

SUCCESS STORY



OPPORTUNITY

- **Business Unit:** Checkers
- **Channel partner:** Large national distributor
- **Industry:** Mining
- **Customer type:** Large End User

Don't write off lost customers. Find out why they left, then go back with the quality advantage the competition can't match. That's demonstrating good partnership, and how we won back six figures in business.

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SITUATION

- Customer had switched to a competitor for wheel chocks and warning whips due to price and product availability/location
- Higher quality and more reliable products were needed
- Issues with availability with current supplier

SOLUTION

- Highlighted the value of Checkers chocks and whips as the OEM chock for their brand of haul trucks
- Addressed supply issues the customer was having with the competitor

WHY WE WON

- Long-term determination and collaboration with distributor partner
- A deep understanding of why the business was lost in the first place, and the customers specific need.
- Addressing price concerns and highlighting product value

RESULT

- Won back \$140,000 worth of business
- Opportunity to scale the win at multiple mine sites, cross-sell other brands through on-site STUD-Es, and target other similar accounts in the area