

Proposed Questions for Heavy Equipment Seller Prospect Surveys

I imagine these questions would be adjusted based on the specific vertical we're targeting, but here's some initial thoughts. They're roughly in order in terms of priority.

I don't think we could ask all of these at once, of course. Maybe multiple small surveys, plus a few customer interviews. Still, I think each of these would give us incredibly valuable insight – both internally, and to garner attention from the media & influencers.

- Do you know what percentage of your current fleet/of heavy equipment is idle or otherwise stored as “surplus”? [If yes] Please estimate the range of your currently owned equipment that's idle or surplus:
 - 0% - 5%
 - 6-10%
 - 11-15%
 - 16-20%
 - 21% or more
- What is your biggest problem for your surplus heavy equipment? [Answer box]
- Please order your biggest concerns about your current heavy equipment surplus, from greatest concern to least concern: [will be presented in random order]
 - Fees (including storage, insurance, and taxes)
 - Wasted space
 - Short removal timelines
 - Wasted time in surplus management
 - Recovering the most money in used equipment sales
 - Unsure of how much surplus exists, and in what condition
 - Current market value of surplus
- Who do you consider to be a top expert in your field, if anyone? [Answer box]
- How do you learn about new strategies, approaches, and industry trends for your job? [Answer box]

- What is your favorite conference or association meeting in your industry, if any? [Answer box – or radio button responses from a list of known conferences?]
- How long do you spend managing, selling, and/or buying surplus heavy equipment every day?
 - Practically all of my time – it's my primary job responsibility
 - Most of my time
 - Some of my time
 - Almost none of my time – it's a low priority for me
- How often do you purchase used vehicles/heavy equipment for your fleet?
 - Every week
 - Once a month
 - Once or twice a quarter
 - Once or twice a year
- How often do you sell your used vehicles/heavy equipment for your fleet?
 - Every week
 - Once a month
 - Once or twice a quarter
 - Once or twice a year
- What appeals to you about live auctions for used heavy equipment as a seller? A buyer? [Answer box]
- What appeals to you about online auctions for used heavy equipment as a seller? A buyer? [Answer box]