business days. Suunto also has a 24-hour toll free customer service line strictly for the use of retail outlets. I will also give you my pager and cell phone numbers where you can contact me.

2.) As you know so well, dive computers are not an inexpensive investment. Price often equals quality. When it comes to dive computers this is true. Suunto has a long reputation of delivering a high quality computer.

3.) I understand your reasoning, at Suunto we have discovered people have adjusted quickly to the change in technology. They have told us that moving to a computer has enhanced their overall diving experience. Some have commented that they can't imagine going back to the older models.

4.) I would be pleased to give you a list of other dive shops that have had great success with the Cobra and Suunto line. In my portfolio I have testimonials from current users of the computer, would you like to see them?

5.) With dive computers you pay for what you get. If a customer is going to invest in a dive computer, it should be high in quality and fair in price, which the Cobra offers

6.) I understand that you recently moved from a smaller store. Before the meeting I had a chance to look around the store and noticed a perfect spot to display the Suunto Cobra.

7.) You have a very attractive store and I believe you would find our display would further enhance the overall appearance of your store. Other dive shops have been very pleased with our in-store display. Some of my other clients have even commented on how the display attracts customers.


8.) I would love to do that if I could. (Pause) Our company does not allow us to do that.

9.) And they should be it is an excellent line, what I am doing today is allowing customers the opportunity for choice. I am not asking you to replace the line you are currently selling, but to add Suunto as another choice for customers.

10.) We have 66 years of experience delivering our product on time. If give you my word that the product will be delivered by a certain date, it will. (Go back to testimonials and show the buyer that Suunto has a reputation of delivering on time)

11.) As you're well aware, Scuba Diving magazine highly rates the Suunto Cobra on overall performance, quality and rate it as a "best buy."

- 12.) What is it about me that you do not like? (Keep probing to find out the real reason).
- 13.) I understand how you feel. Other dive shop owners have found the product has a short shelf life and excellent profit margins.
- 14.) When you enter into an agreement with our company to sell and display our product, we give our clients the opportunity to defer payment. We are that confident that you will be successful with our product.
- 15.) Thank you for the compliment. I may be young, but the company I represent is 66 years old.
- 16.) The Cobra is PC interactive, free upgrades can be downloaded from our website at www.suuntosports.com.
- 17.) I would be willing to leave a Cobra at the dive shop for two weeks to allow your employees the chance to demo and experience the many features the Cobra has to offer.
- 18.) All I can tell you is that we have been in business for 66 years and there is no indication that are not going to be in business for the next 66 years.
- 19.) Customers like to compare items before purchasing, to ensure the highest quality, features, value and price. Our product will give your customers not only choice, but also a good comparison of what is out there. Suunto has a reputation of being on the forefront of technology.
- 20.) When would be better time for us to get together? I am looking forward to our meeting and share the Suunto product line including the Cobra dive computer with you.
- 21.) As we know, the only way you make money is if customers are purchasing the product. Our company has reputation for short shelf life and excellent profit margins for the dive shop. These are the reasons why the Suunto Cobra has a short shelf life: (List the feature and benefits of the Cobra).
- 22.) (Show the testimonials) and reiterate the fact that I am enthused to leave the computer at the shop for employees to get hands on experience with the computer and make a judgment for themselves.
- 23.) What is it about foreign made products you don't like? (After they give an answer I will following up with an explanation to their response).


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24.) I would be willing to give you an exclusive for a period one year. This exclusive would continue based on the stores performance. Just like my other accounts, I am confident you will do extremely well with this product.

25.) I would be willing to meet with you and your storeowner to share with him what I have shared with you today regarding the Suunto Cobra.