



## Ask the Right Questions... Listen to the Answers.

Researchers report the average person makes up to 35,000 decisions each day. Whether we are deciding which cereal to choose for breakfast, or which filling equipment we need for a new line, making good decisions is a crucial skill at every level. Dennis Mulder, our Applications Technical Expert, helps Spee-Dee customers make good decisions.

As a member of the engineering team, Dennis assists customers in specifying the tools and equipment they'll need to maximize efficiencies for their applications. By drawing on more than four decades of manufacturing expertise, he has the broad-base knowledge needed to advise customers on the best method to achieving their packaging expectations. His commitment to total customer satisfaction has encouraged a company-wide mindset that fosters innovative thinking and swift problem solving.

"It's about asking the right questions and listening to the answers," said Dennis. "A few simple questions can help lead a customer to the exact machine they need." He says knowledge is the key that opens the door to solving any customer's problem. Dennis has a knack for helping customers specify their needs with crystal clarity. Through guided query and focused listening, he's able to fully interpret and translate any packaging project. Dennis has built a great level of expectation and trust with his customers; due in large part to Spee-Dee's never-give-up attitude.

In depth, two-way conversation is critical to the success of any new project. Dennis said, "No matter who you're working with, never feel pressured to settle for a filling machine that's less than what you need. If sales people talk more than they listen, you should trust your instincts and run." He said Spee-Dee always listens first, then follows through and goes the extra mile to maximize a customer's line efficiency.

Spee-Dee is built on the foundation that its filling machines can do whatever its customers need them to do; even custom jobs. "We are willing to take the time to ensure our machines do what we promise they'll do; even when it's something that hasn't been done before. We embrace the challenge and customize each machine to do exactly what the client expects."

### Meet Your Spee-Dee Support Team:

Dennis Mulder, Applications Technical Expert

- **Years with Spee-Dee:** 30+
- **Favorite Spee-Dee Moment:** Winning over a bagger company who first opted for lower price competitor. When that machine didn't perform, we stepped in, and now they only buy Spee-Dee.

#### 5 Questions Some Sales People Hate... But We Anticipate!

1. How will this new piece of equipment streamline my process and increase my productivity?
2. What have you done to make this machine safer and cleaner?
3. What will you do on your end to ensure an on-time delivery and that my machine will work as promised?
4. What kind of guarantee do I get, and what kind of after sales service can I expect?
5. Is installation and training part of the deal?

**Asking the right questions can shorten your lead time, improve your productivity and get you the exact results you want. ALWAYS get answers to these 5 key questions before investing in any new piece of equipment.**

**Call Spee-Dee today**  
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