

MIDCO POWER

SALES FUNNEL CAMPAIGN KIT



MID COLUMBIA
FORKLIFT



MIDCO
POWER

MidCo Power Sales Funnel Campaign Kit

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MidCo Power Sales Funnel Campaign Kit

The sales funnel elements include:

1. Identified the product to promote
2. Discussed customer problems in our message filter workshop
3. Created a brand script that informs sales and marketing
4. A website page that follows our proven storytelling framework.
5. A lead gen PDF/ eBook for conversion.
6. Blogs to send traffic to the web page.
7. Promotion and Follow-up emails.
8. Social media promotional posts.



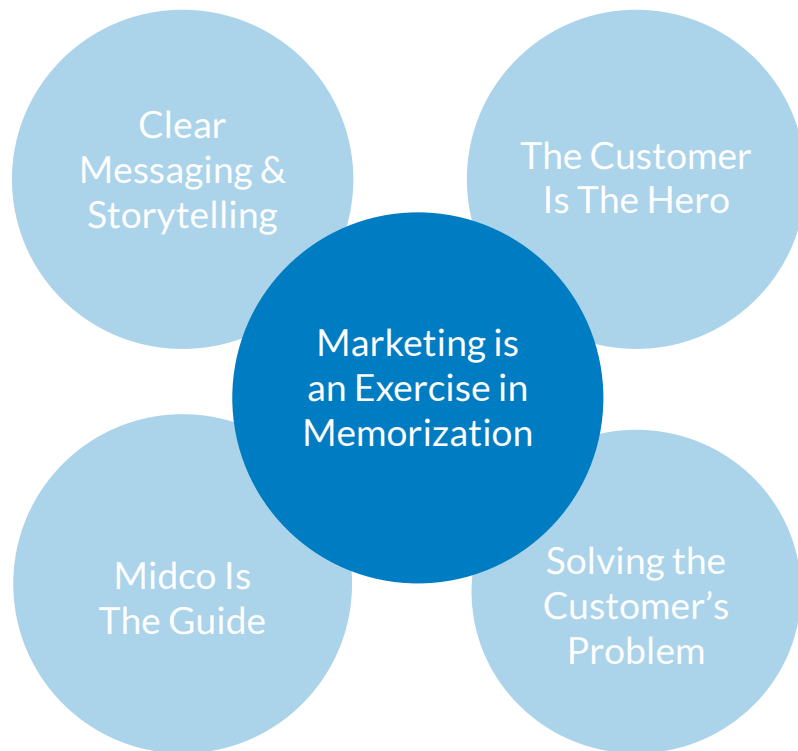
Messaging Framework

To understand the problems we're solving, we kicked-off our project with a 2-hour Messaging Workshop.

From here, we created the BrandScript. We use this script everytime we bring up MidCo Power Sales.

Read it, learn it, memorize it, repeat it.

[Download The Messaging Framework PDF](#)



Elevator Pitch

Nothing throws a wrench in your operation like a broken forklift pump or motor. Everything was running smoothly; now suddenly you're scrambling to find a solution as fast as possible before it does a gut punch to your productivity.

You're under a ton of pressure to find a solution as quickly as possible to minimize impact to your operation and your team. When an unexpected expense like this comes up, it's all on you to keep things moving without spending too much or letting go of a trustworthy truck that has plenty of life left in it.

We understand that you have lots of responsibilities - managing your operation, caring for your team, and making sure everything runs smoothly and efficiently. You don't have time to deal with sales person or hours of research because you need a solution yesterday.

At MidCo Power, we rebuild, repair, and supply parts for industrial batteries and motors. Our team of artisan technicians can rebuild electric forklift motors, pumps rewind field coils, and repair industrial batteries. Bottom line: if it's electric powered, we can fix it.

We know downtime is costly, so we offer extremely fast turnaround times and crystal clear communication so you can get up and running in no time

With over 35 years of experience in the industry, we have the expertise and the inventory to keep your forklifts running smoothly and efficiently. Formerly B&B Motors, we've been in the game since long before electric power was trendy.

If you know what you need, give us a call and we'll tell you if we have it or not. If you don't know what you need yet, we'll guide you through the process.

