

# 9 Simple Ways to *Get the Best Deal* Possible When You Buy Your Next Lawn Truck

Regardless of **When** You Buy, **Where** You Buy  
or **What** Truck You Buy!

Learn 3  
Tricks Truck  
Salesmen Use  
Against  
You!



Also Inside:  
5 Truck Buying  
Misconceptions!



# Table of Contents

|                                                                                |   |
|--------------------------------------------------------------------------------|---|
| 3 Tricks Truck Salesmen Use Against You.....                                   | 2 |
| 5 Truck Buying Misconceptions .....                                            | 3 |
| 9 Ways to Get the Best Deal Possible When Buying a Commercial Work Truck ..... | 6 |
| Super Lawn Truck Reviews & a Special Offer .....                               | 8 |





# Buying a Lawn or Landscape Truck?

## **Avoid these 3 tricks and save \$500 to \$3000 on your next lawn truck...**

Hi! I'm Tony Bass, the founder and CEO at Super Lawn Trucks. Thanks for your interest in [www.superlawntrucks.com](http://www.superlawntrucks.com). Since it appears you are shopping for a work truck, this Truck Buyer's Guide could help you get the best deal possible.

We are **excited** and **grateful** for the opportunity to provide you with valuable & **Money-Saving Information**...about **Lawn Trucks**, **Landscape Trucks**, and **Work Truck Bodies**. It seems that buying commercial work trucks can be a *cumbersome*, *time-consuming* and *confusing* process. We decided to offer this education message so when you are shopping for a commercial work truck, you can make an *informed*, *intelligent* decision.

In the next few pages we'll share with you **3 Tricks** truck salesmen use against you to unethically pick your pockets.

It is common for our buyers to report that they **save from \$500 to \$3000** on their next truck purchase by learning to avoid these tricks! Reading this report is a **very good** use of your time. Regardless of if you plan on buying your next work truck in 30 days, 6 months or 2 years from today...you'll be **happy** & **more informed** when the time is right for you!

## **3 Tricks Truck Salesmen Will Use Against You to Unethically Pick Your Pockets!**

### **\*Trick #1\***

Many commercial truck dealers avoid putting prices for their trucks on their websites or instead, they put "**call for price**" in their ads.

This tactic usually indicates the truck sales person is being paid high sales commissions for having a "*silver tongue*". When you see this tactic, "**call for price**,"...it indicates you may **overpay** in the buying process or even worse...become the *victim* of "*high pressure*" sales tactics.

### **\*Trick #2\***

Some unethical salesmen may tell you that to get the "**warranty**" ...you must buy your truck **directly** from the local dealer. **This is not true. The manufacturer of the truck provides the actual warranty.**



The manufacturer's warranty is part of the price of the vehicle. The dealer has a *contractual obligation* to provide warranty work for **ANY** truck brought to their dealership when they sign the dealership agreement. Failure to provide required service or repairs during the warranty period may jeopardize their right to be a participating dealer. **If a warranty repair is necessary...the dealer is compensated by the manufacturer to perform the repair.** You can buy a work truck anywhere and count on a local dealer to provide reliable service.

### **\*Trick #3\***

**Some unethical dealerships use “bait & switch” advertising. This is illegal.**

They advertise a really low price for one model. When you inquire, they are “sold out”...then they offer you a more **expensive** model.

Ethical truck dealers and the sales people that work with them, should carefully monitor their inventory and update this information so that work truck buyers get accurate information as easily as possible when shopping. Avoid getting trapped by these three tricks!

Listen, buying highly customized commercial work trucks can be an easy process when you call the right company. At Super Lawn Trucks we've been helping lawn and **landscape business owners buy direct from the manufacturer** and get the trucks they need to grow their business since 1998. With clients in 48 states and Canada, you'll **feel confident** that we can help you, too!

With one phone call you'll get immediate access to our entire team of work truck experts starting with:

1. A friendly customer service agent who listens carefully to your needs
2. Answers to your questions without putting any pressure on you
3. Personalized price quotes and answers to any technical questions you may have

So please, give our team a call at 866-923-0027. See how easy it is to get a **FREE** Quote for your next lawn or landscape truck. We promise that you'll get accurate information to help you make an informed and intelligent decision when you buy your next lawn or landscape truck.

---

Now we will cover...

## **5 “Truck Buying Misconceptions” that Can Suck Wads of Cash Out of Your Bank Account!**

## **Misconception #1**



**Used trucks cost less than new trucks. This is not true!**

Trucks are depreciating assets. The only reason a used truck may have a lower initial purchase price...is because a significant portion of its useful life is already used up. You **still** have to buy fuel, change oil, replace tires, buy insurance, and license plates...so operating costs are RARELY lower with used trucks!

