

Bullard Bump Cap

Quick Demo Tips

1 Prior to Sales Call:

- 1 Make sure that your bump cap sample is in a very good condition.
- 2 Check both the suspension and brow pad for wear & tear
- 3 Have all brow pad options available
- 4 Have an example of a multi-color/location logo'd hard hat in your bag
- 5 Prepare samples of face protection options
- 6 Try to better understand their actual head protection needs & requirements

2 During the Sales Call:

- 1 Reinforce that Bullard was the inventor of the hard hat and has a long history of providing leading edge head protection.
- 2 Demonstrate the simplicity and durability of the Bump Cap.
- 3 Demonstrate the ease of adjusting and replacing the suspension.
- 4 Demonstrate the ease of adjusting and replacing the brow pad.
- 5 Detail that the Bump Cap accommodates a host of face protection options.
- 6 Explain the versatility; logo options, logo placements, color options
- 7 Highlight Bullard's rapid delivery, support and service.

www.bullard.com



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