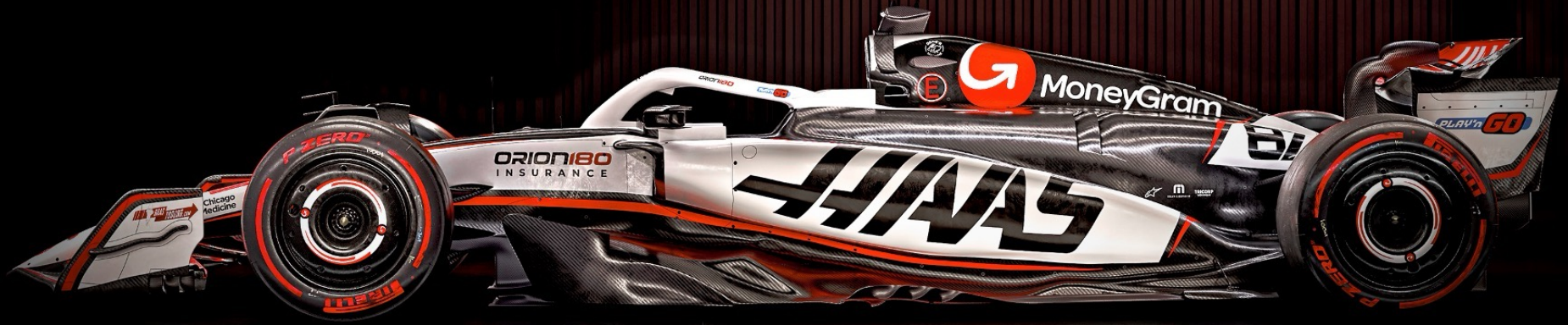


How to sell 'More Than'



More Than



**MORE
THAN**  **CNC**

SHOP SUPPORT

SERVICE

FINANCING

AUTOMATION

TOOLING

SHOP SUPPORT

More Than



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SERVICE

CNC

AUTOMATION

TOOLING

6 Topics



**MORE
THAN**



CNC

AUTOMATION

TOOLING

SHOP SUPPORT

SERVICE

FINANCING



Haas
F1 Team
OFFICIAL MACHINE TOOL

6 Things to Sell



- Always be looking for ways to work these six elements into a call
- Know how to ask the right questions to lead into one of these six topics
- It's not confrontational, it's trying to help the customer have a more successful business
- Each of these is a part of Haas being the 'Amazon' for machine shops
- Stay up to date, force yourself to be involved in 'continuing education'
- If you see the six lanes as a challenge/problem, in the wrong place
- See it as opportunity
- HFO can offer more than any other supplier

More Than CNC




- Know the models
- Know the differences
- Know where to look
- Compare tool
- Pricing of major options and impact in monthly payment
- Blind quoting new products
- Include key options and tooling
 - Make them say 'no'

COMPARE MACHINES



Compare Machines

Technical specifications shown in **bold** indicate differences from the initial machine in the

| | VF-4 | VF-4SS |
|---|--|---|
|  | | |
| Dimensions | 50.0" x 20.0" x 25.0" (xyz) 1270 x 508 x 635 mm | 50.0" x 20.0" x 25.0" (xyz) 1270 x 508 x 635 mm |
| Starting Price | US\$101,995 | US\$87,995 |
| Actions | DOWNLOAD PDF EXPORT CSV | BUILD & PRICE BUILD & PRICE |
| UNIT OF MEASUREMENT: | S.A.E. <input checked="" type="radio"/> METRIC <input type="radio"/> | |
| STANDARD FEATURES | | |
| SPINDLES | 12,000-rpm Spindle | 8100-rpm Spindle |
| TOOL-CHANGERS | High-Speed 30-1 Side-Mount | 20-Pocket Carousel Tool Changer |
| CHIP-AND-COOLANT-MANAGEMENT | 55-Gallon Coolant Tank Window Air Blast Multi-Stage Coolant Pump | 55-Gallon Coolant Tank Window Air Blast Multi-Stage Coolant Pump |

COMPARE MACHINES

EXPLORE ALL INVENTORY

SPECS

ROTARY FIT

Base Price
US\$102,995

SALE → **US\$97,845.25**

Save 5% Now - Contact your HFO to Save Up to 15%

Payments as low as
US\$1,686/mo

- 12 months
- 24 months
- 36 months
- 48 months
- ✓ 60 months

More Than Automation



- Make use of the Automation map
- Know the type of buyer/use case of automation
- Have knowledge of different customer stories on website
- Quote automation in a second quote to a customer
 - Make them say 'no'
- Selling less machines, but more automation
- You need to help a customer make the shift before the competitor does

DISCOVERING AUTOMATION

MILL AUTOMATION | **LATHE AUTOMATION**

Automation Starts with Asking the Right Questions.