Within minutes, you'll know what the investment and lead time will be. We'll ship you the part so your team can get back to work. Or, you can ship us your motor and we'll repair it for you.

Contact us and talk to an expert today, so you can get your trusty forklift back on the floor, confident that it's got years of life back in it.

Elevator Pitch

Midco Power Solutions In 30 Seconds

Don't let a faulty electric forklift motor slow down your operation. Trust the experts at MidCo Power to keep your forklifts running at peak performance. Contact us today for a free quote on a rebuild or to order parts for your electric forklift motors.

ONE-LINER

“What do you do?”

Our vision is to repower the state of Washington and beyond, one forklift at a time.

Our Mission is to Bring New Life to Your Equipment

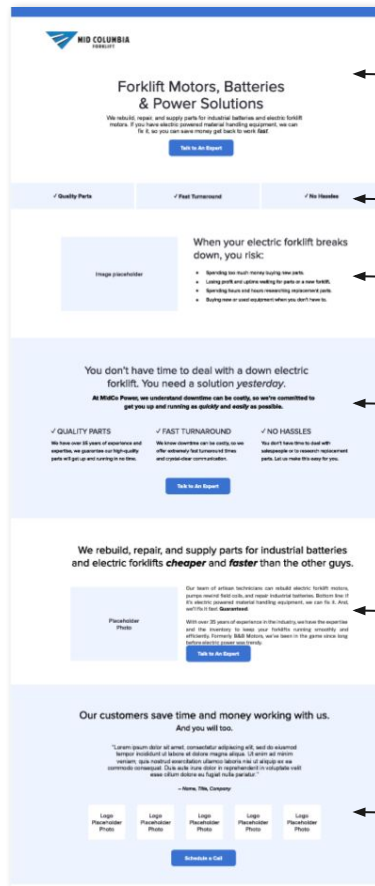
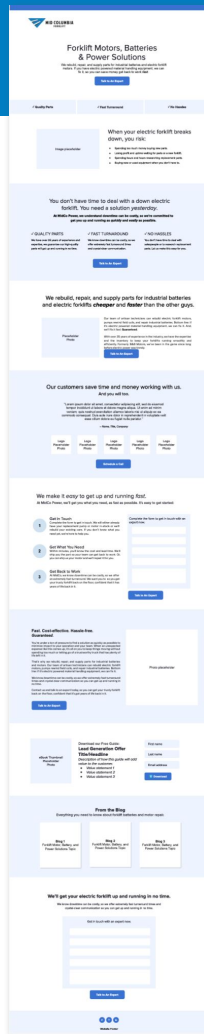
TAGLINE

- Restoring Power To Electric Motors Since 1985
- Any make/model. Not limited by brand - not just the big-name brands. We have options no one else has
- Highest quality - products as good or better than new; backed by a warranty
- Lowest price
 - Usually 3 markups: Rebuilder → Manufacturer → Dealer → Buyer
 - We take out all the markups: Rebuilder → Buyer
- Fastest turnaround
- Clearest communication - you can talk to a human. Easy to do business with and cost-effective

Wireframe Draft

Midco Power Sales Funnel Wireframe

[Website Page Wireframe Draft PDF](#)



