

# ESCAPE THE PRICE WARS

HOW A PARTNERSHIP WITH RIG IMPROVES YOUR PROFIT MARGIN

By Larry B. Jordan, Sr. Technical Advisor, RIG

Whitepaper



Product



Tools



Documentation on Product Use



Sampling



Oil Maintenance Program



Certified Technicians



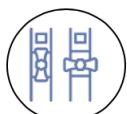
Filters & Breathers



Chemical Cleaning



Varnish Removal



High Velocity Hot Oil Flushing



EHC Flushing



Oil Reclamation



Product



More Tools



Product Documentation + System Health Guides

## WITHOUT RIG: PRICE BASED SELLING

**Your Offer:** Your product (similar to competitors), a few helpful tools, support documentation.

**The Conversation:** How can you beat competitor prices?

**Result:** Poor sales margins, tough sales conversations.

## WITH RIG: VALUE-ADD SELLING

**Your Offer:** Your product, more tools and documentation, plus, turnkey oil management solutions, improved system performance, less warranty issues, total turnkey turnaround, equipment failure and maintenance solutions. **You become an integral part of your customer's reliability team.**

**The Conversation:** How can we help you improve your entire fluid handling process and make your oil last longer?

**Result:** Higher margin sales, easier conversations, valued sales based on customers' needs, not price.

## CONTACT RELIABLE INDUSTRIAL GROUP (RIG)

For more information on the benefits of partnering with RIG or to apply, please email [info@therigteam.com](mailto:info@therigteam.com) or call 800-770-4510 (Domestic)/ +1 281-339-5751 (International).



Contact us for more information:

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