Key Mill Automation:

- 4-Axis Mill Automation
- 5-Axis Mill Automation
- Turntable Mill Automation

Key Lathe Automation:

- 4-Axis Lathe Automation
- 5-Axis Lathe Automation
- Turntable Lathe Automation

Other Solutions:

- HAAS BAR FEEDER
- HAAS PALLET POOL
- HAAS CUSTOMER SPOTLIGHT

Automation in Action



WESTERN SAW ST-30 + Robot

This Haas 25 kg Robot Package at Western Saw in Oxnard, CA, uses a unique magnetic gripper to load and unload parts from a Haas ST-30. Watch as the 25 kg robot easily handles these large, steel cylindrical parts.



MICRO-CUT ENGINEERING VF-25S + Automatic Parts Loader

HFO Chicago customer Micro-Cut Engineering of Gilbert, IL, recently received their first Haas Automatic Parts Loader (APL). Micro-Cut President Andrew Starrenburg explains their decision to buy the APL, and discusses the added productivity they've experienced since the purchase.



TOOHIGHPSI VF-25SYT + Pallet Pool

Recently, we visited TooHighPSI, and talked with Mike Sitar Jr. about the high-performance parts they're making, and how Haas machines and tooling fit into their manufacturing program. Their VF-25SYT with 3+1 pallet pool has allowed them to increase production, and run longer-cycle parts overnight.

More Than Tooling



- Be quoting tooling with CNC sales
 - **50%** of all CNC sales should include tooling
- Have ‘go-to’ packages by machine frame size
 - We can create you custom tooling packages to quote
- Force a customer to take it off the quote
 - Make them say ‘no’
- If not in the market for the machine, they need tooling
- Look for opportunities to show them something unique
- Know the ‘street price’ of some key materials
 - Pull studs
 - ER collet holder
 - 3/4” end mill
 - Lathe collet chuck
- Talk to the right person for tooling
 - Not always the same person buying a machine who is buying tooling

ADDING TOOLING KITS TO YOUR CNC

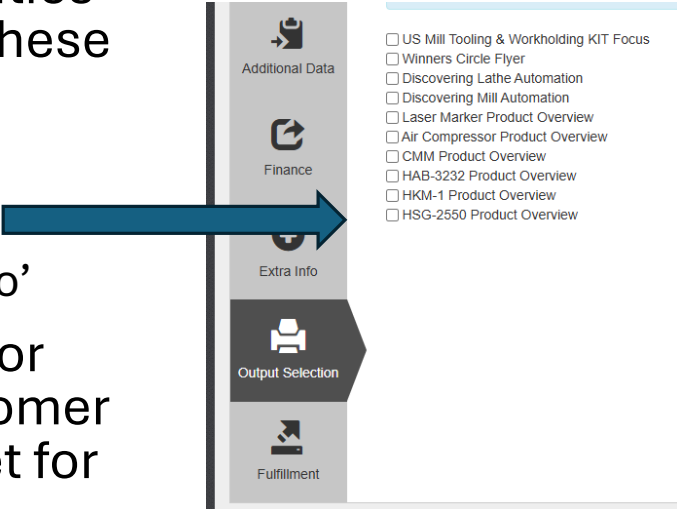
| THE OLD WAY | THE HAAS WAY |
|--|---|
| <ul style="list-style-type: none">• Search through large, complex tooling catalogs for the tools, toolholders, and inserts you need, or at least think you need . . .• Order the items from multiple sources, sometimes a tooling house, sometimes the manufacturer.• Wait for parts to arrive from several vendors on different delivery schedules.• Assemble everything, and hope it all works. | <ul style="list-style-type: none">• Go to HaasTooling.com• Select the complete tooling kit that's right for you, at the best price around, and place a single order.• Enjoy the simplicity and savings of buying as a kit.• Tools are delivered to your door in a single shipment, with all the necessary information and support (including videos!) available at HaasTooling.com |

HAAS MAKES TOOLING KITS EASY

More Than Shop Support



- Look for opportunities to present/quote these machines
- Attache to all MO quotes
 - Make them say 'no'
- Good entry point for discussion if customer is not in the market for a machine
- Have these in your showroom to show to customers and for HFO to become comfortable with



- US Mill Tooling & Workholding KIT Focus
- Winners Circle Flyer
- Discovering Lathe Automation
- Discovering Mill Automation
- Laser Marker Product Overview
- Air Compressor Product Overview
- CMM Product Overview
- HAB-3232 Product Overview
- HKM-1 Product Overview
- HSG-2550 Product Overview

Haas F1 Team
OFFICIAL MACHINE TOOL

HAB-3232 AUTOMATIC BAND SAW

STARTING AT: \$39,995

PRODUCT HIGHLIGHTS:

- Max Cutting Height - 12.8" (325 mm)
- Max Cutting Width - 12.6" (320 mm)
- All Mode
- Wheel Adjustable Feedrate
- Bar Stacking Capability
- Manual and Automatic Modes
- Memory for multiple jobs

Engineered for precision, our bandsaw delimits metals, from steel to aluminum. The HAB-3232 has bar-stacking capability for 100 cycles. Featuring an intuitive control panel, the HAB-3232 is made to let the saw determine its own feedrate adjustments and determine what feedrate works best for your application.