**Plus...And this is a very huge **Plus (+)**...**

**Used trucks have much higher repair bills than new trucks as very few used trucks are under a manufacturer's warranty.** You know it's **impossible** to make money with a commercial truck if it's broken down & stuck in a repair shop. If you choose to finance your purchase of a used truck, you're likely to pay higher interest rates and face much shorter finance terms.

According to our experience working privately with over 1000 lawn & landscape business owners... used trucks actually **reduce cash flow** & create unnecessary obstacles growing the business. Repair bills are sudden, often unexpected and can cost thousands of dollars (not to mention the downtime in the field and the loss of income while it gets fixed)! You can't finance repairs on used trucks, and you'll rarely be able to finance a truck once it's over 10 years old. This means that you burn through CASH when you buy used...so avoid used trucks if you are trying to aggressively grow your company.

## **Misconception #2**

**“Purchasing” or “buying” is better than “leasing”. This is often false.**

Successful business owners understand improving cash flow, is most important when selecting a financing option. We often see lease finance agreements that *lower* monthly payments ...allowing the *business owner* to keep thousands of extra dollars in their pocket. Savvy business owners should request and carefully consider both lease & purchase finance options when considering a commercial work truck acquisition.

## **Misconception #3**

**If your credit is not perfect, you won't qualify for business financing. Not true.**

Commercial finance companies use a **variety** of methods to evaluate credit, and commercial finance companies **rarely** look at a FICO score at all.

**You can get qualified for business credit with a variety of methods including the following:**

- Current financial statements
- Down payments
- Co-signers
- New business contracts
- Personal tax returns
- Life insurance
- Business references
- A personal guarantee
- Hard money lenders
- Business tax returns
- Trade-in considerations
- Creative fundraising
- Business credit references
- Industry work experience
- Crowd sourced loan
- Small business administration backed loans

**SPECIAL NOTE:** If **cash** is tight in your company, here's a little-known resource. After helping more than 1000 lawn & landscape business owners get the trucks that they need to grow their business, we've literally written the book on creative ways to grow your **Cash**. We call it the "[Quick Cash Guidebook](http://www.superlawntoolkit.com/quick-cash)": [24 Ways to Grow Your Bank Account, Unlock Hidden Assets & Become the Wealthy Landscaper™](http://www.superlawntoolkit.com/quick-cash).

( [www.superlawntoolkit.com/quick-cash](http://www.superlawntoolkit.com/quick-cash) ) Order online and start growing your cash account this week.

### **Misconception #4**

**Huge** down payments are required to lease or purchase commercial work trucks... **not true.**

Companies with A+ or A rated credit history often lease or buy trucks with **little to no money down**. The average down payment placed for a Super Lawn Truck with a highly customized body package is just **\$4,000.00**. Our bank partners will gladly finance the cost of the truck, the work truck body, truck accessories, custom paint colors, lettering & logos, tool storage systems and even specialty safety equipment...regardless of if you need one, two, five, ten or twenty work trucks per year...the finance company wants to help you **grow** your business!

### **Misconception #5**

**New commercial trucks are **very** expensive. Not true.**

Commercial work trucks are simply **one part of the cost** to operate a company. The cost for *acquisition, insurance, tags, fuel and repairs* should be passed along to the **customer**. No business owner gets **wealthy** by saving \$500 or even \$5000 on the purchase price of any equipment! Business owners get wealthy by getting the most revenue from the assets they **buy** or **lease**. Well managed companies and their owners **rarely pay a dime for a truck!**

**They simply pass the cost of ownership into their service pricing model & **collect rent** along the way.**

The more your assets (like trucks) are being used (rented out) the more **revenue** you generate! No one wants to spend a **dime** more than they have to when they acquire equipment like work trucks...and that's why we have prepared this special education message.

---

Now, let's talk about saving you big money as we discuss the...

## 9 Simple Ways to Get the Best Deal Possible When Buying a Commercial Work Truck!

*This could save you hundreds or even thousands when you decide to lease or purchase a commercial work truck...*



### BEST DEAL TECHNIQUE #1:

Ask for the **year end** close out models. You can get nice discounts and the truck will have a new warranty. You could save \$500 to \$2000 with this strategy or...

### BEST DEAL TECHNIQUE #2:

Ask for the availability of **demo models**. They are rare, but Demo models typically have money-saving discounts at the end of the "demo period".

Sometimes trucks are built for **industry trade shows** & dealer **educational events**. The Demo trucks might have a few miles on them, but *demo models* come with **new warranties**.

### BEST DEAL TECHNIQUE #3:

Ask for the **"Buy Back Guarantee"**

At Super Lawn Trucks, we have offered a **5-year buy back guarantee** for many years. This is a **rare** benefit to the commercial truck buyer. We do this to give you the comfort of knowing there is a **way out** of the vehicle if something changes in your future. If you lose a contract, decide to sell your business, decide the trucks are not for you, we will buy it back as outlined in our written Buy Back Guarantee.

