

Chris's Corner: Sales and Service

I have a unique situation in that in 85% of all sales we make, we are also the authorized service company for the equipment.

The benefit to my customers is that from day one until retirement of the machine we handle all service situations and remedies.

We recently sold a long term customer a new meat saw. We uncharacteristically had some motor issues, replacing three, very expensive, motors under warranty in six months.

Over and above taking care of the issue because obviously it should be taken care of, I had a stake in getting repeat sales business down the road. While some service only companies might, I had to, go to bat for the customer and talk to Hobart about extending the customers warranty to give them peace of mind.

Hobart didn't think twice and immediately gave them unconditionally another six months on top of the year they already had.

First and foremost, they just spent a lot of money on a new machine. Secondly, the world of butchering and meat cutting is a tightly knit community especially in the small confines of my little territory. Had they had a worse experience over and above their bad experience and told their peers about my and Hobart's indifference to their issues, undoubtedly the word would have spread and had the potential to affect sales to other customers.

While in your particular business you may not be able to purchase off a company that services what they sell, it is important to discuss with your selling dealer who will be providing warranty service on what you buy. Do they have a good working relationship with the servicer? Is the servicer competent?

When you make an investment in a piece of equipment, the equipment itself should never be your only consideration. A smart buyer finds out who else they are going to be doing business with for at least the warranty period.

Bad service can make a good machine a bad investment.

