OUTSELLING THE COMPETITION IN A SLUGGISH ECONOMY

SULLIVAN PALATEK

Economic slowdowns can bring uncertainty, but they also bring opportunity. While some manufacturers retreat or cut corners, Sullivan-Palatek is doubling down on customer value, American manufacturing excellence, and responsive service. If you're a distributor or sales rep facing hesitant buyers or slow-moving inventory, now is your chance to outmaneuver the competition and gain market share.

THE CURRENT LANDSCAPE: ECONOMIC HEADWINDS MEET CONSERVATIVE BUYERS

High interest rates, project delays, and capital spending freezes are squeezing equipment budgets. Contractors, manufacturers, and plant managers are hesitant to invest in capital equipment unless they see clear, long-term value. Many of your customers are asking:



This is your chance to deliver a confident YES—with Sullivan-Palatek behind you.

5 STRATEGIC WAYS TO OUTSELL COMPETITORS WITH SULLIVAN-PALATEK

1 POSITION PERFORMANCE AND VALUE, NOT JUST PRICE

Sullivan-Palatek compressors are built for maximum uptime, efficient performance, and low total cost of ownership—even in demanding environments.

- CAGI-certified performance data proves our efficiency and air output.
- Our Titan Series and D-Series consistently outperform imported brands in real-world conditions.
- Made in the USA means quicker parts availability and stronger long-term support.

Train your team to walk customers through cost-of-ownership comparisons. Let the data speak.

2 LEAD WITH CUSTOMIZATION, NOT COOKIE-CUTTER SOLUTIONS

When your competitor's answer is "take it or leave it," Sullivan-Palatek offers flexibility:

- Electric and diesel options from 5 HP to 450 HP and 20 cfm to 2000+ CFM.
- Custom packages, including aftercoolers, enclosures, trailers, and Tier 4 Final compliance.
- PAL Parts Program to reduce lifecycle costs and increase service confidence.

Whether it's a jackhammer, sand blasting, or plant air—Sullivan-Palatek offers the right fit.

3 PROMOTE SUPPORT AS A COMPETITIVE ADVANTAGE

While others shrink support budgets, we expand them.

- U.S.-based engineering and service teams to support you and your end users.
- A responsive technical hotline and parts department to keep equipment running.
- Training resources that elevate your local team's expertise.

Tell your buyers: "We're not just selling you a machine—we're standing behind it."

4 TAP INTO INDUSTRY PRIDE AND PATRIOTISM

Sullivan-Palatek builds compressors in Michigan City, Indiana—and we're proud of it. With domestic production, you and your customers benefit from:

- Shorter lead times
- Easier warranty management
- Better alignment with Buy American preferences

Use content, webinars, and personalized audits to prove value before asking for a PO.

5 EDUCATE INSTEAD OF SELLING HARD

Buyers in a slow economy don't want a sales pitch. They want insight and risk mitigation.

- Share how our systems can lower energy bills by up to 30%.
- Offer a compressed air audit to help them spot leaks or inefficiencies.
- Highlight our ISO 8573-1 air quality guidance for food, pharma, and industrial buyers.

Don't underestimate how much "Made in the USA" matters to buyers right now.

FINAL WORD: SULLIVAN-PALATEK IS BUILT FOR THIS MOMENT

When the economy gets tough, weaker brands cut corners. Sullivan-Palatek stands firm—offering rugged, efficient compressors backed by fast service, trusted parts, and a responsive team.

This is your moment to shine. **Leverage our American-made reliability, custom engineering, and unmatched support to win sales**—not despite the economy, but because of how well we're built for it.