



## TrackStreet Objection Handler

### **We have someone in-house who manually manages our MAP Policy program.**

- TrackStreet's software crawls the internet up to several times a day so even if someone is selling under your MAP at 2am on a weekend, we'll be able to catch it.
- The platform will amplify their efforts and provide that person with the tools they need to increase their efficiency and provide them with useful and actionable data. It would be like putting that person on steroids or giving them "superpowers"
- Our automation reduces the manual and time consuming tasks of monitoring and enforcement tasks so that you can focus on more important things, like growing your sales channel. Another one of our modules, price tracking over time, can also be used to identify sales opportunities in addition to managing your MAP Policy program.
- TrackStreet's automated platform crawls marketplaces and independent websites several times a day so you don't have to play "whack-a-mole" with each individual offender or police the internet yourself.

*\*Note: You may be speaking with a person who has the job of monitoring and enforcing MAP. Be careful that they don't think this software would replace their role.*

### **What will be the effect on our distribution or sales?**

- You may see distribution changes initially, but over time, it will result in more quality reseller partnerships
- Many distributors/dealers want to work with companies that enforce their MAP Policy. Ultimately, you'll see an increase in the quality of your resellers or distributors.
- Notifications can be sent to the sales rep instead of directly to the company

*\*Note: Don't emphasize that sales may dip initially. It is more important in the long-run to work with resellers that will not erode your price and brand equity long term. Resellers and dealers are the terms for sellers that sell to customers. Distributors are a part of a 2-step sales model. They purchase from the manufacturer and have their own resellers who then sell to customers.*

### **We don't need a MAP Policy for our product.**

- We're seeing MAP Policy becoming more and more common with the growing trend of consumers trying to find the lowest price online. Is your company concerned about price erosion for your brand?
- Having a MAP Policy demonstrates your company's commitment to protect the integrity of the brand. As a marketer/sales/other you know the inherent intangible value of a brand.
- A MAP Policy will strengthen your relationships with distributors and resellers. We see many ecommerce sites that are now refusing to carry products unless they are MAP protected.
- A MAP Policy can attract new quality reselling partners because they know you are taking steps to protect their price margins as well.

*\*Note: Emphasize that MAP Policy is becoming increasingly important. You can also mention how it helps protect brick and mortar companies compete with the online giants.*



### **What makes you different than your competitors?**

- Our software uses AI and the most advanced technology to provide reliable and accurate data.
- We also have modules that can monitor your reviews, identify sales opportunities, and manage dealer communications
- We have a user friendly interface that is best in its class.
- If you become a customer, you will have a dedicated account manager.
- Which competitor are you using/considering?

*\*Note: Compare TrackStreet by emphasizing what we do better. Eventually we will have side-by-side comparisons for competitors. Until that time, this question can also be used to identify who they are using so we can capture that information in HubSpot.*

### **It's too expensive.**

- Our pricing is determined by your industry, number of UPCs, and modules you select. We have competitive pricing with the most accurate data.
- It's cheaper than hiring someone to manually manage MAP
- We work with each company to ensure they receive the best price possible and take into account products in different sizes and colors.

*\*Note: Avoid the price conversation as much as possible. Let them know that this conversation typically happens after a demo, because we can learn more about their unique business needs and which modules interest them.*