Header
& CTA

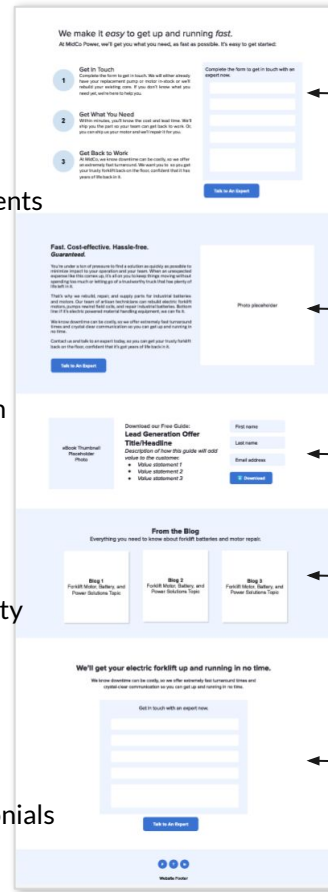
Value
Statements

Stakes

Solution

Authority

Testimonials



The Plan
How to get
Started &
Form

Brandscript &
Value
Statements

Lead gen

Blog Posts

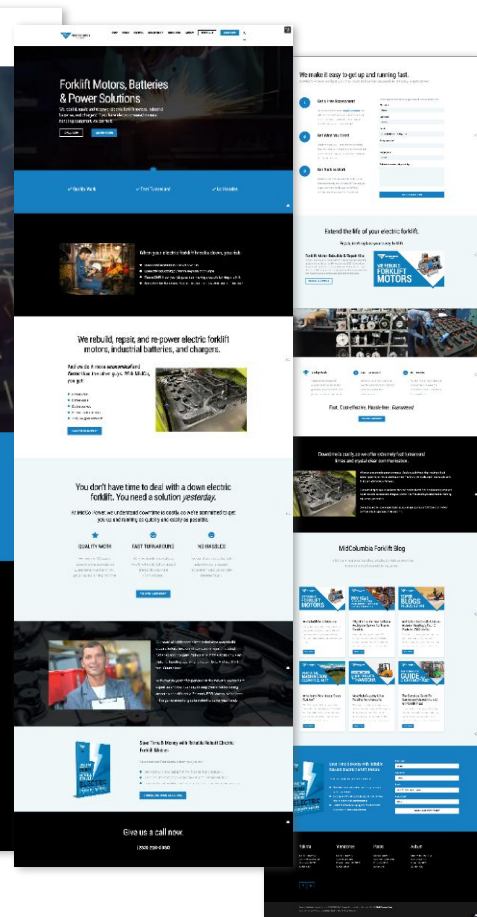
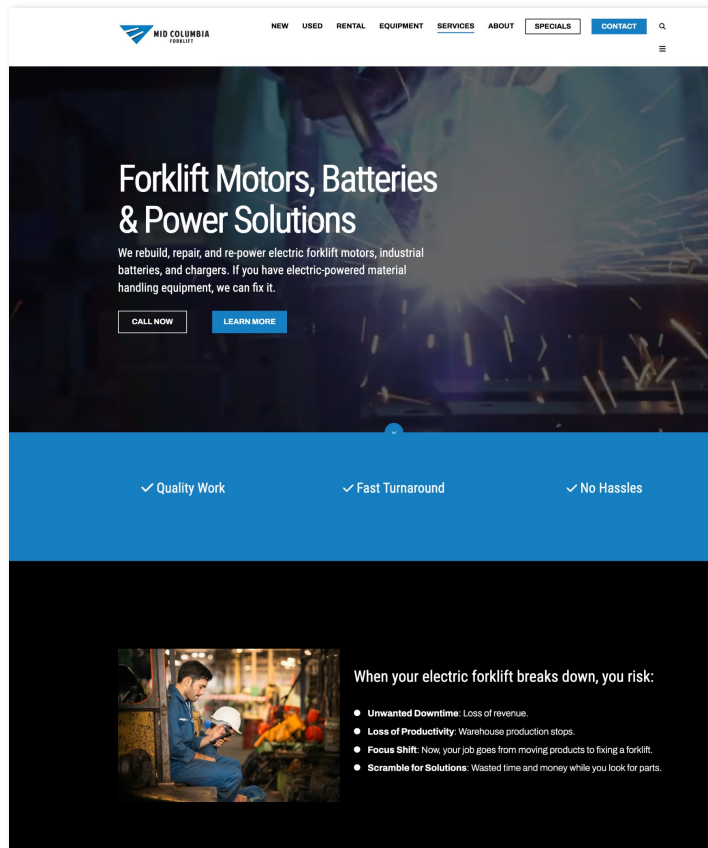
The Form
(again)

Website Page

MidCo Power Sales Funnel Website Page

When we have customer testimonials, we'll add them:

Power Sales Funnel (WITH TESTIMONIALS)



Landing Pages

[Power eBook Landing Page](#)

[Power eBook Thank You Page](#)



FREE GUIDE: Save Time & Money with Reliable Rebuilt Electric Forklift Motors



Got a dead forklift? Download our **FREE** guide before spending money replacing your electric equipment.

Download our free guide to learn how MidCo Repower can extend the life of your existing electric forklift motor, battery, or charger for a fraction of the replacement cost.

