

Chris's Corner: Making a purchase is the beginning

A long time customer recently made a significant investment in his business by buying a new automatic wrapper.

After it had been delivered and installed I followed up with him and his staff to make sure everything was good with the machine.

He said to me, "it was nice as always doing business with you." I kind of laughed and said, "I feel the same but you do realize that when you make a purchase it is not the end of the process for me. It's the beginning because now it is my intention to make sure your investment is worth it to you. We just renewed our vows if you asked me!"

That is a cheesy remark but it is true. A sale of any machine is not the end of any process it is the beginning of one. Service after the sale is what drives my business.

I want my customers to feel so positive over the life of the machine that at time you need to replace it there is no question who you will do business with.

A sale or a buy isn't as important as the experience of ownership over the life time of the machine. That is why I call purchases investments.