



How to Sell Rain Bird Rotors

- What are Rain Bird rotors?** Rain Bird Golf rotors consist of Rain Bird® 552 (full circle/part circle in one), Rain Bird® 702 (full circle), Rain Bird® 752 (full circle/part circle in one), EAGLE® 900 (full circle), and EAGLE® 950 (part circle) product lines. Rain Bird® 552 rotors are used in block systems, ideal for tees and greens with a range of 33 - 55' (10.1m-16.8m). Rain Bird® 702 rotors are ideal for 59 - 77' (18m-23.5m) spacing and multi-row systems needing more precision watering. Rain Bird® 752 rotors are ideal for 19 - 84' (5.8m-25.6m) spacing and multi-row systems needing more precision watering. EAGLE® 900 and 950 rotors are ideal for 63-97' (19.2m-29.6m) spacing and single row or large double row systems.
- Who is the Target Market?** Rain Bird rotors are the perfect choice for any golf course or sports field irrigation system. Customers include superintendents, specifiers, architects, consultants, contractors, city agencies, greens committees, and management companies.
- Who is the Competition?** The competition is primarily Toro. Hunter and Perrot, which is mainly in Europe and acquired by Toro, also sell Golf rotors.
- Why should customers buy Rain Bird rotors?** Rain Bird rotors lead the industry with many exclusive features and patents. With 80 years of experience in The Intelligent Use of Water™ Rain Bird builds innovation into every rotor with the use of industry leading high-efficiency nozzles and surge-resistant solenoids. Rain Bird rotors are built for long-term durability capable of performing reliably for decades. Rain Bird's commitment to quality, innovation and service make Rain Bird rotors the best choice in the industry.
- What is the suggested selling format?** Use a cutaway rotor and walk prospective buyers through the major features and benefits – this is especially effective for superintendents and contractors. For greens committees and owner groups, a presentation may prove equally as effective. For agronomists, consultants, and management companies, stress distribution uniformity.

What are the Selling Points?

1. **Outstanding quality and consistent reliability:** (a) Compact and durable case made from chemical-resistant, glass filled polypropylene that is 30% stronger, hence more impact resistant than ABS (used by competitors). Case features include contoured flange, closed pressure regulation assembly, reinforced ribbed body, captured hydraulic tubing to prevent damage, and reinforced high pressure side elbow; (b) Superior debris-resistance and self-flushing action allowing installation even around bunkers and other harsh environments; (c) Proven innovative features include the closed case design, flush seal, water lubricated gear drive, top-serviceable rock screen with integrated valve seat, self-adjusting stator, porting water back to the case instead of atmosphere
2. **Superior water distribution uniformity in all head-to-head spacing designs:** The most efficient water distribution of any golf rotor provides even coverage, resulting in improved turf quality and water savings. With large droplets that cut through harsh winds and consistent pressure regulation, high efficiency nozzles deliver even distribution that a course needs to guarantee a healthy turf. Rain Bird rotors provide the largest sweet spot among golf rotors offering excellent performance even if there is variation in spacing due to terrain or obstacles.
3. **Top serviceability since 1992:** (a) Rain Bird rotors are the easiest to access with patented top serviceable parts such as the Top-Serviceable Rock Screen™ and replaceable Valve Seat, Valve Assembly, Internal Assembly, Nozzles, Pressure Regulation System, and Selector Assembly; (b) Pressure regulation and arc adjustments can be made from the top using only a screwdriver.
4. **Timeless Compatibility™:** Latest Rain Bird® 552/702/752 and EAGLE® 900/950 parts are backwards compatible with every EAGLE® rotor manufactured since 1992.
5. **Five-Year Trade Warranty:** Limited trade warranty covers rotors for three years. In addition, rotors sold and installed with a Rain Bird swing joint will be warranted for five years.

What are the Features/Benefits?