When your forklift breaks down, your whole facility stops. Every minute of downtime burns cash, but replacing your aging electric forklift isn't in the budget. What do you do?

In our guide, you will learn how to get your electric forklift up and running fast and includes how MidCo Power can help you:

- Extend the life of your favorite electric forklift.
- Identify the value of repowering your forklift battery.
- Recondition your forklift battery to like-new performance.
- Get your favorite old forklift back to work fast and working better than before.


Identifying electric motor failure can seem overwhelming, but don't worry! Our guide will lead you through all you need to know about how repowering your electric motor, battery, or charging system.

First name*
Renee
Last name*
Lucky
Email*
reneew@highviziomarketing.com
Postal Code*
08007
[DOWNLOAD FREE GUIDE](#)
Security / confidence line. You can also link to your privacy policy page, to open in a new window.

MID COLUMBIA
FORKLIFT

NEW USED RENTAL EQUIPMENT SERVICES ABOUT SPECIALS [GET QUOTE](#)

Thank You, Your Download is Ready


[DOWNLOAD GUIDE](#)

Your *Guide to Save Time and Money with Reliable Rebuilt Electric Forklift Motors* should arrive in your inbox momentarily. You can also click the image above to download it now.

Scroll down to learn more about the high-capacity equipment available from Mid-Columbia Forklift and MidCo Material Handling.

Ebook

Save Time and Money with a Rebuilt Electric Forklift Motor



WHAT WE DO

WE OFFER THREE CORE SERVICES TO GET YOUR ELECTRIC FORKLIFT UP AND RUNNING FAST.

In the last century, the world gradually converted from gas to electric lights. Today, we're experiencing the same transition, from internal combustion to electric forklifts.

ELECTRIC MOTOR REBUILD

BATTERY TESTING & REPAIR

BATTERY CHARGER TESTING & REPAIR

RESTORING POWER TO ELECTRIC MOTORS SINCE 1985

www.midcoforklift.com

REPOWER YOUR FORKLIFT

Don't let downtime ruin your bottom line. Take advantage of our repower solutions to get your forklift back into service fast and running better than before. Our services can solve your most common forklift struggles with industry-leading speed and cost-effective pricing. So if you need.

A FORKLIFT MOTOR REBUILD

BATTERY TESTING OR REPAIR

BATTERY CHARGER TESTING OR REPAIR

MidCo Power is your one-call remedy for electric forklift downtime.

www.midcoforklift.com

ELECTRIC MOTOR REBUILD

Iron cause of terminal breakdowns with aging electric forklifts. Some sales reps say it's time for a replacement, while some technicians will say you need a new motor. We have a better solution. Our team can extend the life of your favorite forklift.

1. We take the faulty core and either replace it with a like-new motor or rebuild it.
2. You install the replacement core in your forklift and then send your forklift back to work.

www.midcoforklift.com

MOTORS, BATTERIES, CHARGERS, REPAIRS

AUBURN, WA
4138 B Place NW
253-854-5468

WEAVER, WA
1514 Industry Lane
509-663-9009

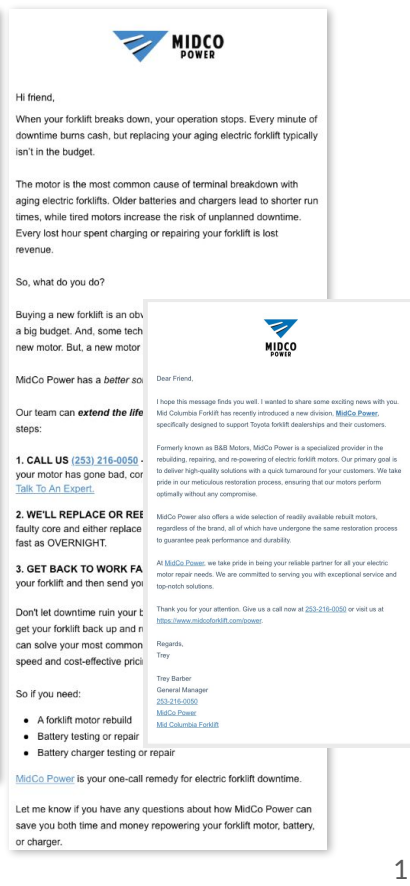
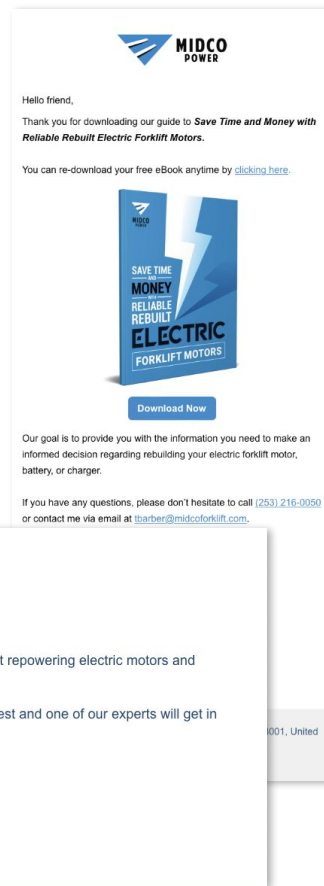
PASCO, WA
2605 Commercial Avenue
509-547-7413

