



Boosting sales through demonstration

PMF visited Rob Hawker, Product Development and Training Manager at Sykes-Pickavant Ltd, to find out the most effective way for a motor factor to demonstrate a Mini-Ductor tool to a prospective customer.

When supplying a tool like the Mini Ductor, it's important for a distributor to have a demonstration unit, as well as a range of spare coils, on hand. Many motor factors can be reluctant to do so because there is no resale value on a product that has been used for demos. However, the amount of interest that can be generated from showing a garage the tool, and letting them have a go themselves, massively out-weighs the expense of using one as a demo unit.

Demonstrations should last between 20 and 30 minutes, which is the optimum time to get the message across sensibly, without miss-selling anything.

It's important to be able to show new and used coils. This will help when talking about the health and safety aspects of the product, as you can show what a coil should look like and also display the signs to look out for when a coil starts to wear and needs replacing, before allowing it to become dangerous. The condition of the coil is very important because if the coating on the coil becomes worn and damaged, it can lead to metal-to-metal contact, which can cause a storage of energy in the vehicle that is being worked

on and could cause an electric shock. Worn coils can also take longer to heat items too, which will impact on the product's efficiency.

The added benefit of explaining the need to replace damaged coils is the resale opportunities and repeat business this can create for you in the future.

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Another reluctance for factors is the availability of a member of staff who is qualified enough to be able to competently demo the tool. However, Sykes Pickavant offers a service where a trained Area Manager will go out with a factor to their customers to demo the tools on behalf of the factor. Having garages booked in for a visit like this means they know you are coming and can gather all technicians for the demonstration, rather than just the owner.

That way, the technicians in the garage may be able to influence the decision of the owner to make a purchase.

Around eight to 10 garages can be ticked off in a day and the factor is then able to make follow-up sales calls to those customers.

Interestingly, Rob explained that the best way to talk a prospective buyer through the finer details of the tool is by actually keeping the product itself hidden away initially. “The tool is like a toy,” he said, “taking it out of the case takes attention away from what is being discussed.” Keeping the product hidden



from view allows you to skim through the operating and safety manual without the customer being distracted.

How does it work?

The coil itself doesn't get hot; instead the energy is created by an electromagnetic field between the two sides of the coil which creates a friction in the molecules of the metal, which causes it to get hot. There will be some residual heat passed on to the coil, but it doesn't actually get hot itself. This is one of the major USP's of the tool as it means that wires and other components aside the area that is being heated don't get damaged. However, because of electromagnetic field, it's

important to keep all car key fobs, mobile phones and credit cards away from your person when using or demonstrating the tool, as they could be damaged.

It's also important not to switch the tool on until you have it in place, around the bolt. If there is nothing for the electromagnetic field to heat, then the energy is returned back up the coil into the tool which, if done repeatedly, may cause damage to the tool.



Key safety rules when using a Mini Ductor

- Keep work area clean and well illuminated;
- Always have a fully charged fire extinguisher on hand;
- Do not operate the tool if you have a cardiac pacemaker or any other kind of electronic or metal surgical implant;
- Remove all jewellery, watches, coins and any other metals which could conduct heat from your person when operating the tool.



For more information about the Mini Ductor tool, circle 121. Or, to find out about the demonstration services available from Sykes-Pickavant Ltd, circle 122.

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