



**NITEHAWK<sup>®</sup>**  
SWEEPERS

# DEMONSTRATION CHECKLIST



# Demonstration Appointment

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## Customer - Define Expectations / Ask Prep Questions

- ☐ What things are important to you with regard to sweeper and your expectations of equipment?
- ☐ What are current problems / challenges you hope our sweeper can solve?
- ☐ Is there anything specific you want to see the sweeper do?
- ☐ What type of debris do you want to see the sweeper pick up?
- ☐ What do you like about current equipment / what do you dislike about current equipment?
- ☐ Will all stake holders / people that need buy in to this decision be attending? (verify stake holders timeframe/schedule so you can present accordingly)
- ☐ **If demonstrating to a team / multiple stake holders / decision makers, do you have a demonstrator so you can observe and manage the demonstration alongside decision makers?**
- ☐ Confirm with calendar appointment. Reminder day before

## Location - Be Prepared

- ☐ Confirm / Verify Exact location of demo. Will they want to demo at multiple locations?
- ☐ **Recon site prior to demo. What challenges does property present? (debris type, pavement conditions, hills, curbs, dust, leaves etc)**

# Demo Sweeper Preparations

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## Sweeper - Knowledge

- ☐ Sales Rep - Know All Major Hydraulic Components and System Function
- ☐ Sales Rep - Know Sweeper Airflow / Debris Flow Pattern
- ☐ Sales Rep - Know advantages of Hydraulic over Aux Engine Sweepers
- ☐ Sales Rep - Know all controls for sweeper function and available options
- ☐ Sales Rep - Know capabilities and limitations of hydraulic sweepers

## Sweeper - Function (Inspect & Test Prior to Demo)

- ☐ **Are flaps on sweeper broken/worn in (rear flap sits tight to ground in deployed position)**
- ☐ All lights function (flashers / beacon / work lights / front-rear led / toolboxes)
- ☐ No breather filter residue on top of reservoir
- ☐ Water system tested and functioning, reservoir full
- ☐ Hydraulic Fluid site gauges clear - all Filters indicate no bypass
- ☐ Side suction hose attached and Side suction plate in cab or toolbox
- ☐ Hopper screen is clean / fan clear (may strategically decide to leave rocks and other heavy debris in)
- ☐ Skids are straight and level
- ☐ Run sweeper at 100% for 10 mins. Ensure no leaks / all hyd fittings are tight.
- ☐ Truck / sweeper washed and clean / windshield washed
- ☐ Head raises and lowers smoothly
- ☐ Hopper raises and lowers smoothly
- ☐ Curb broom extends and retracts smoothly
- ☐ Curb broom speed properly adjusted
- ☐ Poly Steel Broom on Raptor
- ☐ Cab of sweeper is clean - no dirty mats / food wrappers / cell chargers / bags
- ☐ Mirrors adjusted for curb broom use

# Performing Demonstration

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## Sales Rep

- ☐ Dress the part
- ☐ Demo should be a planned / customised presentation that meets their needs
- ☐ Keep it simple - highlight capabilities that are valuable to customers (see questions in first section).
- ☐ Demonstrate value and solutions, not features.
- ☐ Differentiate from competition. Single engine sweeper vs dual engine advantages (cost of operations, cost of maintenance, noise, emissions)

## Demonstator

- ☐ Make sure head is completely deployed when sweeping
- ☐ If using curb brooms, make sure power is set at 100%
- ☐ Use appropriate speed and power for conditions
- ☐ Don't stop sweeping on top of debris, make sure drive forward to clear area, give time to clear head of debris
- ☐ If large amounts of leaves, use side suction hose
- ☐ When in doubt, use water. (if anticipate lots of dust, you can put water in the hopper)
- ☐ Be aware of speed bumps, uneven ground or other obstacles that may "leave" debris

# Close Demonstration

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## Sales Rep

- ☐ Demo should end in 3 ways:  
A Sale. A no, with a good reason. An agreed agenda moving forward
- ☐ Sample Closing Questions
  - What haven't I covered yet that is important to you?
  - Is there anything standing in way of purchase?
  - Is this the solution you are looking for?
  - Is there any reason you don't want to move forward with a NiteHawk Sweeper?
  - Based on our demo today, it seems like a NiteHawk is a great fit for [company] What do you think?
  - What are the next steps for you in the buying process?
  - How do you feel about the performance and capabilities of a NiteHawk?
  - If we can resolve [concern], will you agree to purchase NiteHawk?

## Follow Up - Deliver Promised Supplemental Information

NOTES: