



Pallet Racking Sales Funnel

Brand Messaging Playbook

MESSAGING FRAMEWORK ELEMENTS

Your Characters:

- **Procurement & Purchasing Managers** source products and services for the company, negotiate with vendors, and request bids (quotes).
- **Production Managers** allocate labor resources, track production schedules, and cost adjustments to ensure everything runs smoothly.
- **Production Management Engineers** are responsible for manufacturing budget, resource allocation, and production schedules.
- **Warehouse Managers** oversee distribution and maintenance operations, ensure space utilization, and coordinate optimal policies/procedures to ensure efficiency.
- **Safety Managers** work with operations management to ensure entire organization safety and OSHA safety compliance.
- **Business Owners** manage strategic planning, finances, risk, customer satisfaction, and growth.

Character Wants:

- **Procurement/Purchasing Managers** want to receive competitive bids and vendor quotes to negotiate the lowest price for their company.
- **Production Managers** want to streamline workflows, minimize downtime, and improve overall production output.
- **Production Management Engineers** want to enhance worker safety, minimize workplace hazards, and promote efficient production processes.
- **Warehouse Managers** want to optimize space utilization, improve inventory management, and enable smooth material handling.
- **Safety Managers** want to mitigate workplace risks, provide safety training, and support OSHA compliance efforts.
- **Business Owners** want a combination of cost-effectiveness, operational efficiency, worker safety, and regulatory compliance to maximize overall business performance.





Journey of Transformation:

From: Struggling to manage a crowded and unorganized warehouse that hampers profitability, productivity, and safety.

To: Feeling empowered with an optimized and profitable warehouse that operates seamlessly.

Problem:

- **External Problem:** As a warehouse professional, you want to run an efficient operation. But when your storage capacity falls short, it slows down the whole operation, eats into your profits, and creates a risky work environment. And with a tight budget, it's a real puzzle figuring out where to start.
- **Internal Problems:** Dealing with daily operations and logistics in a warehouse is a juggling act that worsens with issues like insufficient storage, overcrowding, and disorganization. Not only that, clutter and lack of storage can create anxiety, increased stress levels, and loss of concentration. Disorganized warehouses can overwhelm cognitive resources and impair decision making abilities, which can put anyone in a bad mood, and even make you feel like you've lost control.
- **Philosophical Problems:** You shouldn't have to face the challenges of pallet racking and warehouse optimization alone. Optimizing warehouse space by installing customized pallet racking systems isn't your job. Your job is to run a successful operation. But it's hard to focus on that when you are busy dealing with insufficient storage, overcrowding, and disorganization.


Solution:

For over 100 years, The Lilly Company has been a reliable and trustworthy partner for warehouses across the Mid-South (and beyond). Our optimized pallet racking solutions and operational expertise enables warehouses to maximize efficiency, productivity, and safety. With The Lilly Company, you can expect personable, honest, and loyal service from a company that genuinely cares about you. With your success as our top priority, let us help you transform your warehouse so you can efficiently store more, and stress less.

Guide:

- **Empathy:** At The Lilly Company, we truly understand the challenges and frustrations of maximizing your warehouse space. We know the obstacles you face when it comes to optimizing productivity, efficiency, and safety. We recognize the importance of finding the right pallet racking solutions that perfectly align with your needs, goals, and budget.
- We understand how clutter and lack of storage can create anxiety, increased stress levels, and loss of concentration. We've seen how disorganized warehouses can overwhelm cognitive resources and impair decision making abilities, which can put anyone in a bad mood, and even make you feel like you've lost control.



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- **Authority:** With more than 70 years of warehouse optimization expertise and over a century of industry experience, The Lilly Company is the go-to authority for pallet racking solutions. We pride ourselves on our unwavering commitment to our customers and their success. When you choose us, you're not just getting a trusted partner, but a team that genuinely cares about your business. We take the time to understand your unique needs, budget, and requirements, and tailor our solutions to ensure maximum efficiency, productivity, and safety in your operations. Because at The Lilly Company, your success is our top priority.

Plan:

1. Schedule a Consultation

Take the first step by scheduling a warehouse consultation. Simply fill out the form, and our team will promptly arrange a convenient meeting to get to know your operation.

2. Trust Our Expertise

Our experts will conduct an on-site detailed analysis, considering your specific goals, requirements, and budget, to propose an optimized solution to increase your storage space, promote productivity, optimize efficiency, and enhance safety.

3. Unlock Efficiency

We'll help you unlock untapped potential in your operation through enhanced efficiency with our optimized pallet racking solutions. Prepare for remarkable success!

