

Samlex America Inc.

Dealer Success the Samlex Way

Think about it. Power runs through homes like water. Its ubiquity is often lost on people going off grid in an RV. That provides a challenge to RV dealers when it comes to educating their customers on the importance of off grid power.

As a leading manufacturer of RV power products, Samlex America Inc. went to work with RV dealers across the country and created a program to provide a simple visual tool that is useful in helping the consumer understand their power needs. This important selling tool, introduced over four years ago, is the Dealer Success Program. This North American company makes its impressive line of power products accessible, affordable, and easily relatable.

Many RV's on the lot are equipped to provide basic power needs, but the general public often doesn't think about power until they need it. When that discussion happens, Samlex simplifies the science for dealers and end users to select the right product for their power needs.

"We make dealer success a possibility by providing the highest level of service to the dealers and their customers," says Samlex President Michael Hamanishi. "In partnership with our distributors, we're able to combine our collective knowledge and experiences along with product availability, selection and support to aid in a dealership's success."

How Samlex did it was by utilizing the company's more than 25 years of market experience to create an educational Dealer Success binder. Through a series of easy-to-follow graphics and

icons, dealers can use this binder to explain to customers which products will fit their power needs by figuring out the duration of time dry camping and the appliances they're powering.

The Dealer Success binder positions Samlex power products as a "talking point," says Hamanishi. "Now you're educating the general public. You can help customers understand what their needs are as opposed to telling them."

The binder constantly evolves with new additions being sent, improving it. Updates are easily slotted into the ring binder. The binder also includes order forms for promotional items, all of which are free. Dealers can simply check-off the quantities needed, and it'll be shipped right away.

Pair this along with free educational webinars offered by Samlex, the dealers become the experts, and a valued resource to their customers. The Dealer Success Program also includes POP displays and consumer takeaways. Samlex has over 20 representatives across North America who are available to a dealership to support open houses, assist with training, displays, planograms, inventory selection and POP placement. The Samlex program builds this overall sense of involvement with customers.



Samlex free training webinars have proven to increase knowledge, confidence, and sales at the dealership. Call 1-800-561-5885 to schedule one at your convenience.

Besides helping with banners, POP, and other forms of promotion, anyone can call Samlex tech support with a toll-free number. Troubleshooting, installation advice, you name it. There's no voicemail; someone always picks up.

"Tech support is not a department," Hamanishi says, "it's our company culture."

"We don't expect everyone calling in to be an electrical engineer," says Jonathan Krawchuk, Samlex's Business Development Manager. "We want to make it easy for RV dealers to convey the right message to the customer in simple language."

The aim is to simplify the jargon of watts and volts. This same approach is reflected in the elegance of Samlex's power products designs.

"We put our products in some pretty rigorous atmospheres," says Krawchuk. Those tests in the field can last

up to three months. The company's power products are proven to be durable, and have been used by the military, emergency vehicles, and in work trucks, over long distances and wide operating temperatures. "All of the products that we sell into the RV marketplace are safety certified."

"Every product we have is designed to be reliable, safe, and cost-effective," says Hamanishi, reflecting on the company's philosophy toward product development. He should know, having watched the company grow since its early days, partnering with the business as a distributor before joining the Samlex family and later becoming President.

Over the decades, the company has garnered a unique vantage point to fulfill a wide variety of application requirements, whether it's tailgating outside the stadium or staying connected

with family while enjoying your chosen dry camping experience. That's how Samlex America, Inc. has been able to develop one of North America's most extensive and widest sales networks.

"Thru our team of distributors, dealers and reps, we bring the right power solutions to match your customer's needs," Hamanishi says.

Call 1-800-561-5885 or visit www.samlexsolar.com to learn more about our offerings.



Samlex and all of its employees pride themselves on giving the best customer experience.