

Chris's Corner: Two Out of Three

There is a standing joke in the service industry; you can pick two of three, but not all three:

- You can have it fast.
- You can have it cheap.
- You can have it done right.

It's probably humorous because if you think about it, it's fairly accurate.

Fast and cheap; it may be done right and it won't cost too much, but there are no guarantees if it actually is right, how long it will last and what your recourse will be if it's not right.

Fast and done right; it is going to be a premium but it will be done right.

Cheap and done right; we will get to you when you get to you; we will fit you in and take our time. If it's not right, we will get to you.....eventually, but we will make it right.

That said I don't know where Hefner Food Equipment fits in to the spectrum. I can assure you we aim for prompt response times, first call completion and value for your dollar. We stand behind our work.

I do know that if you invest in your business by spending on training, inventory, vehicles, computers, communications, tools and parts you need to make margin enough to cover this investment.

If you are going to guarantee your work and stand by it, you need to be able to afford to do it. From my perspective in my own personal business dealings, it is often the business that wins on price alone that is unable to stand by their work or products when something falls short

of expectations or quality. It's common sense that has been proven out over time. Most of the time, by all measures, you get what you pay for.

This means a quality business cannot afford to give its products or service away because in the long run, they can't afford to be a quality business.

I am not rationalizing my pricing; I believe my pricing is fair for the immediate and long term value we provide.

My point is that in terms of take home income between a quality, premium service provider and a provider who operates on the lowest price principal, there is not much difference. Both of these two operators enjoy the same lifestyle. The difference between the two is the investment one makes to improve their operations and therefore, the service experience they provide their customers and the other being the lowest priced servicer in the market. Quality costs more, as it should; common sense.

To be perfectly honest, once upon a time, many years ago, my market had a few low-ball, trunk slamming, service competitors. Today most competitors I have are very reputable, professional business people. All have adequate insurance and the proper equipment, etc to do a good job.

There is more than enough business for all of us.

So remember when choosing a food equipment service company, no matter who you choose, you can have two out of three options, but you can't have it fast, cheap andgood! It's always a mix of proportions that add up to 100%.