

Chris's Corner: Sales & Service

I operate under the name Hefner Food Equipment dba Hobart Sales & Service. Every independently owned sales and service contractor operates under the same doing business as name.

We, as a group, continue to offer our food retailing customers, sales of Hobart, Vulcan, Berkel, Traulsen and other ITW Food Equipment products. We provide service to all types of customers whether restaurants, institutions, industrial, etc.

At one time, even the corporately owned and operated offices in larger cities operated under the exact same business model up until about 20 years ago when sales and service were separated in two unique business operations within the company.

The main idea I want to convey to food retail establishments is the importance of the sales and service model. It is very matter of fact, but the benefits to the customer can be nuanced unless they actually have had the experience of buying off one company and receiving service repairs from another; in which case they will understand what I am passing along.

I service what I sell. You buy from me and if something goes wrong under warranty or after warranty you call me and we take care of it.

My motivation to you in providing service is to give you the best overall experience at the best possible value. What is my motivation? I want to make your service experience so positive it is a major influence in buying equipment.

If service is so good, you are willing to pay a slight premium for a premium piece of equipment to obtain a premium service experience, less down time and a longer equipment life.

My motivation in giving you the best possible purchase value is to get you to buy the machine on its merits if you have never done business with me. So once you experience the machine and the level of service we offer we have a customer for life.

Obviously, we give the best possible service to all of our customers, meaning the customers whom buy through our foodservice division, on all brands of equipment. We hope that by doing so they will be influenced to buy or continue to buy our brands. Our preference towards our brands is not a matter of our capabilities, but it is easier to work on because of the depth and breadth of Hobart's technical publications.

The bottom line is, where situations allow it and I have both a sales & service relationship, it always is a mutually beneficial relationship.