

Value Proposition: BJM Pumps serves industrial, municipal and demanding dewatering customers. Its portfolio of submersible pumps are field-proven to perform and deliver a long, low-maintenance service life in harsh environments. Its products are supported by an industry-leading customer service organization.

Brand Promise
The pump you need, guaranteed.

Marketing Objectives

Drive awareness of BJM Pumps and leads for specific industries, including Food and Beverage, Oil & Gas, Mining & Aggregate, General Industrial, Commercial Wastewater and more in the U.S., Mexico, and Latin America.

Increase qualified opportunities for BJM to support and expand its distributor base with content that drives deeper engagement with target OEMs, maintenance and engineering audiences.

Create a differentiated position for BJM, its products and leadership among key target audiences that demonstrate its problem-solving expertise.

Purchase Triggers

- Customers have continual pump problems that are costing money
- Customers have decreasing production due to increased downtime
- Customers need a pump solution for their tough application
- Customers become aware of pumps that eliminate their "routine" maintenance
- BJM Pumps is listed on the central engineer's existing spec sheet

Qualifying Questions

- 1 What application do you need help with?
- 2 What problems are you currently having with your pump?
- 3 What's your biggest frustration?
- 4 Are your sump pumps eating up your maintenance dollars?
- 5 Are you having problems in your wastewater stream? How often?
- 6 How often does your sump pump need maintenance?
- 7 How do you address your pump issues? What would make it easier?
- 8 How do you know you have the right pump?

Best in the World

"Best in the World" at designing and engineering solutions for harsh applications due to abrasives, clogging solids, corrosion and high temperature conditions, while offering excellent, personalized customer service.

Switch Messages

Why would customers go with BJM instead of a competitor like Barnes or Tsurumi?

- ➔ Pumps reduce downtime and increase maintenance efficiency
- ➔ Pumps are designed for harsh applications
- ➔ Better Total Cost of Ownership
- ➔ Excellent customer service
- ➔ Available inventory and short delivery times for pumps and accessories
- ➔ Offers a better solution for chronic pumping problems
- ➔ Distributors are armed to diagnose problems and provide the customer service to become the hero to end users

Target Buyer Personas



Distributor

Owners, President/VP, Account Manager, Sales Manager/Reps, Procurement Manager



End Users

Plant Manager, Project Manager, Operations Management Manager, Wastewater Treatment Officer, Utilities Manager, Drilling Manager, Supervisors, Engineers, Maintenance Manager



OEM

VP of Sales, VP of Procurement, Buyers, Engineers/Specifier/Consultant



Why We Win

- BJM Pumps designs pumps to address custom needs of vertical industries.
- Offers pumps for harsh, rugged environments that other suppliers cannot:
 - Solids handling pumps (shredders, cutters, impellers)
 - Corrosion-resistant pumps (stainless steel and FKM elastomers)
 - High temperature, high endurance pumps (up to 200°F)
 - Explosion proof pumps (FM rated)
 - Sand, sludge and slurry pumps
 - Dewatering pumps
 - Hydraulic pumps
- Excellent, high-touch customer service
- Qualified, expert distributors that are highly trained by BJM
- Available pumps and parts inventory and short lead times
- Lower total cost of ownership



Why We Lose Barriers

- Low brand equity for BJM Pumps
- Low awareness of BJM performance in specific application environments
- Cost barrier to replace legacy systems
- Prohibitive initial cost
- Pumps not the right fit for the application
- Competitive product proliferation for moderate environments
- Lack of direct engagement to reach new customers

