



Wiedenmann™

NEWS RELEASE

Wiedenmann UK
Release: Immediate

Date: March 19, 08

Remember after sales service
when it comes to buying an aerator

Chas Ayres, Wiedenmann UK's Area Sales Manager, has been involved with turf and ground care machinery for the last twenty years. In that time he's made hundreds of sales and visited dealers the length and breadth of the country.

"When I'm demonstrating an aerator to a potential client, the first thing I establish is what do they want a new aerator to achieve in terms of depths, speed and tine size. Do they want an all-rounder or something more specific, say for fine turf? Then we discuss the type of ground or club or area they are maintaining and any sort of prevailing conditions – for example exposure to sea air, flooding? What time or playing constraints are imposed and how frequently they maintain their turf. Finally it's down to what tractor they have, and what budget range they are considering.

"Once those basic parameters are known, we can then get down to discussing actual machine types and the product benefits.

"I try to stress to potential customers that when you buy an aerator you have to measure it on its suitability, its efficiency and its price. I urge them also not to overlook another crucial judging criteria – the quality of the after sales care and attention.

"I can't emphasise how important it is to have someone spend quality time handing over your machine and installing it with you. You've just made a big commitment by buying their machine, it's the least they can do. You want someone with specialist knowledge actually by your side. This way you can get the best from your machine.

"Other key considerations are operator training and technical support. There's nothing quite like a new piece of kit to motivate the grounds care team but nothing demoralises them faster than not knowing how to use it. An initial side-by-side induction session will help maximise the machine's efficiency and capability and leave your operators confident and raring to go. You should also be shown what daily maintenance is required. Wiedenmann send one of their team to every installation and offer a support phone line for those questions that come up later. Sometimes all it takes is a quick word and a simple query is resolved."

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“The Terra Spikes I deal with are so technically efficient and robustly built it’s the norm to have a machine still going strong after ten or more years. You need to know that the manufacturer is committed to the range and investing in its continued development, offering spares, servicing and technical support.”

Wiedenmann UK 0141 814 3366 www.wiedenmann.co.uk

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Releases, photographs and logos are **available to download** as high resolution jpgs on the Wiedenmann UK website.

www.wiedenmann.co.uk/media.html

For further media information, please contact:

Val Graham

Tel: 0141 586 6789

val@fairwaysgroup.ltd.uk