

▶ COMMIT TO BEING DIFFERENT

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In today's global economy, it's getting harder and harder to differentiate yourself from your competition. With one simple click, a multitude of "me too" companies are at the consumer's fingertips. Both manufacturing and distribution are facing the same challenge: "How can I stand out from the internet crowd?" The answer: Commit to being different. How can this be done?

1) Communicate with your customers. Don't assume what their needs are, ask them. Then support those needs with inventoried product. The internet can offer fast delivery but are your customers receiving the product that best fits their needs?

2) Add value to the products you sell. Price-dumping websites are a dime a dozen. Qualified application support is priceless. Support your customers with technical expertise and they will rely on your partnership.

3) Educate your customers on products they haven't seen. Patented solutions are not only unique, they have the potential to represent huge cost savings. At the very least, it demonstrates your commitment to bringing distinctive solutions in the future.

4) You don't have to do business with everyone. The best relationships are built on

common objectives. Work within your expertise and partner with those that support your corporate goals.

At Wendt USA, these four steps are imbedded in our core philosophy. We listen to our customers and develop unique grinding and finishing solutions for specific applications. The Wendt USA team offers distributor training, distributor joint calls, and application cost analysis. Lastly, we work with a select distribution network that shares our core values and commitment for steady growth. That's how Wendt USA commits to being different.



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