

Chris's Corner: Maybe this will work for you

This month is short and simple because once in a while you will come up with an idea that is so simple you may have ignored its obvious benefit or maybe you were just over thinking as I tend to do.

I have a multiunit grocery customer who is opening a new smaller store. Typically they prefer to purchase good used equipment to help minimize, as much as possible, their huge investment.

We were getting down to the wire and they hadn't been able to source a piece of must have, critical, equipment. I had looked for them and hadn't found a really good value on what they needed, so I quoted them a really good price on new.

They were close to over paying for a piece of used because it still was significantly less than the new unit. I just didn't think it was a good idea to pay too much just to get a used machine. I thought about the situation for a few hours and then I had a novel thought.

I called my customer and told him, you already have a used machine like you need for the new store. He thought I was crazy and asked where? I said at your best and highest volume store. Why don't you take the existing machine from there and take it to the new store and purchase the new machine where you will get a very quick payback and have less down time in a dependable store?

My customer said, why didn't I think of it? I said I have been in this business for over 30 years and such an obvious solution had never occurred to me either.

It is amazing what happens when you let something percolate inside your brain for a while.