

Why Distributors Benefit

from Partnering with Proven Moisture Meter Manufacturers



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INSTRUMENT CO.
WHEN ACCURACY IS THE POINT.[™]



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Section I

Essentials for a Successful Distributor Partnership

Moisture meter distributors face many different challenges and opportunities. Not only do they have to keep a variety of top-quality tools in stock to satisfy the needs of their different customers, they have to:

Provide Post-Sale Support

If a customer has an issue with their moisture meter, the distributor is usually the first person they call. From working out any problems with a moisture meter's interface/display, to troubleshooting meters over the phone, the distributor is expected to handle the post-sale support.

Handle Warranty Issues

If a moisture meter breaks during its warranty period because of faults in its manufacture/materials, the distributor is often the person the customer expects to handle the issue—look for a manufacturer who provides warranty support.

Provide Training to New Users

A lot of customers might expect the distributor to provide classes or teaching resources to help new users learn how to use specific moisture meters. However, if the manufacturer doesn't make many teaching resources available, it's hard to become an expert on their products.

Stock Accessories for Specialized Tasks

Many moisture meter users require special kinds of meter probes, contact pins, moisture content standards, or other accessories to use their

moisture meters effectively. For example, farmers may need extra-long probes for checking hay bales, while contractors might need in-situ probes for checking relative humidity in concrete (as per ASTM standards). Keeping these accessory items in stock can keep the professionals who need them coming back for more as their operations expand.

Make Sure that Their Inventory Sells

Of course, it isn't enough to just have a lot of inventory on hand—distributors need to find ways to make sure that merchandise moves quickly and consistently. This takes knowing what your customers want/need as well as strong outreach with moisture meter users in the distributor's area.

Meeting these challenges requires a lot of time, effort, and a partnership with a proven, reliable moisture meter manufacturer.

The reasons why it's so important to partner with the right moisture meter manufacturer will be outlined in the following sections.



Section II

A Deeper Dive: How Distributors Benefit from Partnering with a Proven Moisture Meter Manufacturer

There are essential ways in which a moisture meter distributor can benefit from partnering with a proven moisture meter manufacturer, such as:

Getting Reliable Products That Users Can Count On

Product reliability doesn't just benefit the end user—it benefits the distributors/retailers that sell those products.

With the onslaught of low-end, flimsy, and inaccurate moisture meters entering the market, it's all too common for customers to become frustrated because their meters break or simply don't provide reliable measurements. This leads to customer

dissatisfaction and less consumer loyalty as customers jump to different suppliers with better-quality tools.

Proven manufacturers provide higher-quality tools that are less prone to malfunction or breakdown. This means happier customers who are more likely to return for future business. It also means less time having to process warranty claims/product returns that don't generate any additional revenue.



Section II

Strong Warranty Support

Even the best-made tools might fail prematurely for one reason or another. When this happens, the manufacturer's warranty is supposed to replace the defective item so that the customer can continue to enjoy the benefits of their top-notch moisture meter.

Weaker warranties put distributors at a disadvantage by forcing them to either absorb the cost of a defective meter, or risk losing a customer.

Manufacturers with strong warranty support, on the other hand, help resolve any quality issues that might arise by providing prompt and comprehensive service to the end user. These manufacturers help protect distributors from customer backlash arising from defective products.

Training Resources for Moisture Meter Products

Proven & reliable moisture meter manufacturers will often have extensive resources to help users learn their products. Things such as training videos, how-to guides, wood species correction charts, and other resources help users get the most out of their moisture meters. This, in turn, makes it easier for distributors to provide training and support for their products because the necessary resources are all there already!

U.S.-Based Customer Support

In the USA, having support from a U.S.-based customer support center makes a huge difference in the quality of support.

A moisture meter manufacturer that's based in the USA and has U.S.-based customer support centers means that when your customers call the manufacturer, they aren't being forced to deal with an outsourced support agent who isn't paid to care—they're getting support from someone who understands their needs and cares about resolving the issue in the best way possible.

Also, with a U.S.-based manufacturing, repair, refurbishment, and distribution center, the time to turn around a repair/replacement request for a moisture meter is minimized.

This means better overall customer support for the distributor's customers (which makes for happier customers).



Section II

Distributor Programs

Some manufacturers offer special programs whereby distributors who meet certain sales volume requirements get advantageous pricing on the manufacturer's products. These volume driven programs give distributors an opportunity to increase their margins on each moisture meter they sell.

Many manufacturers have such programs, but the best ones also provide marketing materials and other tools to help distributors sell more so they can qualify for a deeper discount. This helps to make partnering with a proven moisture meter manufacturer even more profitable by increasing both volume and margin.

Tool Variety

Proven manufacturers have worked for years to refine their product inventory/catalog. These constant refinements can produce a wide range of high-quality and specialized products—giving distributors access to a wide variety of moisture measuring tools for their customers.

At a minimum, a manufacturer should offer distributors easy access to pin-type and pinless moisture meters that are calibrated to several different material types as well as specialized probes for different moisture measurement tasks. To round out the product assortment, reputable manufacturers also offer high-quality, accurate thermo-hygrometers to measure ambient conditions and measure RH in a concrete slab.

Reliable, Fast Shipping

A big advantage of using a U.S. based manufacturer is that they can quickly ship moisture meters to distributors almost anywhere in the world on short notice. This allows distributors to quickly fill special orders for specific probes, meters, or other accessories that might not be in stock.

The shorter the shipping time, the easier it is for distributors to make the sale—and the less likely they are to lose a sale to a competitor.



Section III

Thank You for Reading

Delmhorst began back in 1946 with an idea to resolve the leaky roofs and plaster walls of New York City—moisture meters. Bill Delmhorst sold his proprietary moisture meter technology to the city and Delmhorst Instrument Co. was born.

For over half a century, Delmhorst has built and maintained a reputation for designing, manufacturing, and marketing the highest-quality moisture meters on the market. As a company, we pride ourselves on delivering exceptional customer service before, during, and after the sale of our moisture meters—service that leverages a U.S.-based customer support team, extensive resources for our distributors/dealers, and a broad range of moisture meter products.



For more information about moisture meters, contact Delmhorst Instrument Co. today!

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