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## A FOCUS ON EQUIPMENT

### Buying Equipment on the Internet???



As Sy Syms used to say...

"An educated consumer is our best customer".

Well, I do not believe the order takers waiting for those equipment orders to come through via online ordering are singing that same tune. In fact, I believe quite the contrary. They're just waiting for that credit card approval code to process the reach-in refrigerator ordered by the cost-saving driven customer, who is barely educated at all when it comes to the science of proper equipment procuring.



You see, there are many variables to be considered when ordering an item of equipment. The online buyer typically gives no thought to things such as, "Which way should the door(s) be hinged to make the most efficient use of the space?" Or, "Gee, how the heck am I getting this thing off that 18 wheeler when it suddenly appears right

smack in the middle of a busy lunch day?"

An educated customer is one who places value on intellectual wherewithal. Of course we all like to save money but at what price? Buying a piece of foodservice equipment is just not as simple as one might think. Isn't having a knowledgeable person to discuss your needs with y you worth something? This is where your traditional brick and mortar equipment dealership comes in. Unlike many online companies whose talents lie only in their ability to make you impressed with their website design and impressive prices, traditional dealers boast talents that are completely supportive of the equipment they are selling.

The classic adage of, "Pay now or Pay later" is so applicable more often than not in Internet purchase experiences. Like the gambler who boasts whenever he wins but will never discuss his losses, the Internet buyer who errs will never admit how, in the end, he paid a lot more for his purchase because of his desire to save a buck without thinking about the big picture.

My advice to everyone in need of foodservice equipment: do your due diligence and price compare, but when you're ready to place your order, make your deal with a reputable equipment dealer and truly enjoy your valued purchase and peace of mind.

Now go enjoy the Internet for what it's great for.....*Words with Friends!!!!*

- by Eric Weiss, Elite|Studio e

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