Daubert Chemical | OEM Group

Financial Justification: Session 4 Follow-Up

Three more questions for each value.

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How to use these

The set you both built is the most thorough I have seen anyone create! It is automotive-specific and well-organized. The psychological section is excellent. The questions below are additional questions, not replacements.

They lean toward pulling actual numbers out of the conversation. That was the gap you both named, and that you do not yet have the dollar figures from customers or competitors. These questions are designed to draw out those numbers, so a good conversation becomes a financial justification you can eventually put in a spreadsheet or perhaps, just on paper.

Two reminders carry through all of them. First, after almost every answer, ask the magic follow-up: what is that worth to you, and what is it worth to your organization? How would it impact you if… Second, you have to earn the right to ask, so let the relationship and the customer's own talking open the door rather than firing questions at them.

Three more questions for each value

Functional value

Your set already covers current performance, the non-negotiable spec requirements, supplier-caused shutdowns, evaluation, next steps, and the problems they have learned to work around. These three push functional performance toward something measurable.

1. How long does the current product last in service before it has to be reapplied or replaced, or before a part it protects, a bearing, a coupler, a panel, starts to fail? What would a longer service life be worth to you?

   Turns durability into a number. This is Keri's bearing-life point on the Litens Automotive Group grease, and the same question carries the corrosion-protection story on cavity wax.

2. When the current product underperforms, where does it show up downstream: scrap, a warranty claim, a line stoppage, or a complaint from your own customer?

   Walks a functional weakness to a measurable consequence, which is where the dollars live. Follow with how often it happens and what each event costs.

3. How consistent is the product lot to lot, and what happens on your line when a lot comes in off-spec?

   Consistency is a quiet differentiator for automotive. An off-spec lot carries real cost in holds, rejects, and re-tests; get them to put a number on it.

Monetary value

Your set already covers the cost of ownership beyond price, application waste, the “if the price were equal" question, the impact of quality and downtime and disruption, and how inventory, lead time, and freight affect cost. These three target the specific figures that populate the spreadsheet.

1. What does a single failure or changeover on this item actually cost you today, counting the part, the labor to replace it, and the downtime around it?

   This is the line that builds the Litens grease case. One failure cycle, fully loaded, multiplied by how often it happens, is the number that beats a three-cent price gap.

2. When you look at price per pound or per gallon, how does that translate to cost per part produced, once yield, waste, and reapplication are counted?

   The 100% solids reframe. Honda's Knox Rust conversion is the proof: paying for material that evaporates up the stack versus material that nearly all ends up on the part. Price per pound hides this; cost per part shows it.

3. Over a three-year agreement, what would even a small reduction in the total cost of this item free up for you, and where would you put that money?

   Sets the life-cycle horizon and ends on the reinvestment question. Gets them imagining the upside instead of defending the status quo.

Social value

Your set already covers sustainability priorities, recalls and brand events, US-based sourcing, supplier reputation and expertise, and the corporate goals that shape supplier choices. These three connect those themes to things Daubert can actually claim.

1. Are there chemistries you are under pressure to remove, solvents and VOCs, or a raw material that has been flagged for health or regulatory reasons, and what would getting ahead of that be worth?

   Two real Daubert angles at once. The solvent-to-100%-solids conversion pulls VOCs out of the plant, and Daubert has already reformulated away from a raw material later identified as a carcinogen. Many incumbents have not.

2. How much does it cost you when a key supplier is hard to reach or sits across a large time-zone gap, and how do you weigh responsiveness and local presence when you source?

   Reframes the exact pain Keri is living with on the Sweden side into a sourcing criterion. Daubert's domestic footprint, made in USA with no tariffs, is the answer to it.

3. Do your own customers' or your OEM's domestic-content or sustainability commitments flow down to the materials you choose, and how do you document that compliance today?

   Reveals requirements that are not theirs originally, but that they inherit. Made in the USA and no tariffs can become a documented advantage rather than a talking point.

Psychological value

Your set is already strong here: concerns about the current supplier, the hesitation that comes with change, what they would need to justify it internally, technical access, lead times and minimums, emergency responsiveness, and what builds confidence in consistent results. These three address the buy-in dynamic and the distributor structure in front of you now.

1. Besides yourself, who must sign off on a change like this, and what would each of them, engineering, quality, finance, the plant, need to see to feel safe saying yes?

   Litens already has engineers and finance running tests. Map the buy-in early so the justification you build speaks to each of them, and so your champion can carry it inside without you in the room.

2. If nothing changes and you stay with the current product, what does that decision cost you a year from now, in the failures, the cleanup, and the risk you are already living with?

   The cost of the status quo. This is the question that lets you frame everything you do around what staying put actually costs them.

3. When a supplier reaches you through a distributor or a partner, what would give you confidence that the people who actually make the product stand behind it and will show up when something goes wrong?

   Built for the Two Show and Litens structure. Daubert is the maker behind the distributor; this lets the end user voice their trust concern so you can answer it directly.