INDUSTRIAL SALES PROCESS GUIDE

Rhino Pumps | RhinoStak Pump Systems

Mining | Manufacturing | Food & Beverage | Energy | Agriculture

SECTION 1: INDUSTRY & CUSTOMER OVERVIEW

1.1 The Industrial Market

Rhino Pumps serves industrial customers across the Mountain West — Utah, Idaho, Nevada, Washington, and Arizona — in sectors including mining, manufacturing, food and beverage, energy/geothermal, and agriculture. Industrial pump applications demand durability, precision, and minimal downtime. These customers move everything from clean process water to abrasive ore slurry, corrosive chemicals, food-grade liquids, and high-temperature geothermal fluids. The right pump, properly applied, is the difference between a productive facility and a costly shutdown.

1.2 Industrial Customer Profile

Industrial customers vary widely by sector, but share a common demand for reliability, fast support, and expert application knowledge:

Customer Type	Plant engineers, maintenance managers, operations directors, procurement officers
Verticals Served	Mining, manufacturing, food & beverage, energy/geothermal, agriculture
Buying Motivation	Uptime, reliability, total cost of ownership, fast lead times, local support
Project Types	New system design, aging equipment replacement, capacity expansion, emergency repair
Procurement Method	Purchase order (direct), contractor supply, bid specification, or emergency sole source
Territory	Utah, Idaho, Nevada, Washington, Arizona — Mountain West Region

SECTION 2: INDUSTRIAL SALES PROCESS

2.1 How Industrial Customers Buy

Unlike municipal customers who follow formal bid processes, most industrial customers buy relationship-first and value speed and expertise above all else. There are three common paths:

Path A — Direct / Relationship Sale

- Plant engineer or maintenance manager contacts us directly for a replacement or new application
- Decision made quickly — often within days — based on trust, availability, and price
- This is our most common industrial path; consistent follow-up and local presence win here
- Strategy: become their first call by being responsive, stocked, and technically sharp

Path B — Specification / Engineer-Driven

- A process engineer or EPC (engineering, procurement, construction) firm specifies equipment for a capital project
- Getting spec'd in before the project is awarded locks out competition
- Engage consulting engineers and plant engineers early — before they write the spec
- Once spec'd, competitors must prove equivalency — a high bar if we have written in specific performance criteria

Path C — Emergency / Breakdown

- Equipment fails unexpectedly; the customer needs a pump NOW
- Price sensitivity drops significantly — availability and speed become the only factors
- Local stock and rapid response win this business; be the vendor they call first
- Every emergency handled well creates a long-term customer relationship

SECTION 3: PROBLEMS WE SOLVE

3.1 Key Industrial Pain Points

Industrial customers across all verticals share a common set of problems. Lead with these in every sales conversation:

Customer Problem	How Rhino Pumps Solves It
Unplanned downtime from pump failure	Local stock + rapid response + full repair shop = fastest return to operation in the region
Wrong pump selected for the application	Our engineers size and select based on actual system data — no guesswork, no callbacks
High energy costs from oversized or inefficient pumps	VFD/VSD integration and proper hydraulic selection dramatically reduce kWh per unit of flow

Abrasion and wear in slurry / mining applications	Hardened wet-end materials, replaceable liners, and correct pump selection extend wear life and reduce cost per ton
Chemical compatibility failures	We specify materials of construction (SS, alloy, rubber lining, mag drive) matched to your exact fluid chemistry
Long lead times from national distributors	Rhino Pumps maintains regional stock and fabricates RhinoStak packages in-house — faster than anyone in the Mountain West
No local service capability	Certified field technicians and a full in-house machine and fabrication shop — we repair, rebuild, and support locally
Fragmented vendors for pump, controls, and electrical	RhinoStak is a complete pre-wired, pre-tested, UL-certified packaged system — one vendor, one call

SECTION 4: RHINOSTAK — APPLICABILITY & IMPROVEMENT OPPORTUNITIES

4.1 Is RhinoStak Applicable? (Y/N Evaluation)

RhinoStak is Rhino Pumps' signature packaged pump system — engineered, fabricated, wired, and tested as a complete unit. Use this table to qualify RhinoStak for any industrial opportunity:

