



Listen with the Intent to Understand... Not Sell.

Think back to the last time you requested a project quote. Did the salesperson hand you a catalog and show you a piece of equipment that *might* work for your application... or did he let you explain exactly what you wanted the machine to do? Did the salesperson push how much you could save by buying a stock machine off the shelf... or did he or she explain how you could customize the machine to your exact specifications?

Even the most experienced sales people can take a lesson from Mark Navin. He says three things separate him and Spee-Dee from other packaging machine companies: personalization, customization and, most of all, listening. Mark works closely with his team to ensure all Spee-Dee sales reps understand and embrace these principles. His efforts guarantee that no matter who you're working with at Spee-Dee, every customer feels like a valued partner. Spee-Dee's commitment to personalized customer service and ongoing support starts at the top, and that attitude resonates throughout the entire company.

Mark says the philosophy of listening first and selling second has paid off for Spee-Dee and its many long-term customers. "We take care of people before, during and after a project." Mark says it's Spee-Dee's personal touch and hands-on approach that people comment on the most. When Mark asked a customer recently, "Why do you keep coming back to Spee-Dee," his customer responded without hesitation. "I know somebody is always going to get back to me right away. I know if we have a problem, somebody is working on it and we're going to have a resolution right away."

Good listening has translated into good planning. Mark has helped Spee-Dee introduce several industry advancements to help its customers answer their growing market challenges. Check weighers, rotary fillers, higher speed lines and advanced volumetric systems (AVS) have helped them stand out in the marketplace. "A lot of people think check weighers can't be built to custom specs, or controlled by a PLC, but we have the ability and are willing to put in the work to meet a customer's exact specifications." Spee-Dee's "never give up" attitude has created exclusive innovations that make modern filling lines safer, cleaner and more efficient. "We come up with solutions to real problems. That's what intrigues people and keeps them coming back."

Meet Your Spee-Dee Support Team:

Mark Navin, Strategic Account Manager

- **Years with Spee-Dee:** 20
- **Biggest Game Changer:** Offering customized PLC controls.
- **Favorite Spee-Dee Moment:** Helping a cereal company solve its weight/density complaints with Spee-Dee's AVS solution.

Mark's 5 Precedents for Excellent Customer Care:

1. Big job or small... always make it a personal experience.
2. Whenever possible, give your customers options.
3. Follow through on your word and follow up on your promises.
4. Listen closely and respond quickly
5. Treat every customer like a partner; offer the kind of support you'd give a member of your own family.

Do you need help creating a packaging strategy that improves your line efficiency? We can work with you to simplify your filling process and increase the value of your output.

Call Spee-Dee today
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