



ICE MACHINE RENTAL BEST PRACTICES

1

UNDERSTAND THE CUSTOMER'S NEEDS

What would the benefit from renting vs. owning an ice machine?

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HIGHLIGHT THE BENEFITS OF RENTING

- **Cost-effectiveness:** Emphasize that the upfront cost of renting is significantly less than buying, especially for equipment that's only needed for a finite period. The standard rental agreement term is 36 months.
- **Flexibility:** Explain that renting allows them to access the equipment they need without the commitment of ownership, and they can easily upgrade or downgrade equipment after the rental term expires as needed.
- **Reduced Maintenance:** Highlight that the rental agreement handles all the maintenance and repairs, freeing them from these responsibilities.

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PROVIDE CLEAR AND TRANSPARENT INFORMATION

- Explain the rental rates clearly.
- Describe the condition, specifications, & features of the equipment in detail.
- Outline the rental period, payment terms, and cancellation policies.
- Provide the service phone number for them to contact directly:
800-777-5070

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ADDRESS OBJECTIONS

- **Cost:** If the customer is concerned about the cost, explain the long-term savings of renting compared to purchasing.
- **Reliability:** Reassure them that the equipment will be well-maintained and reliable.
- **Commitment:** Explain that renting offers flexibility and doesn't require a long-term commitment.

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MAKE THE PROCESS EASY

- **User-friendly experience:** Simple process to initiate a rental agreement with worry-free service and maintenance.
- **Clear communication:** Respond promptly to inquiries and provide detailed information. When in doubt, ask for clarification on the rental program.
- **Follow-up:** Follow up with past customers to ensure their satisfaction and encourage repeat business.

By focusing on understanding the customer's needs, highlighting the benefit of renting and providing clear information, you can effectively sell equipment rentals and build long lasting relationships with your customer's.

QUESTIONS?

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