



Elec-Trak NEWS

Garden Tractor

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R. M. FISHER

BIG DISCOUNTS ON ELEC-TRAKS AT LOCAL DEALERS



Several local Elec-Trak tractor dealers are currently running big Elec-Trak Scratch 'N Dent Sales. Paul Brunswick, OPEO Manager-Marketing, is shown here pointing out to Harvey Barhydt, Manager-Customer Service & Distribution, the greatly reduced prices on like-new demonstrator Elec-Traks advertised in today's GAZETTE.

Dealers participating in this Scratch 'N Dent Special are:

- All Seasons, 69 Freeman's Bridge Road, Scotia, New York
- McCabe's Sales & Service, 666 Hoosick Road, Troy, New York
- Arrow Springs, RD #1, Route 30, North Main Street, Schoharie, New York
- L. C. Smith, Corner 30A & Harrison, Gloversville, New York
- Bob's Lawn and Garden Ltd., 20-22 Church St., Chatham, New York

They are offering the E8M with mower at \$495 (Regular \$1,014), the E10M with mower for \$650 (Regular \$1,314) and the E12M with mower for \$840 (Regular \$1,689). These prices are the best ever offered by any local dealers on these model Elec-Traks. Employees interested in purchasing a unit will want to visit one of these dealers this weekend.

\$UGGESTION AWARDS\$

Ray Greenwood	\$25.00	Steering Assembly Test Fixture
Delores Slezak	15.00	KD-10 Kits Change
Carolyn Brown	10.00	Spindle Fixture Procedure
Chuck Hewitt	10.00	Control Panel Damage Reduction
Garry Simone	10.00	Strip Tank Safety



SATISFYING CUSTOMERS is our most important job ... and yours too!

The fact that, in your particular job, you may never meet, or even see, our company's customers has nothing to do with the fact that your job is important - and every job is important - all down the line, and that goes for every business in America.

As a matter of interest just put yourself in the customer's place, for a moment. As a customer, would you be satisfied IF:

A clock you bought didn't keep correct time?

An important letter failed to reach you on time because the address was carelessly typed?

The appliance dealer failed to give you good service on your dish washer?

Your favorite shirt came back from the laundry badly torn and they refused to adjust your complaint?

The frozen dinners which looked so delicious in the ad were tasteless and of poor quality?

When you made an honest complaint the manufacturer disclaimed any responsibility and said you had not followed directions?

We could go on and on.

The point is that valuable customers are lost every day by companies whose employees (and they are the company) make careless mistakes which result in customer dissatisfaction.

No one, in his right mind, expects anyone to be perfect. We all make mistakes at times and no company is smart enough - all the time - to keep all of its customers forever.

But the fact remains that those companies whose employees consider Customer Satisfaction to be their most important job, make fewer mistakes, are more highly thought of, in their respective markets, have the finest customer relations and the highest type of employee relations.

Because of their customer security - they are able to offer a higher rate of job security - both of which are a visible reflection of the attitude of management and employees working together toward that all important job of KEEPING CUSTOMERS SATISFIED.

THINK YOU'RE THE CUSTOMER