

DISTRIBUTOR TESTIMONIALS

Check out what we've done for these distributors. **LET US DO THE SAME FOR YOU!**

GREAT WORKING RELATIONSHIP

Steve Stich is owner of Wheelco in Sioux Falls, South Dakota. Steve's company, Wheelco, is a truck and trailer parts company that takes pride in customer satisfaction. So when it comes to customer service, Steve expects the same from his suppliers.

"Minimizer has made customer service its focal point which has proven itself through our mutual success in fender sales," Steve said.

When asked how selling Minimizer compares to other brands of fenders, Steve stated:

"Minimizer has created a positive selling environment in which to conduct business. This, in itself, sets Minimizer apart from the competition. Minimizer's staff is always available for technical training and sales support whenever needed. The Minimizer product has been a successful line for Wheelco. Through the quality of the product and focused training and support, our sales and customer satisfaction continues to expand."



TRADE SHOW SUPPORT



Paul Raymond is the President of Parts for Trucks in Halifax, Nova Scotia. Paul is fascinated with Minimizer's presence in the VIPAR Heavy Duty trade show. "I am happy they are part of Vipar. I have been very impressed with how supportive Minimizer has been in trade shows. Other suppliers can't match the participation of Minimizer. **They have proven how trade show efforts can help immensely in lead generation and creating a valuable supplier-distributor relationship,**" Paul said.

"Getting the message out is something Minimizer has done incredibly well," Paul added. **"They are a great supplier."**

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MARKETING NICHE

Bill Nolan President of Power Brake and Spring in South Bend, Indiana, believes Minimizer's marketing support has been crucial to his sales. **"Minimizer has a reputation for being the best in the business because** of a great marketing niche. The website and indestructibility videos are the reason people are buying the fenders," Bill said. "Minimizer's national advertising campaign has provided us with a number of referrals, including a broad spectrum for Minimizer chrome poly."

Bill also described his excitement about the working relationship he has with Minimizer. "They work with us to know inventory and direct customers into stock items. **It's a great working partnership,**" Bill said. "The staff is trained to address customer questions. Other fender suppliers we used previously came with no support. The sales and support team has been unique and **better than any other fender company.**"



GUARANTEED FOR LIFE



Joel Raney, Manager of the Global Division of Raney's Truck Center of Ocala, Florida, is a straightforward guy who gets customers what they need. When asked when he would suggest Minimizer fenders to a customer, Joel responded, **"If a customer wants something that will last, we'll go Minimizer.** Yeah there's competitors, but the difference is Minimizer has a lifetime warranty."

"Minimizer is great with backing up their products. We haven't needed training on how to sell Minimizer fenders because the warranty alone is the sales pitch," said Joel, adding, "You can't match the durability. **Minimizer fenders are top-of-the-line, the Lamborghini of fenders.**"

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