

**Tutorial: Getting your company or a customer started on TCO**

1. Getting companies’ attention:
2. Ask about pain and opportunities
3. Pain theory
4. Delivery
5. Orders lost due to delivery or response
6. Quality
7. Excess inventory
8. Travel
9. Late night calls
10. IP loss or risk
11. Regulatory issues
12. Purchase price rising
13. Corruption
14. Violence
15. Natural disasters or political instability
16. Work with natural allies: Lean, Green, compliance, quality, line management. Work from your strengths and contacts in these areas.
17. Ask how they decide on sourcing: PPV, Landed Cost or Total Cost of Ownership
18. Appeal mainly to their bottom line.
19. Which parts to analyze:
20. Follow these general priorities for selecting parts to evaluate:
21. Keep existing domestic sources: decide not to offshore
22. Shift outsourcing back
23. Repurpose offshore own-facility to serve the offshore market. Incrementally invest domestically to serve domestic market
24. Shut offshore own facility. Build new domestic facility.
25. Use the Library to check what their industry has done
26. Families of parts

Develop a sales tool kit

1. Use our Case Studies feature to collect Cases. Post on your website.
2. Get publicity
3. For help: email Harry. Can be available to convince customers by phone or live.

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