	Feature	Benefit
<i>Exclusive Features:</i>	Patented Top-Adjustable Pressure Regulation	Highly reliable – each rotor is digitally calibrated at the factory. Adjustments in the field can be made with only a screwdriver. Pressure regulation can be serviced from the top.
	GBS25 Solenoid	With unmatched 25kV surge protection and built-in filtration for a second level of protection from debris, GBS25 eliminates common maintenance tasks that plague competing rotors.
	Rapid-Adjust Technology Featuring Memory Arc®	One of the most differentiating features in a 552/752 rotor: offers easy, top-adjustable rotation settings that retain the memory of part circle setting when shifting between full and part circle mode.
	Closed-case design with self-flushing action	Extends rotor life by eliminating stuck up condition and protecting the internal from debris and outside elements. Self-flushing acts as a "water bearing" to prevent wear. Can be installed around bunkers!
	Top-Serviceable Valve Seal	Valve seals are durable and rarely needs to be replaced; however, you can quickly replace valve seals that may be damaged by debris without digging up the rotor.
	Patented Top-Serviceable Rock Screen™ with New Integrated Valve Seat Design	Ability to remove the rock screen from the top makes it easy to flush the line of large debris and eliminates the need to dig up the rotor or replace the case. A new valve seat with a tapered design creates a smaller seating surface to increase the seal pressure and reduce the areas for debris to get trapped, preventing stuck on rotors. Debris pockets capture particles and hold it until the next time the rotor is turned on. Valve seats are made of highly durable material and rarely need to be replaced. If valve seal is damaged by debris, it can be easily replaced.
	Integrated Control Module (ICM)	With the IC System™, integrated control technology is built into the rotor for direct control, and fast, powerful diagnostics right from the central.
	Water vents back into Case	Water is captured from PRS and ported back into case. Competing rotors vent to atmosphere creating wet spots around the rotor.
	Self-Adjusting Stator	The self-adjusting stator automatically modifies flow to control rotation speed and optimize performance. This unique innovation eliminates nozzle – stator mismatch related problems in the field.
	<i>Important Features:</i>	High Uniformity Nozzles tested by CIT
Snap Rings for Safety		A dual snap ring design holds the valve in place; removing the first snap ring will not eject the valve prematurely when under pressure.
Protected Pressure Tubes		Hydraulic tubes are protected within ribs reducing the chance of accidental damage.
Impact Resistant and Compact Case Design with Rounded Perimeter		Enhanced durability and chemical resistance; made of glass filled polypropylene adds 30% more tensile strength than ABS.
Surface Mounted On-Off-Auto Selector		Easy access for manual watering. Industry leading design that goes through Off from Auto or On.
Water Lubricated Gear Drive		Tougher, reduced friction gears made of powdered metal and stronger plastic material ensure longer life. Environmentally friendly design that does not require oil lubrication – no chance of oil leaks contaminating

***Important
Sales
Points:***

	soil or ground water.
Widest Range of Throw in a Single Golf Rotor	Rain Bird 752 series rotors have a throw range from 19' – 84' providing a single rotor solution for every area of the course, simplifying maintenance and minimizing parts.
Service Reputation of (your distributor) and Rain Bird are the best	Highlight your Service personnel and policies. Provide a story where your service is superior to the competition.
Rain Bird Golf Rotors are custom ordered to your specification right away	Rain Bird builds and ships your custom made rotors right away. Rain Bird's quick turnaround ensures that (your distributor) will quickly supply the parts you need.

