

Conspicuity

Night Demonstration Guidelines

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Sample Conspicuity Material

Sample conspicuity material can be ordered via the product sample ordering process.

Things to Consider

- What are you demonstrating?
- Who is your audience?
- What are your objectives?
- Who will you invite to the demo?
- Have your customers assist you with the demonstration (i.e. installation).
- Practice makes perfect....learn from you demonstrations.
- Do not introduce customers to competitive products unless they specifically request a comparison.
- Follow up with a proposal and photos reminding decision makers of the need to use conspicuity on vehicles/equipment.
- Don't let the customer run through the demonstration—the 3M sales representative should be in control.

Keys to Success

- Preview your night demonstration including sight distance (where to stop), angularity and surroundings (i.e. ambient lighting, etc.).
- Take control and lead the demonstration.
- Ask open ended questions like “tell me what you saw.”
- Know your customer's stage in the buying process—knowledge, evaluation or decision.
- Follow up with a proposal and photos reminding decision makers of the need to use conspicuity on vehicles/equipment.

General Recommendations

Wide angularity performance, both observation and entrance, can be an important selling advantage of 3M Diamond Grade conspicuity, but only if a customer is aware of the importance of this feature on the roadway environment.

- A proper night demonstration takes significant planning and preparation. A demonstration should focus on a particular application and should address the specific concerns of the customer.
- Never conduct a demonstration unless you have previewed it prior to the demonstration date. Never rely on past experience in a previous demonstration as evidence. Make note of distances to stop along the approach to your demonstration sign(s) in order to point out the performance differences on your demonstration ride with your customer.
- View the demonstration from the size and type of vehicles representative of the customers' roadway environment.
- Demonstrations should be conducted in areas that are representative of the "roads" in your customers' roadway environment and/or the application for which you are trying to demonstrate.
- Unless your customer demands it, avoid a demonstration with competitive representatives in attendance. Let our competitors go through the same organization, planning and preparation that you did for your demonstration.
- Always have a 3Mer as the narrator on the demonstration. This will give you the opportunity to tell customers what they are seeing.
- Do not let customers "run through the demonstration" on their own.
- Unless you have a very large site and enough assistance, have only one vehicle run through the demonstration at a time. Have another 3Mer keep customers company during the wait.
- Have enough colleagues to help you with your demonstration.
- Never distort or in any way misrepresent competitive material.

Demonstration: 3M™ Diamond Grade™ Conspicuity Markings
(reflective markings vs. no reflective markings)
Sheeting: 3M™ Diamond Grade™ Series 983
Recommended size: 2” width

Preparation

- ✓ Gain agreement from prospect/customer to apply 3M™ Diamond Grade™ Series 983 conspicuity to one side of a vehicle (see image below for example).
- ✓ Determine which conspicuity color is appropriate for the country’s regulation (or proposed regulation) (e.g. red/white for DOT-C2 or yellow for ECE104).
- ✓ Obtain sample conspicuity (see “Sample Conspicuity Material” section of this document)
- ✓ Apply 3M™ Diamond Grade™ Series 983 conspicuity to one side of a vehicle (see image below for placement example) in accordance with conspicuity application instructions. See the following references:
 - [983 DOT-C2 conspicuity application video](#)
 - [983 ECE104 application video](#)
 - [Information Folder 4.9](#)
- ✓ Ask to position the vehicle with conspicuity next to vehicle without conspicuity (see images below and the Conspicuity Safety video for examples).
- ✓ Approach the two vehicles head-on (perpendicular to the vehicles). Begin watching the two vehicles. The unmarked vehicle should be less visible or not visible at all compared with the marked vehicle.
- ✓ Approach the two vehicles at an angle. The marked vehicle, because 3M™ Diamond Grade™ Conspicuity Markings has wide-angle capability, should be visible at a significant distance back. *Note: You may have to make several adjustments as to the approach angle for optimum effect.*
- ✓ When previewing the demonstration, use a small spot of spray paint to mark the viewing location so you’ll know later from what point(s) to view the vehicles.

*NOTE: An option if two vehicles are not available for demonstration:

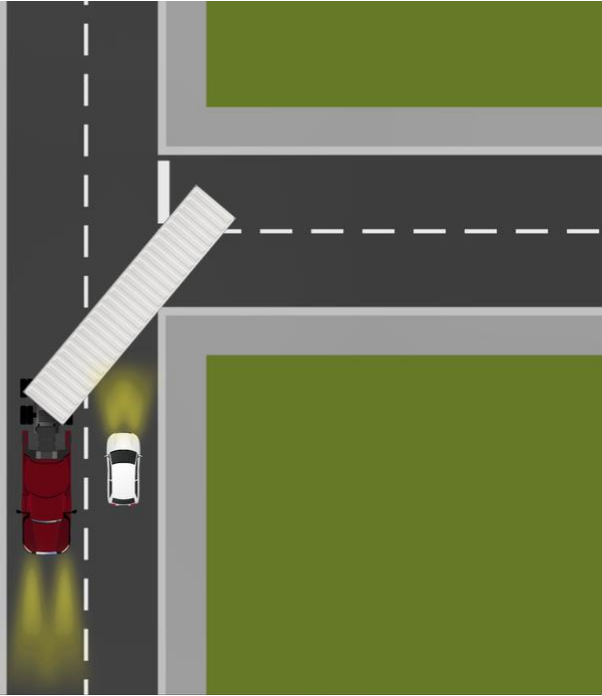
- mark one vehicle with conspicuity and demonstrate
- apply vinyl tape over the conspicuity and demonstrate

The Demonstration

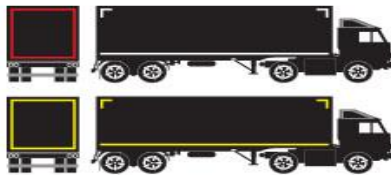
1. Head-on approach: Tell the viewers that you are attempting to show that 3M™ Diamond Grade™ Conspicuity Markings provide superior visibility at high entrance angles.
2. Angled approach: Tell the viewers that you are attempting to show that 3M™ Diamond Grade™ Conspicuity Markings provide superior visibility at high entrance angles. See the diagram below and the Conspicuity Safety video ([English \(DOT-C2\)](#), [English \(ECE104\)](#), [Spanish](#), [Chinese](#)) for the scenario you are trying to simulate.
3. Drive slowly and stop at particular points (predetermined in your preview) to allow the passengers time to view the difference between the unmarked and marked vehicles.

Scenario to simulate:

In the dark, drivers may not see the trailer of a turning truck until it's too late.



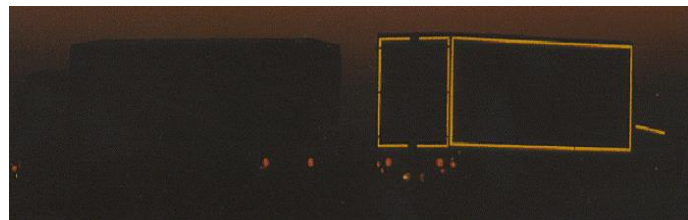
ECE104 markings:



Rear and Side markings



Line markings



vehicle without conspicuity

vehicle with conspicuity

DOT-C2 markings:

