

## Probing – 2<sup>nd</sup> Base Questions

### 2<sup>nd</sup> Base – “Tomorrow” - Desired Future Situation

- What is your budget? (e.g. for equipment, expansion, training)
- What is your timeline for improving your earth moving equipment and machine control?
- What types of jobs will you target in the future?
- Will you plan to win jobs in the future by low bid or quicker job implementation for your customer?
- What other machine controls vendors are you talking to?
- What features and benefits of machine control are you interested in, regardless of which vendor you may choose?
- Who within your firm will be involved in making any future machine control decisions?
- What do you believe will be your key criteria for selecting vendors in any future purchase?
- Have you calculated the likely improvement areas associated with new equipment purchases? (e.g. more jobs/yr, faster jobs/month, less equipment use per job, fewer operators per job, more jobs done with same number of operators)
- Have you decided how you may finance any future purchases?
- Will you be using any trade-ins as part of your equipment upgrade?
- What are your expectations for improvements for your business after making improvements in both earth moving equipment and machine control technology?
  - (e.g. higher sales and profits, more employees, higher efficiency, better name recognition in the market)
- Have you identified who internally or an external third party will maintain both earth moving equipment and machine control technology?
- With these planned equipment and control improvements, who will be your new competition in the future?
- Have you created your transition plans yet to help you move from the current machine and control environment to the future one?

**(End)**