









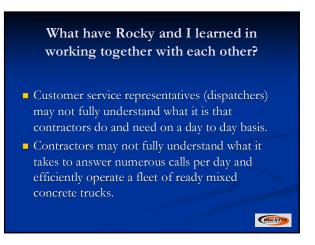








Our point The only way to accomplish this goal is to talk to the other person. If you are a producer talk to your contractors – if you are a contractor talk to your producers. If you are a supplier talk to your customer. If you are an association employee talk to you member. Sounds simple lets get started







The shortest distance between two points is:

CLARITY

Ready mixed concrete producer

We are in the trucking business

We realize profit when our fleet is being utilized

A crazy business - \$850 payload in a \$215,000 vehicle with a 90 minute life period

Concrete contractor We sell service Installed product Problem solving We realize profit when we estimate, bid, and execute properly A crazy business – sometimes 30 minutes can make the difference whether we get that job placed that day or not

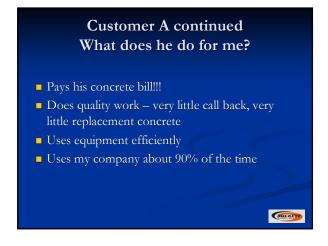
Wait a minute I don't care about service and installation I care about
Are you ready when my truck arrives on the job?
Did you place the concrete at the slump you ordered?
Did you measure and have the right amount of material ordered?
Did you get the truck unloaded and get the driver on his way?
Can we get into the site?
Do we have a wash out area?









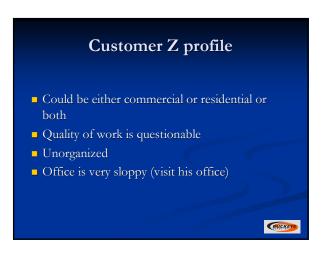


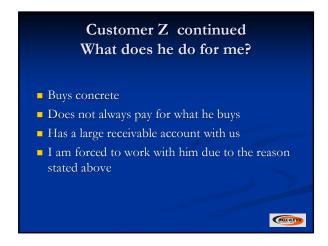


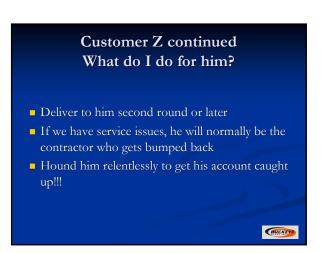








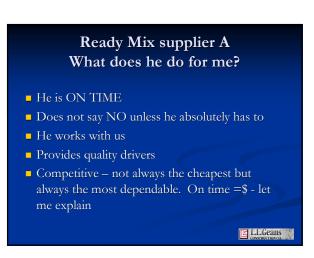








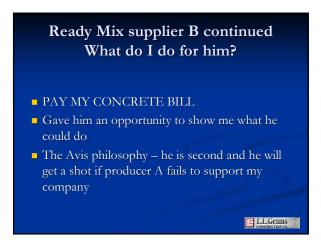








Ready Mix supplier B What does he do for me? He backs up supplier A Charges me list price I don't know a lot about them Service is lacking Won my P.O. for a job, but failed to live up to expectation He is not happy with being in second place















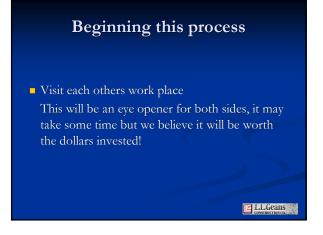




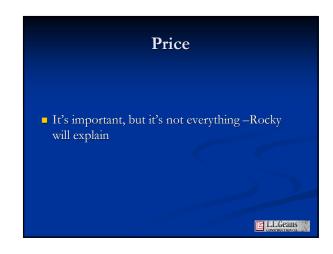




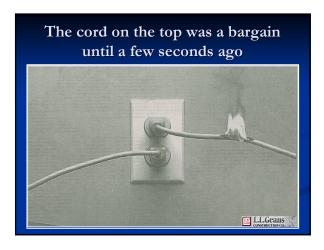


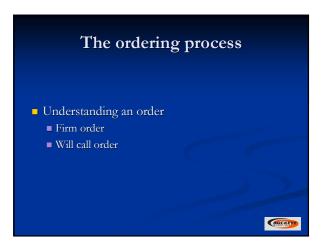


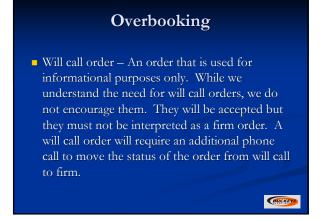












• Firm Order – An order that is to be delivered at a specific time. Cancellation must be confirmed 90 minutes prior to the scheduled delivery time. Orders requiring delivery outside the regular business hours should be discussed with the customer service manager.