DON'T FORGET THE BAND SAW BLJ!
We carry replacement blades for all major brands.

www.HaasTooling.com

Scan here or contact your local HFO for more details.

Haas F1 Team
OFFICIAL MACHINE TOOL

HL-50E LASER MARKER

STARTING AT: \$16,995

PRODUCT HIGHLIGHTS:

- Diode Pump Source - efficiently emits light in red, blue, or green
- Laser Protection - ensures engraver is in focus once calibrated
- Integrated Fume Extractor - automatically extracts harmful fumes produced by laser cutting
- Laser Light Safety Windows
- Power and Manual Laser Head Height Adjustment
- Foot Switch
- Lifetime License to LightBurn Software

Equipped with an optical fiber cable instead of the typical series of lenses to concentrate and amplify the high-output, diode-generated light through a converging lens, the resulting laser beam is straighter, smaller, and more precise than other types of laser marking machines, with greater electrical efficiency and comparatively low operating costs.

This machine is suitable for most metallic materials and alloys, such as steel, stainless steel, brass, aluminum, silver, and iron, as well as some non-metallic materials, allowing it to be applicable across a wide range of industries-ideal for small and large manufacturing operations alike.

Scan here or contact your local HFO for more details.

www.HaasCNC.com/Automation www.HaasTooling.com

Haas Automation, Inc. USA 2800 Stepien Rd, Oxnard, CA, USA Haas Automation Europe Manufacturestraat 28, B-1930 Zaventem, Belgium Specifications subject to other Product literature (may vary)

More Than Service



- Online help
- Videos
- Direct/local HFO support
- Standardized parts
- Standardized processes
- Know the numbers for your HFO:
 - How many tech
 - In the field, in the offices
 - How many vans
 - \$ value of service parts
 - PM programs
 - Training programs

The screenshot shows the Haas website's service page. At the top, there is a navigation bar with the Haas F1 Team logo, a search bar, and links for 'MyHaas', 'Find Your Distributor', and 'Select Language'. Below the navigation bar, there is a 'Service Quick Links' sidebar with a list of 26 categories from 1 to 26. The main content area features a header with the text 'YOUR HFO IS READY TO SERVICE YOUR MACHINE.' and a search bar. Below this, there are three main sections: 'SEARCH GUIDES BY ALARM CODE' with a search input and button, 'SEARCH HAAS SERVICE' with a search button, and three large buttons for 'G-Codes', 'M-Codes', and 'Settings'. At the bottom, there are eight icons representing different service resources: Operator's Manuals, How-To Procedures, Troubleshooting Guides, Preventive Maintenance, Join Our Team, Haas Parts, Haas Tooling, and Videos, each with a 'Learn More' link.

More Than Financing



- Financing everything with CNCA
 - Tooling
 - Shop support
- Understand the value of ‘free money’
- Get this info to the right person
- Include in all quotes
 - Make them say ‘no’
- Understand the relationship of rates, term and down payment
- No prepayment, always remind
- Understand how to use rate factor
- 48 mo @ 0%
 - \$50k equals \$1,041 per month, which is \$52 per day
- 84 mo @ 3.49%
 - \$50k equals \$672 per month, which is \$34 per day

| April 2025 | | | | | | | |
|------------|-------|--------|--------|-------|-------|-------|-------|
| Term | 12 | 24 | 36 | 48 | 60 | 72 | 84 |
| 10% | 0.00% | 0.99% | 1.99% | 2.99% | 3.49% | | |
| 20% | 0.00% | 0.00% | 0.99% | 1.49% | 2.99% | 3.99% | 4.49% |
| 25% | 0.00% | 0.00% | 0.00% | 0.99% | 1.99% | 3.49% | 3.99% |
| 30% | 0.00% | 0.00% | 0.00% | 0.00% | 1.49% | 2.99% | 3.49% |
| 20% - 90D | 0 | 0.0049 | 0.0099 | 2.49% | 3.99% | 4.49% | 4.99% |

Payment Factors (Rounded Up to the nearest \$ 1.00 per \$100,000.00 financed)

| | | | | | | | |
|-----------|---------|---------|---------|---------|---------|---------|---------|
| 10% | 0.08333 | 0.04210 | 0.02864 | 0.02214 | 0.01819 | | |
| 20% | 0.08333 | 0.04167 | 0.02821 | 0.02148 | 0.01797 | 0.01565 | 0.01390 |
| 25% | 0.08333 | 0.04167 | 0.02778 | 0.02126 | 0.01753 | 0.01542 | 0.01367 |
| 30% | 0.08333 | 0.04167 | 0.02778 | 0.02083 | 0.01731 | 0.01520 | 0.01344 |
| 20% - 90D | 0.08333 | 0.04191 | 0.02825 | 0.02201 | 0.01854 | 0.01599 | 0.01425 |

More Than



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