Pressure boosting needed on process water or effluent?	Y — RhinoStak multistage inline is the primary recommendation
Multiple pressure zones or varying demand in facility?	Y — Modular stages + VSD match output to real-time system demand
Limited floor space in mechanical or pump room?	Y — Vertical inline footprint far smaller than horizontal alternatives
Raw sewage, heavy slurry, or high-solids application?	N — Use submersible, slurry, or chopper pump; RhinoStak is for clean to lightly contaminated fluid
High-viscosity product transfer (food, chemical)?	N — Use rotary lobe, gear pump, or progressive cavity for viscous media
Irrigation supply from deep well?	N — Vertical turbine pump is designed for this; RhinoStak can boost downstream
Cooling tower or boiler feed boosting?	Y — RhinoStak handles elevated temperatures and consistent high-duty demand
Client needs a complete packaged system (pump + controls)?	Y — RhinoStak ships as a fully engineered, pre-wired, pre-tested skid

4.2 How RhinoStak Improves Industrial Pump Systems

When RhinoStak is a fit, use these talking points to differentiate from a standard pump purchase:

- Single-Source Simplicity: One vendor handles design, fabrication, controls wiring, programming, and testing — eliminates the coordination mess of using separate pump, electrical, and controls contractors
- Pre-Tested Before Delivery: Every RhinoStak system is run and tested in our facility before it ships — zero startup surprises on the job site
- Kontrols Included: UL-certified smart drives and panels are integrated from the start; energy savings, remote monitoring, and pump protection built in
- Pressure Scalability: Modular multistage design lets us add stages as your process demand grows — protects the client's investment
- Compact Footprint: Vertical inline configuration takes a fraction of the floor space of traditional horizontal skids — critical in tight mechanical rooms
- Faster Lead Times: Because we design and build in-house, RhinoStak packages ship faster than traditionally sourced systems
- VFD-Ready by Default: Every system is variable frequency drive compatible — match output to real demand and cut energy costs immediately

SECTION 5: PRODUCT LINE — INDUSTRIAL APPLICATIONS BY VERTICAL

5.1 Application-Based Product Selection

Use this table to match the customer's industry, process, and problem to the correct Rhino Pumps product line — and the right competitive position:

Vertical	Application / Process	Problem to Solve	Pump to Use	Why Our Product Wins
Manufacturing	Process water supply & circulation	Consistent pressure and flow to production lines	End-Suction Centrifugal / RhinoStak Inline Booster	VSD-compatible; scalable stages match changing production demand; local parts stock minimizes downtime
Manufacturing	Cooling tower circulation	High-volume recirculation at low head without cavitation	Horizontal Split-Case Centrifugal	Wide efficiency range; field-serviceable; proven reliability in continuous-duty applications
Manufacturing	Chemical transfer & dosing	Accurate, leak-free handling of corrosive process chemicals	Mag Drive Centrifugal / Diaphragm Metering Pump	Seal-less mag drive eliminates leak risk; diaphragm pump delivers precise dosing at low flows
Manufacturing	Wastewater / effluent transfer	Removing process wastewater with suspended solids	Self-Priming Centrifugal / Submersible	Self-priming handles dry starts; robust impeller options for light solids-bearing effluent
Food & Beverage	Product transfer (liquids, slurries)	Gentle handling of shear-sensitive food	Rotary Lobe Pump	FDA-compliant materials; CIP/SIP compatible;