How will the Competitors sell against our rotors?*

Toro Claim	Our Response
<p>Infinity rotors have Smart Access® providing top accessibility to all the components</p>	<p>Toro tends to talk about ease of service because customers are used to replacing Toro's pilot assemblies, motors and other parts. Why else would Toro sell internal motors in packs of 10? Highlight one or more of the points below based on the claims being made:</p> <p>a) It is very difficult to remove the solenoid without taking out the pilot assembly, the decoder and the solenoid all at the same time. Also it is so tight in the case that if either the decoder or solenoid becomes defective, you have to replace both even if the other part is still functional.</p> <p>b) There is also not enough room to put another wire splice in the case. That is why Toro sells a decoder and solenoid in one replacement part that is two pieces wired together from the factory.</p> <p>c) The compartment inside the case can also fill up with debris that can cause service problems and they can become a habitat for insects.</p> <p>d) Rain Bird was the first company to introduce a top serviceable rotor in 1992. Hunter followed suit with a top serviceable rotor and Toro was the last. Wouldn't you rather buy a rotor that doesn't need to be serviced instead of one that "claims" to be easy to fix?</p>
<p>Rain Bird rotors are old</p>	<p>Emphasize Rain Bird's decades of innovation and industry firsts: Valve-In-Head rotor, True closed case design, Wireless rotor, Top serviceability, IC technology, 25kV surge protection on GBS25 and other features listed above. Although external design or product name does not change frequently, Rain Bird continues to enhance the rotors making numerous improvements to internal design, the manufacturing process and the components, making the rotors more robust to ensure long-term durability and reliable performance.</p>
<p>Industry's largest nozzle selection with dual Trajectory and 24-position TruJectory™</p>	<p>Rain Bird 752 rotor has the largest nozzle selection in the industry with radius from 19 - 84' (5.8m-25.6m). Rain Bird rotors have the best distribution uniformity. Having a lot of nozzles does not mean much without high uniformity. Rain Bird offers a wide variety of nozzle options to fit any range, as well as low angle nozzle housing and wind tolerant nozzle options.</p>
<p>Rain Bird rotors have high dwell time at arc ends</p>	<p>When the 751 came out in 2010 there was an additional 3 seconds of dwell time but that was fixed in 2011.</p>
<p>Our replacement motors are cheaper than the price of an internal from Rain Bird</p>	<p>Do you want to have cheap, replaceable motors that have to be constantly changed or the most rugged gear-drives on the market? Rain Bird rotors have compound cluster gears (fewer gears that are oversized to last) rather than a planetary gear drive. They are made of high performance powdered metal and stronger plastic material that last longer than the competition.</p>

**Use pivoting technique. Briefly point out the fallacies in what competitors pitch and pivot to Rain Bird selling points. Do not give into Toro's claims of false superiority or even parity.*

Use References to assist in the sale

- Local user and Golf course list
- 7 of the top 12 courses are Rain Bird customers in the 2021-22 Top 10 list of US golf courses as ranked by Golf Digest:
 1. Pine Valley Golf Club
 3. Cypress Point Club
 4. Shinnecock Hills Golf Club
 6. Merion Golf Club (East)
 7. National Golf Links of America
 8. Pebble Beach Golf Links
 12. Winged Foot Golf Club (West)
- Testimonials from Specifiers, Architects, Consultants, Contractors, City Agencies, Greens Committees, and Management Committees
- Recent ads
- Demo or sample product
- Hands on use – let the Superintendent try a few rotors with a set of tools

Rain Bird Rotors – Top 10 Strengths

1. Outstanding Quality, Reliability and Performance
2. Superior Distribution uniformity
3. Timeless compatibility™ back to 1992
4. Surge resistant solenoids
5. Top serviceability
6. Superior design (*Closed and compact case with reinforced ribbed body, Protected pressure tubes, Single snap ring access to internal assembly, Flush seal, Diaphragm valve, Tough/reduced friction gears, Dual snap rings, Top serviceable rock screen with integrated valve seat, Keyed nozzles, Auto/Off/On settings in Selector assembly, Top serviceable PRS, self-adjusting stator*)
7. Turn-of-a-screw arc adjustment including Memory Arc® feature in 552/752 rotors
8. Strong debris resistance
9. Ability to handle high pressures during winterization
10. Lower cost of ownership: the best maintenance is no maintenance

Toro Rotors – Top 10 Weaknesses

1. Frequent servicing
2. Inferior distribution uniformity
3. No backward compatibility
4. Lower surge resistance in solenoids
5. Wet spots around the rotor due to runoff from porting to atmosphere
6. Inferior design (Open case, Wiper seal, Piston valve, Flimsy paint can – Infinity, valve seat)
7. Time consuming arc adjustment
8. Poor grit tolerance
9. Inability to handle high pressures during winterization
10. Higher cost of ownership