YAKIMA, WA
1007 N. 16th Avenue
509-457-5137

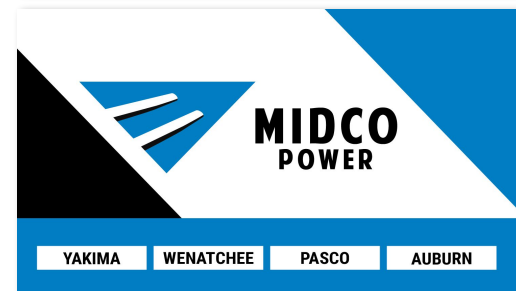
www.midcoforklift.com

Emails


- [Promo | Talk to An Expert | Text Only 1st Send](#)
- [Promo | eBook for Power Sales Funnel | 1st Send](#)
- [Promo | B&B email list](#)
- [Promo | B&B Toyota dealer email list](#)
- [Auto Follow-Up | RePower Motor Battery Request | Thank You](#)
- [EMAIL #1: Download the eBook](#)
- [EMAIL #2: Problem + Solution](#)
- [EMAIL #3: Overcome an Objection](#)
- [EMAIL #4 Success Story Testimonial \(TBD\)](#)
- [EMAIL #5 Sales Letter](#)



Featured Image Graphics & Stickers



Forms

-  [Electric Motor Repair | Battery RePower | New Lead \(sales funnel\) Respond ASAP](#)
- [Soft Lead !\[\]\(0fbf3ad74a6c8dc44ba9ea17fc2aca5e_img.jpg\) eBook Download Motor Rebuild Power Sales Funnel](#)
- **List Segmentation:** We add a Midco Power tag to anyone who fills out these forms so we can target them later.

We make it easy to get up and running fast.

At MidCo Power, we'll get you what you need as fast as possible. It's easy to get started:

1

Get a Free Assessment

Complete the form or call **(253) 216-0050**. We will either already have your replacement pump or motor in stock or we'll rebuild your existing core. Either way, we're here to help!

2

Get What You Need

Within minutes, you'll know the cost and lead time. We'll ship you the part so your team can get back to work. Or, you can ship us your motor and we'll repair it for you.

3

Get Back to Work

At MidCo, we know downtime is costly, so we offer an extremely fast turnaround. We want you to get your trusty forklift back on the floor, confident that it has years of life back in it.

Complete the form below to get in touch with an expert now:

First name

Last name

Email*

Company name*

Postal Code*

Tell us how we can help you today

GET IN TOUCH NOW

CTA's

- [Offer | Power SF Motor Rebuild eBook](#)
[Download | Blue Button](#)
- [HP - Power Funnel](#)
- [Power Funnel Blog Post - Forklift Motor Rebuilds](#)
- [MidCo Power eBook CTA Version A WIDE](#)
- [MidCo Power eBook CTA Version B WIDE](#)



Blogs

- [We Rebuild Forklift Motors](#)
- [Is a Rebuilt Electric Forklift Motor Right for You?](#)
- [Rebuilt Forklift Motor FAQs — Answered](#)

[illegible][illegible][illegible]