



Customer Name: Western Iowa Technical Community

Region: US, Midwest

Reseller: Moss Enterprises



College

Use Occasion/Application: Education

Comments were provided by Bill Moss at Moss Enterprises.

Reason for Purchase: This customer was interested in curriculum support, and was actively considering both our system and the Dimension system at the time we joined the sales process.

“The customer arranged to have a one week, no obligation demo from the Dimension dealer, and asked for the same from us so that he could judge the systems ‘head to head.’ We told him, ‘We would be happy to bring by the system to show how it works, but we are too busy to give you a machine for a whole week. Too many people want to see it! Our demonstration system is not laying around idle like theirs’ is.’ The customer got a laugh out of that and we agreed to do a one day demonstration after he had the Dimension for a week or so.”

“When we got there, the customer had only made a few parts on the Dimension, and we handed them the same parts made on our system in just a few hours. The customer was surprised how fast and cheap the system was, and commented that he was glad our system ‘didn’t have all that crap to scrape out.’ We were able to demonstrate all the positives of our system at a time when the customer had a full appreciation of the Dimension negatives- they had been waiting all week for a part.”

“After we had graphically illustrated our time and cost advantages, we took the prospect through the part making process in a controlled way. This put aside their concerns, as well as the objections that the competitor put in place regarding mess, part fragility and part complexity. The Dimension part processing had turned out to be more than the prospect had expected, so we picked up on that and magnified it during our demo.”

ROI: The customer uses the system routinely in curriculum support and is very productive.

“This is a great reference for us because they can explain how we were able to do more in a few hour demo than the Dimension was able to do in a whole week. This first-hand experience has an impact on current and future prospects.”

“Our principal strategy here was to control the demonstration to our advantage. We didn’t just agree to the customer demand- we found a way to maximize our advantages and maximize Dimension’s negatives in a manner that the prospect found completely reasonable. The week long Dimension loan gave them the opportunity to make and process a few pieces. We would give them the same opportunity, but in our case it would only take a day.”



Industrial Automation Class at Western Iowa Technical Community College