### BEST DEAL TECHNIQUE #4:

Don't ask for **custom** engineering.



When you select truck body options from the option list, you are **sharing** engineering costs with *thousands* of others. One of a kind trucks or one of a kind truck bodies, **rarely** hold their value as well as proven designs with wide user bases. And selling or trading in widely used commercial trucks between the **5<sup>th</sup>** & **8<sup>th</sup>** year of use maximizes your exit price.

#### **BEST DEAL TECHNIQUE #5:**

Allow **technology** such as free recorded messages, detailed product videos, automated price quotes and secure online purchasing systems to **educate & inform** you about the buying process.

It's estimated truck buyers may **save \$1,000 - \$5,000** when you **avoid** dealing with high-paid, high-pressure, commissioned sales agents.

#### **BEST DEAL TECHNIQUE #6:**

**Buy direct from the manufacturer and you will always pay less.**

Large manufacturers that use distribution networks often **mark-up manufacturer's cost** by *10% to 50%*. Buying direct from the manufacturer saves you big bucks!

#### **BEST DEAL TECHNIQUE #7:**

**Order during the “off season” to get discount pricing.**

You can always buy Christmas supplies on sale *after* the holiday has passed. At Super Lawn Trucks, our best clients have learned to order in the third & fourth quarters. They always get the best deals!

#### **BEST DEAL TECHNIQUE #8:**

**Ask for the “fleet buyer's discount” or the “government agency discount”** ...manufacturers often provide incentive pricing for buying in quantity. When you purchase multiple trucks from Super Lawn Trucks, you will be eligible for the repeat buyer discount. Look for the repeat buyer discount on your quote when you order multiple trucks. Even if you buy just one truck today, make sure you will be qualified for future purchase discounts.

#### **BEST DEAL TECHNIQUE #9:**

Ask for (and use) **discount coupons** offered by manufacturers. At Super Lawn Trucks we create discount promotions during our slow season. This helps buyers save a few bucks!



**Published discount coupons** incentivize you to purchase when we need your help to keep our manufacturing schedule filled. Watch carefully for discount coupons found in direct mail packages, email messages or on promotional pages on our website.

Call us at 866-923-0027. The call is toll-free. We are open 8 am to 4:30 pm M-F. We answer our phones promptly. If you call after hours, just leave us a voice mail and we will call you back the next business day.

Our mission is to help you get the very best deal possible when you purchase or lease your complete **Super Lawn Truck** system directly from the manufacturer.

We provide this **Truck Buyers Education Series** as a service to the industry we serve and the people who make their living from it.

Tony Bass, Founder & CEO

**Here's what a few of our clients have to say about their Super Lawn Trucks (more testimonials at our Google Page!)**



*Truck is awesome! We got everything set up and labeled for inventory yesterday as well as reviewed the manual. My guys were out of my office in a whopping 4 minutes this morning which is way better than the normal 20 minutes. I appreciate your help! Thanks!*  
~ John Wade, **Just Green Lawns**



*We love our Super Lawn Truck. The customer service is amazing and the quality of the truck is top notch!*

~ Hobie Barrett, **Barrett Landscaping**



*We have 3 Super Lawn Trucks and 1 Super Contractor truck in our fleet. These trucks are very versatile and easy to maneuver and operate. Tony and his team are professional, prompt and easy to do business with. Great company.*

~ Kevin Bonin, **Bonin's Lawn**





*Great trucks. Built to last!!! Saves time in the morning with load up and during the day with on board fuel tanks. Dump bed allows me to store debris out of the way and dumps in Seconds. I have 2 trucks from Super Lawn Trucks and will buy next truck from them as well.*

*~Justin Sanders, Sanderscapes Landscaping*



*We love our Super Lawn Truck. Living in Utah, all of the setup work was done over the phone/internet. I feel like I was given many options and they were patient with me as I sorted out things and asked for a price with this and then without that. The truck turned out great and they were a pleasure to work with. They*

*even picked me up at my hotel and drove me to their shop after I had flown to Georgia to pick it up. I can't wait to use them again when we have our next truck built.*

*Update: Nov 2019... We now run 2 Super Lawn Trucks and can't wait to buy more! They are worth every penny They improve our efficiencies, culture, marketing and much more!*

*~Brent Williams, Everything Exterior*

## EXCLUSIVE OFFER

**SLT  
Buyer  
Discount**

**\$100  
OFF**



SLTHP-8669230027

**Cannot be combined with any  
other offers and coupons—No cash value.  
Limit one per customer per truck.**