		products without contamination		smooth, pulsation-free flow protects product integrity
Food & Beverage	CIP (Clean-in-Place) circulation	High-velocity chemical cleaning flow through process lines	ANSI Centrifugal (SS)	Stainless steel wetted parts; meets 3-A sanitary standards; easy disassembly for inspection
Food & Beverage	Boiler feed / hot water supply	Reliable high-temperature water supply to boilers and heat exchangers	RhinoStak Multistage Inline Booster	Handles elevated temperatures; modular stages meet varying boiler demand; compact footprint
Food & Beverage	Wastewater / FOG handling	Pumping fats, oils, greases and food waste from drains	Self-Priming Trash Pump / Chopper Pump	Handles FOG and solids without clogging; easy clean-out; corrosion-resistant construction
Mining	Mine dewatering	Removing large volumes of groundwater from active mine workings	Vertical Turbine / Submersible Slurry Pump	High head capability; abrasion-resistant impellers; designed for continuous duty in hostile environments
Mining	Slurry / mineral processing transfer	Moving abrasive ore slurry through processing circuits	Centrifugal Slurry Pump (Metso:Outotec / Goulds)	Hardened wet-end materials; replaceable liners; low cost per ton of material moved
Mining	Tailings disposal	Transferring fine abrasive tailings over long distances at high pressure	Heavy-Duty Horizontal Slurry Pump	High chrome impellers and liners; designed for maximum wear life in high-solid applications
Mining	Process water supply	Delivering clean or recycled water to mill and processing operations	Vertical Turbine / Horizontal Split-Case	High efficiency at large flows; proven in 24/7 duty; low NPSHr for sump-fed installations
Energy / Geothermal	Geothermal brine circulation	Pumping high-temperature, corrosive geothermal fluid from well to surface	Vertical Turbine (high-temp rated)	Engineered for elevated temperature and corrosive media; Rhino Pumps supports Utah FORGE project
Energy / Geothermal	Cooling water supply	High-volume supply to condensers and heat rejection equipment	Horizontal Split-Case / Vertical Turbine	Large flow ranges; high efficiency at design point; low lifecycle cost
Energy / Geothermal	Chemical injection	Precise injection of scale inhibitors and corrosion control chemicals	Diaphragm / Gear Metering Pump	Accurate at low flow; compatible with aggressive chemistries; leak-free construction
Agriculture	Irrigation supply & boosting	Delivering consistent pressure across large irrigation systems	Vertical Turbine (well pump) / RhinoStak Booster	VT pulls from deep wells; RhinoStak adds pressure for drip/sprinkler system requirements
Agriculture	Chemical / fertilizer injection	Accurate metering of nutrients and pesticides into irrigation streams	Diaphragm Metering Pump	Corrosion-resistant materials; precise turndown; low maintenance for seasonal operation
Agriculture	Water transfer / flood irrigation	Moving large volumes at low head across flat terrain	Self-Priming Centrifugal / Trash Pump	Handles debris and vegetation; self-priming eliminates foot valves; portable diesel options available

SECTION 6: COMPETITIVE POSITIONING

6.1 Why Rhino Pumps Wins Industrial Business

Industrial customers have options. When a customer compares us to a national distributor, online seller, or direct manufacturer rep, use these differentiators:

Differentiator	What to Say
Lead Time & Local Stock	We stock pumps and critical wear parts locally across UT, ID, NV, WA, and AZ. Industrial operations cannot wait weeks for a replacement pump.
Application Engineering	We size and select the right pump for your specific process — flow, head, fluid, temperature, and materials. No guesswork.
RhinoStak Packaged Systems	One vendor. One point of contact. Complete engineered skid — CAD designed, fabricated, wired, and tested in-house before delivery.
Kontrols (Smart Controls & VFDs)	Our UL-certified pump controllers and VFDs cut energy use, optimize performance, and extend equipment life. Built in-house, not outsourced.
Full-Service Repair Shop	In-house machining, fabrication, sandblasting, coating, and balancing in our Utah facility. We rebuild — not just replace.
On-Site Field Service	Certified technicians handle installation, vibration analysis, laser alignment, flow testing, and preventive maintenance at your facility.
Total Cost of Ownership	We provide lifecycle cost analysis — energy, maintenance, downtime risk — not just the purchase price. Our products pay for themselves.
Manufacturer Relationships	Preferred distributor for Goulds, Metso:Outotec, Cornell, Wilo, Ebara, KSB, Armstrong, BJM, and more. Best products, best pricing.

SECTION 7: QUICK REFERENCE — SALES CALL CHECKLIST

7.1 Before the Sales Call

- Research the facility type and primary process — know their vertical before you walk in
- Identify the decision maker: plant engineer for technical sales, maintenance manager for service/repair, purchasing for reorders
- Know what pump types their facility commonly uses and where their pain points likely are
- Check if they've purchased from us before — reference past jobs and relationships
- Bring relevant case studies from the same vertical if available

7.2 During the Sales Call

- Ask about their biggest pump headaches before presenting any product — listen first
- Identify the application and process fluid (clean water, slurry, chemical, food-grade, high-temp)
- Run the RhinoStak Y/N qualification from Section 4 — is there a packaged system opportunity?
- Match the application to the correct pump type using Section 5
- Lead with reliability, local stock, and service capability — not just price
- Discuss total cost of ownership: energy, downtime risk, maintenance, and repair costs over time
- If they mention a competitor: use the differentiators in Section 6 — be specific, not generic

7.3 After the Sales Call

- Follow up with a written pump recommendation or system proposal within 48 hours
- Include performance curves, materials of construction, and lead time in your proposal
- If a packaged system opportunity: get their flow, head, fluid, and space requirements and initiate a RhinoStak design
- Offer a free system audit or pump efficiency review to create urgency and demonstrate expertise
- Schedule the next touch before you leave — lunch meeting, site visit, or product demo