

As A Company What Do We Do?

This is a question that I believe is being asked all over the world in business today. If you are a Jan / San supplier, a hotel, restaurant or any business that serves clients, what do you do that entices people to deal with you. Sure there is the quick responses such as service, price and quality but what does this mean? As a company what do we do? What makes us better than a competitor?

We all talk about “quality added value” which simply means you will get your monies worth or does it mean more? Quality added value should mean that you pay the same price as a competitor but get something else other than the product you bought. This is not always visible things that are not necessarily linked to the actual item but more of a philosophy that the company has for all customers and services. Some examples would be free or next day or guaranteed delivery, product guarantees, back order fill rates or low minimum order requirements. If all these things are offered by your competitors are they value added for your company? I don't think that something a customer expects as a standard in your industry is value added.

At SaniWorks Ltd. we feel “value added” refers to a total approach to your business. In today's marketplace regardless of your industry, service is becoming an issue for business owners as pressures keep driving down prices reducing margins and making it more difficult to provide costly services. We believe that our customers understand the advantages of buying products from us. The additional service that is part of our company's commitment to you is an everyday standard.

Our overall approach is different than our competition. It begins with your experience when you call our company. The telephone is answered quickly and pleasantly and you are never transferred to voice mail. A person will help you or you have the option to leave a message. In order for us to solve your problem, take your order or answer any concerns you have we must talk to you. We understand your time is valuable and don't want to waste it.

An example of how we are different presented itself to me today. It is now 4:30 on a Saturday afternoon and as I am sitting in my office reviewing topics for this newsletter two salespeople from our company have been in our offices today picking up and delivering product for customers who, for whatever reason, did not get their orders placed and delivered on Friday. These two customers had a problem and we solved that problem. In order for us to solve this problem we had to be available on a Saturday.

Today those customers are not unhappy that they may or may not pay slightly higher prices for the “value added services” SaniWorks offer. I wonder how many of our competitors would do this for a customer without extra charges providing you could reach them.

All we can be to our customers is advisors and problem solvers who happen to get paid for the product we sell not the additional things we do. Truly our customers are our partners in business. Your successes are our successes and your failures are our failures.

We thank you for the opportunity to be part of your success.