
Q. When should I offer a discount?

Discounts, when used properly, can be used as levers for negotiation. When discounting occurs, we as a company are giving up revenue, so we need something in return. Discounts should be given when the customer agrees to buy in bulk, buy for multiple years, be used as a case study, or other options that will help us sell more units.

The following are potential points of negotiation when considering discounts:

- 1. Volume discount**
- 2. Additional months/longer term agreement**
- 3. Commit to a mutual press release**
- 4. Commit to a case study**
- 5. Commit to being a reference**
- 6. Commit to providing us with a testimonial (Video if possible)**
- 7. Beta testing partner of future innovation**
- 8. Participate in our “Customer Advisory Group”**

Q. What is the cost for a trailer vs a pole?

To simplify the sales motion, there is no difference in cost for a trailer or a pole. We have set the price to cover the costs of both base units.

Q. How much do we charge for generators?

If LVT determines it is required to include a generator in order to make the unit work, we will not charge extra for the generator. If the customer would like a generator, but LVT does not think it is required, we will charge the customer for the generator.

Q. Do different cameras change the cost of the unit?

To simplify the sales motion, there is no difference in cost for different cameras. We have setup 7 preconfigured head units.

Q. When Should I create a custom setup for a potential client?

Never! If, in discovery, a rep determines customization or specialization is needed, the solutions engineer will be responsible for working through this.

Q. What pricing can I share with an opportunity?

Only share the MSRP pricing with a client. Do not advertise discounted pricing

Q. When will a client break even if they go with hybrid?

There is a 3 year break even when a client chooses to buy a trailer instead of paying for the monthly subscription