

## Chris's Corner: Free Freight

I had this conversation recently with a potential customer. I was quoting a two door refrigerator and the customer pointed out to me that they had done some research online. They mentioned they could get the same exact unit I was quoting for \$150.00 less with the same free freight I was offering.

On its face it sounded like a no brainer to the customer and they felt I was taking them to be a sucker. I took the time to explain to the customer what the difference between my free freight and the free freight from the online equipment dealership.

My deal and the internet dealer's deal are virtually identical from the time the machine leaves the factory until it is time to unload the unit.

One important point to remember, if you order online, you pay up front. You buy with me; you might get terms or worse case, a down payment with your order and balance on delivery.

You buy the machine online and it shows up at your door. It shows up unannounced. If you want called ahead or to schedule it; that is an extra fee. You need a lift gate to get it on the ground; that is an extra fee.

Once it is on the ground, the machine needs to be moved, unboxed and set in place. Are you capable of doing all that? Did you plan ingress into the building? Will it fit down stairs, through halls and doors? Do you have the correct utilities for the machine?

For a small \$150.00 difference in price, I coordinate the receipt of the machine. I check for hidden freight damage and, if found, I work with the carrier to rectify the situation. I will do all the homework for you.

I will coordinate the delivery to you, at your convenience and will move, unbox, assemble and set in place as part of my transaction with you. We will demonstrate how the machine works and basic operations.

It all comes down to one small truth we've been told all our lives; you get what you pay for. Many times a small difference in price is worth paying.