



CRONIES, COLLABORATORS, AND KNOW-HOW

NOT ALL SUPPLIERS WANT TO SELL YOU STUFF. AT LEAST, THE BETTER ONES DON'T. THEY REALISE, LIKE *ERIKS*, THAT TIMES HAVE MOVED ON, AND OUR CUSTOMERS WANT SOLUTIONS, NOT SIMPLY PRODUCTS; WANT CONSULTATION, NOT SALES TALK; AND WANT COLLABORATORS, NOT SALESPEOPLE.



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Back in the days of the trilby hat and the old school tie, selling was about 'cronyism' – being the customer's best mate and using that as leverage to shift boxes of products. Then it moved on to being about price: never mind the quality, feel the width. Then came the selling of brands and highlighting the differences between products, though it was still all about the products.

Whereas now, a good supplier is all about consultation and collaboration, to bring you not just products to do a job, but complete solutions to do the job better and improve your efficiency, productivity and bottom line.

Which is easily said, but not so easily done.

Two ears, one mouth

From being your best mate at one extreme, to being a box shifter with a good deal at the other, the most valuable kind of supplier sits in the middle.

This kind of supplier makes it their job to listen more than talk, to understand your industry and your business, and to offer solutions rather than just products.



Knowing you, knowing how

If a supplier is going to be able to offer you effective solutions rather than just products, they will need to know about your industry, your plant, your applications and your products. They will also need to know and understand your needs from your point of view, rather than from their own – which means seeking to offer a solution rather than just looking to make a sale.

And in *ERIKS*' case, we also apply something unique to us: know-how.

ERIKS know-how is added value which can only come from a deep understanding of products, applications, customers and industries. It looks at problems in more depth, from more angles. And it's used not to sell more products but to provide more effective solutions.

The third way

Some suppliers will sell you what you want. Others will be more proactive, will anticipate what they think you want, and then sell that to you. But by applying know-how, *ERIKS* will look beyond what you want, to discover what you need to help you become more efficient and more productive.

For example, if a belt or a bearing wears out and needs replacing, the first kind of supplier will sell you the belt or bearing when you ask for it. The second kind of supplier might anticipate your request and offer you a belt or bearing when they think they are due to fail.

***ERIKS* on the other hand, will not only check they have the right product for the application, but will also ask why the belt or bearing is failing so frequently in the first place. This might lead to the discovery that, for example, the belt is badly aligned. So rather than replacing a part, *ERIKS* might make a simple adjustment which will not only increase the service life of your belt or bearing, but will also eliminate the energy wastage caused by the misalignment, and consequently reduce your energy bill. Such a solution is only possible with *ERIKS* know-how: the unique combination of industry and application knowledge, customer understanding and engineering experience and expertise.**

Similarly, if you operate plant which is crucial to production, and which has a component which requires regular replacement, many suppliers would suggest you purchase the component in advance and keep it in your stores ready for the next failure.

ERIKS, on the other hand, would assess how long it takes to dismantle the machine and remove the old component. If it's eight hours, for instance, and a new component can be delivered in six, then why tie up capital and use your own valuable storage space? You can simply order from *ERIKS* as and when required, and have the component ready to be fitted with time to spare.

Do your own thing

Our know-how and passion for technology make us more than just a supplier of engineering products and services. We make it our business to understand your problems and ensure that we move beyond simple product supply – by designing innovative, sustainable and tailored solutions that meet your needs.

That not only means greater efficiency and productivity, with reduced procurement costs. It also means that instead of wasting time on product procurement, your engineers are free to concentrate on doing what they do best: engineering.

