



Availability, Accountability and Attention to Detail

Building a great machine at a great price might capture the attention of a first-time customer, but building a partnership is what keeps that customer coming back. Midwest Regional Sales Manager for Spee-Dee[®] Packaging Machinery, Rick Chrzan, says that's the true secret to securing lifelong customers. "The ongoing support, and the relationships we build over the years, connects us to our customers on a personal and more permanent level."

Rick says demonstrating understanding and respect creates a strong connection with your customers. "We deliver on our promises, and if something ever goes wrong, we go out of our way to fix it fast." This hands-on, face-to-face approach separates Spee-Dee from almost any other packaging and machinery company.

While most competitors sell machines out of a catalog, Spee-Dee sells concepts that integrate into a customer's plant and interface with their existing equipment. "My job is to gather accurate information and then bring that information back to the team," says Rick. Listening to the customer and understanding their concerns is crucial in the quoting process. He says it can be difficult to get accurate information, product samples, container samples and things like that. "If I am diligent in doing this, our customers get exactly what they want."

Spee-Dee has always made a conscious effort to focus on the human side of service. Filling an order can happen quickly, but inspiring confidence and trust takes time. Rick's advice to any young sales professional is this: be patient, be personal, and being willing to step away from your computer and into a customer's facility. "That's the only way to create a meaningful customer connection."

Meet Your Spee-Dee[®] Support Team:

Rick Chrzan, Midwest Regional Sales Manager

- Years with Spee-Dee: 6
- Rick's Key to "Triple A" Customer Service:
 - Availability – Give your customers an easy way to connect with you. In age of instant messaging, 24/7 support isn't just a hope or a wish; it's expected.
 - Accountability – Show your customers you care about their problems and you're willing to carry through on your promises.
 - Attention to Detail – Listen! Really Listen! Whether it's an e-mail, phone call or a face-to-face meeting, make your customers feel like they're your most important priority.

Connect with Rick and the other members of our sales and service team at Pack Expo in Chicago, November 6-9. Spee-Dee will be in the Upper North Building, booth N-5436.

**Call Spee-Dee[®] today
1-877-375-2121
www.spee-dee.com
info@spee-dee.com**