Call To Action:

Direct: Get a Warehouse Optimization Analysis


Transitional Call To Action:

- Lead Generator Title (eBook):
 - Transform Clutter Into Profit: A Complete Guide to Pallet Racking Solutions

Agreement:

- We offer optimized pallet racking solutions tailored to meet the specific requirements, goals, and budget of each customer.
- Our team of experts conduct a thorough evaluation of our customer's warehouse to understand their unique needs and challenges.
- We present multiple solutions, providing different alternatives and approaches to accomplish our customers' goals.
- We are committed to ensuring customer happiness and will work tirelessly to make sure our customers are pleased with the outcome.
- We prioritize building a long-term relationship with our customers, focusing on partnership and mutual success rather than short-term profit.



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- We emphasize attention to detail in our work, ensuring that every aspect is carefully planned and executed.
 - We maintain transparency throughout the process, providing an honest consultation without any hidden agendas or surprises.
 - We guarantee the quality and successful installation of our pallet racking systems and stand behind our work.
 - If there's ever a problem, we'll take care of it quickly and efficiently.
 - We assure our customers we will be there for them even after the installation, offering support and assistance whenever needed.
 - We treat our customers like family and friends, offering personable and loyal service that shows we genuinely care.

Successes:

When a client works with The Lilly Company, a successful experience equates to:

- Increase profits and revenue.
- Optimized vertical space.
- Increased warehouse productivity, efficiency, and safety.
- Feeling empowered with an optimized and profitable warehouse that operates seamlessly.
- Feeling relaxed, knowing your warehouse is safe.
- Having fast and proactive support if ever there is an issue.
- Making the absolute best use of your space.
- Knowing your warehouse is working for you, not against you.
- Getting personable, honest, and loyal service from a company that genuinely cares about your profitable success.
- Knowing your racking system perfectly fits your unique operational needs for optimal success.
- Having improved operational efficiency and increased order throughput.
- Receiving more value, expertise, knowledge, and care compared to other vendors.
- Feel assured you have ongoing support whenever needed.
- A partner who's reputation is built on a track record of successful products and services that have satisfied numerous customers.
- A partner who treats their customers like family and friends, fostering a positive and enduring relationship based on trust and mutual support.

Failures:

If a client doesn't work with The Lilly Company, they risk failure by:

- Profit and revenue loss.
- Inability to fulfill orders and potential loss of business.
- Insufficient pallet positions leading to lost items.
- Stockouts and inventory shortages.
- Clutter, disorganization, and lack of structure.




- Paying more than necessary and potential exploitation.
- Missing out on the benefits of a partnership experience and strong relationship with a vendor they can genuinely trust, who puts their interest before their own.
- Higher labor costs, overcrowding, and clutter
- Lost items and inefficient inventory management
- Difficulty in locating and retrieving items
- Increased risk of product damage or loss
- Reduced operational efficiency
- Longer order fulfillment times
- Inaccurate stock counts and inventory discrepancies
- Higher chances of stockouts and backorders
- Lack of space for new products or inventory expansion
- Wasted or underutilized areas
- Limited flexibility and ability to adapt to business needs
- Safety risks for employees and equipment
- Missed opportunity for personable, honest, and loyal service from a company that genuinely cares about their success.
- Lack of expert guidance and free site visits to ensure that racking systems fit their operational needs, potentially resulting in suboptimal solutions.
- Inefficient utilization of space, which can lead to compromised employee safety, decreased operational efficiency, and lower order throughput.
- Potential loss of value, expertise, knowledge, and care that The Lilly Company offers compared to other companies in the industry.
- Absence of a guaranteed successful installation and ongoing support, leaving customers to handle any challenges or issues on their own.
- Potential risk of working with a company that lacks a strong reputation and proven track record of successful products and services.
- Missed opportunity to be treated like family and friends, without the benefits of a trusting and supportive long-term relationship with The Lilly Company.

SALES SCRIPTS

FULL SCRIPT

At The Lilly Company, we know you want an optimized, profitable, and safe warehouse that operates seamlessly. The problem is, you're dealing with daily operations and logistics in a warehouse with insufficient storage, overcrowding, and disorganization.

We know clutter and lack of storage can create anxiety, increased stress levels, and loss of concentration. We've seen how disorganized warehouses can overwhelm cognitive resources and impair decision making abilities, which can put anyone in a bad mood, and even make you feel like you've lost control.



We understand the challenges and frustrations you face when it comes to optimizing productivity, efficiency, and safety. We also recognize the importance of finding the right pallet racking solution that perfectly aligns with your needs, goals, and budget.

For over a century, The Lilly Company has been a reliable and trustworthy partner for warehouses across the Mid-South (and beyond). Our warehouse operational expertise and commitment to exceptional service have helped hundreds of warehouses maximize efficiency, productivity, and safety. With us, you can expect personable, honest, and loyal support from a company that genuinely cares about your success.

