

**MISE EN SITUATION**

**The Rocateq Cart Security System**



**Your shopping carts stay on your site**

We replace one of the front wheels of the shopping cart with the Rocateq wheel. This prevents customers from taking your cart home. Your customers can use the shopping cart in your store and on the parking lot. Once they try to leave the parking lot, the Rocateq wheel will lock.

If a customer comes up with the idea of lifting the cart over the locking signal, don't worry this is impossible! When the customer pulls back the shopping cart in the direction of the store, the Rocateq wheel will automatically unlock.

**Situation:** You work as a sales advisor for Rocateq and the manager of a Walmart supermarket is interested in purchasing your cart security system. Prepare your arguments to convince him/her that this is the best way to save money on their carts.

Average cost for one system: \$ 60

Average cost for one cart: \$ 120

You will first explain how the system works. Then your potential customer wonders about:

- the benefits for his/her store, knowing that about 10 carts disappear every month.
- the guarantee of your system
- the after sales service
- the price

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