The president's platform

There's nothing like a friendly smile

COLUMN BY LARRY HAGEMEISTER



I received e-mails from rebuilders asking more questions on the whole aspect of marketing and selling in this rebuilding industry. I'm always enthusiastic about sharing anything that has helped our business.

Something I have done since I have been in business is dedicate one day a week to calling on our customers. This has been one of the best things I could ever do. On Tuesdays we make calls taking and filling orders, and the units that were picked up the week before are rebuilt and ready to be returned. These companies are paper mills, logging companies, part stores, steel mills, auto repair shops, trucking companies, farms, etc.

Many of these companies have a very large amount of rolling stock. One paper mill alone has over 75 forklifts to maintain. Many of these forklifts have an average starter life of three to six months because they run on a 24-hour shift. There are also end-loaders, lawn care equipment, golf carts, and service vehicles. By keeping in close contact with these companies we are able to track their inventories. When they get a new piece of equipment that is very important, we supply them with a spare alternator and starter.

Not only do we take care of all their alternator and starter needs, but because of the great service we offer it allows us to supply them with many other things like batteries, cable ends, terminals, strobes, relays, fans, blower motors, back up alarms, horns, lighting, battery testers, custom built cables, fuses, circuit breakers, zip ties, nuts, bolts and miscellaneous hardware. We are an authorized Briggs and Stratton, Tecumseh, Kohler, Honda, Kawasaki dealer, so we also supply all of their small engine needs. We provide lawn and garden equipment catalogs. The employees of these companies even order from us because we are there once a week.

My point to all of this is that an alternator and starter rebuilding business has the potential to be and do so much more than just rebuild. The initiative to offer these kinds of services to your customers has gotten lost over the years. Even with all of the avenues of communication these days, there is still nothing like showing up on a regular basis with a friendly smile ready to do business.

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