

Key Sales Concepts

1. Volume vs. Mass (The Core Education Piece)

Customers measure:

- Truck scales (in/out weights)
- Belt scales (production output)
- Loader bucket scales
- Sometimes multiple checkpoints per load

These all measure **mass**.

We measure:

- **Volume**

To convert volume to mass, they must apply a **density factor**, which is:

- Material-specific
- Moisture-dependent
- Compaction-dependent
- Variable throughout the pile

Example principle:

- 1 cubic yard = 27 cubic feet
- If material is 95 lbs/cu ft → 2,565 lbs per cubic yard
- $\div 2,000 = 1.2825$ tons per cubic yard (density factor)

Density is never constant:

- Wet sand $\neq$ dry sand
- Top of pile $\neq$ bottom of pile
- Bottom-feed conveyors change density continuously

This is why discrepancies occur.

2. The Moisture Problem (Hidden Differentiator)

At sand plants:

- Belt scales measure wet material
- Water drains after stacking
- Drone measures post-drainage volume

So when customers say:

“Your numbers don’t match ours.”

The real issue is often:

- They measured water.
- We measured material.

Sales Angle:

Volume rarely changes month-to-month.

Moisture constantly changes.

We can show consistent $\pm 1\%$ volumetric tracking over time. That’s reliability.

Revision #2

Created 2026-02-23 22:16:19 UTC by Admin

Updated 2026-02-23 22:16:43 UTC by Admin