Here's how we'll help you get the most out of your warehouse:

1. **Schedule a Consultation** - Take the first step by scheduling a warehouse consultation. Simply fill out the form, and our team will promptly arrange a convenient meeting to get to know your operation.
2. **Trust Our Expertise** - Our experts will conduct an on-site detailed analysis, considering your specific goals, requirements, and budget, to propose an optimized solution to increase your storage space, promote productivity, optimize efficiency, and enhance safety.
3. **Unlock Efficiency** - We'll help you unlock untapped potential in your operation through enhanced efficiency with our optimized pallet racking solutions. Prepare for remarkable success!


You don't have to navigate the challenges of pallet racking and warehouse optimization alone. Optimizing your warehouse space by installing customized warehouse racking systems isn't your job. Your job is to run a successful operation. Let The Lilly Company be your trusted partner, enabling you to store more and stress less. Contact us today to schedule a consultation and take the first step toward a safer, more efficient warehouse. With your success as our top priority, we're here to help you transform your warehouse into a safe, optimized, and profitable operation.

ELEVATOR PITCH

The Lilly Company In 30 Seconds

Managing a warehouse can be overwhelming, especially when dealing with insufficient storage, overcrowding, and disorganization. At The Lilly Company, we specialize in providing pallet racking solutions that maximize efficiency, productivity, and safety. Our commitment to your success means we're dedicated to unlocking untapped potential in your warehouse, so you can operate seamlessly. With your success as our top priority,





let us help you transform your warehouse so you can efficiently store more, and stress less.

ONE-LINER

What do you do?

Managing a warehouse can be overwhelming, but with The Lilly Company's pallet racking solutions, you can streamline operations and unlock your warehouse's full potential. Let us help you maximize efficiency, productivity, and safety, so you can store more, and stress less.

TAGLINES

- Store more. Stress less.
- Efficiency redefined.
- Your success is our top priority!
- Your success, our commitment.
- Maximize space, optimize efficiency.
- Success starts with optimized pallet racking.
- Boost your warehouse performance.
- Unlock your warehouse potential.
- Your warehouse, elevated.
- Unlock efficiency and maximize success.
- Become a storage powerhouse.
- Step into a world of efficiency.
- Eliminate storage headaches. Boost Productivity.
- Rest assured, your happiness is our top priority.
- Takin' Mid-South operations to the next level!
- We're committed to your success.
- Discover better warehousing, with The Lilly Company.
- Transform your warehouse with pallet racking solutions by The Lilly Company.
- Experience superior warehousing solutions with The Lilly Company.
- Maximize success with pallet racking solutions from The Lilly Company.
- Partner with The Lilly Company for optimal pallet racking systems.
- From chaos to order, let The Lilly Company transform your warehouse.
- Elevate your operations with our pallet racking expertise.
- Take charge of your warehouse with pallet racking solutions from The Lilly Company.
- Invest in the future: secure better warehousing with The Lilly Company.
- Make warehouses work smarter, not harder with The Lilly Company.
- Become a storage powerhouse with pallet racking solutions from The Lilly Company.
- Drive profit with cutting-edge pallet racking systems by The Lilly Company.
- Revolutionize your warehouse with pallet racking solutions by The Lilly Company.





HERO STATEMENTS

- We help warehouses across the Mid-South increase profit, efficiency and safety.
- Transform your warehouse and store goods more efficiently with The Lilly Company's pallet racking solutions designed to maximize productivity and safety.
- We help warehouses optimize thier workflow to boost profitability.
- Let us help you streamline operations and maximize revenue.
- We'll transform your warehouse chaos into seamless productivity.
- Our experts enhace warehouse performance so you can transform your warehouse into a highly efficient and profitable operation.
- We eliminate storage headaches.
- You shouldn't have to be a storage expert in order to manage a warehouse.
- We want to help you boost productivity in your warehouse.
- We want you to experience stress-free warehouse logistics.
- Navigate warehouse challenges with confidence.
- Maximize efficiency and success with optimized pallet racking solutions.
- Elevate your warehouse operations.
- Our optimized pallet racking solutions drive efficiency and revenue.
- Unlock the potential of your warehouse with optimized pallet racking.
- Boost efficiency, increase storage capacity, and optimize operations.
- Transform your warehouse into a model of efficiency with The Lilly Company's high-performance pallet racking systems.
- Enhance safety, improve workflow, and maximize space utilization with The Lilly Company's cutting-edge pallet racking solutions.
- Take control of your warehouse's efficiency and profitability with The Lilly Company's optimized pallet racking systems.
- Drive success through optimized storage and streamlined operations with The Lilly Company's advanced pallet racking expertise.
- Experience superior quality and exceptional results with The Lilly Company's top-rated pallet racking solutions.

