

# Making Buckets

With Your Bucket Truck



## Learning from the Experts

Each year we've talked with hundreds of experts, like you, who tell us what they need in a bucket truck to make money. We've been listening, and we thought you might enjoy seeing a summary of what we've learned from our customers in the sign and lighting industries. It's all we do.

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# Organized Storage

A simple way to boost margins in sign and lighting maintenance is eliminating unnecessary trips back and forth to the shop, chasing after parts. Customers don't appreciate having their sign taken apart, wondering when someone will be back to fix it, nor do they like paying for the extra trips. One-and-done service is the best practice, keeping customers happy, and keeping your service tech cool, calm, collected—and on schedule.

But remember, having lots of storage isn't the same as having lots of *organized* storage (Just ask yourself if having more junk drawers in the kitchen would make it easier to find things).

Organized storage allows your techs to work efficiently, rather than rummaging through the truck looking for parts.

Predictable labor is the key to both competitive pricing and accurate scheduling. So eliminating non-value added activities will make a huge difference in your ability to make money and keep your customers happy.

**“Organized storage allows your techs to work efficiently”**



- Eliminate unnecessary trips
- Eliminate rummaging through clutter
- Improve Customer Service

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# Attachments

Have you ever looked at the assortment of attachments you can buy for your cordless drill? There's an entire aisle! Think of your bucket truck as a cordless drill—what can you attach to make your work more efficient? The right accessories can turn a two-person job into a one-person job, cutting labor costs dramatically.

**"The right accessories can turn a two-person job into a one-person job"**

Good service techs are difficult to find, expensive to train, and challenging to keep. Giving them the right tools will make them more productive and content, removing unnecessary stress and frustration from their work. You'll see your investment pay off in job profitability, employee retention and customer loyalty.



Service Technicians are looking for:

- The ability to work safely and efficiently
- The tools to accomplish more on their own
- Greater job satisfaction

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# Eliminate Downtime

The beauty of a bucket truck built with simple electrical components is that your service techs can handle most of the plug-and-play repairs by themselves. A free phone call puts friendly and knowledgeable factory support at your disposal, and nine times out of ten your lift will be up and running in a matter of minutes. Conversely, when most other bucket trucks go down, there's a good chance your tech will be taking an Uber home, and you'll be arranging for the abandoned truck to be towed to an expensive service center or repaired by an even more expensive mobile service rig, devastating your schedule and your budget.

**"9 times out of 10  
your lift will be up  
and running in a  
matter of minutes"**

- Simple, field serviceable components
- Do-it-yourself, plug and play repairs
- Lifetime free, friendly, and knowledgeable technical support

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## The Right Size

Big bucket trucks are hard to maneuver, take up a lot of space, and often require outriggers. Small bucket trucks are limited in what they'll reach and lift. So what's the right recipe for sign and lighting service? Here's the formula many have used: **What's the smallest truck that will handle 70% to 80% of your service work?**

The answer should point to a money-making rig that has these advantages:

1. You can keep it busy.
2. Requires minimal set-up and staging.
3. Doesn't cost an arm and a leg to purchase, maintain, or repair.
4. Minimizes rental to the few occasions you need something bigger (or, it saves wear and tear on your big truck, when it isn't required).

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# Advertising and Image

It's the classic chicken/egg argument: Which comes first—the service work or the bucket truck? You need the work to buy the truck, and you need the truck to do the work. It's not quite as vexing as the chicken and egg dilemma though, because your truck can become your most effective sales tool, helping you gain new customers.

**“your truck can become your most effective sales tool”**



Bonus: If you're a sign company that does vehicle wraps, your truck can also shout:  
“Look what we do with vinyl!”

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# How did your bucket score in these five money-making musts?

For more information, visit:

[www.vanladder.com](http://www.vanladder.com)

1-888-887-5847

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