

— The Moisture Meter —

Distributor Checklist



DELMHORST
INSTRUMENT CO.
WHEN ACCURACY IS THE POINT.™



Section I: First Off, Why Use This Checklist?



Being a distributor of moisture meters and other associated testing products can be tough. Not only do you have to carry the right variety of moisture meter products to meet all of the needs of your customers (and their accessories), you have to keep customers satisfied by providing **excellent service and support while making sure your inventory gets sold.**

This checklist is designed to be a resource that you can use to help you identify the best moisture meters for your customers by putting down in writing what industries they're in, what their budgets are, and their overall preference for simplicity of operation or extra functionality.

You will also ensure customer satisfaction while finding the right moisture meter manufacturer to partner with.



Section II: The Moisture Meter Distributor Checklist

Aligning Your Inventory to Your Customers

Part of being able to effectively sell your inventory to customers is stocking the right moisture meters and accessories for your customer base. A series of questions have been designed to help you narrow down your selection of moisture meters to match what is most relevant to your customers' needs.

What Industry (or Industries) Are Most of Your Customers in?

Knowing which industry the majority of your customers are a part of helps you optimize your inventory selection so you can stock moisture meters that are likely to sell.

Check all that apply:

| | |
|--------------------------|----------------------------|
| <input type="checkbox"/> | Construction |
| <input type="checkbox"/> | Water Damage & Restoration |
| <input type="checkbox"/> | Agriculture |
| <input type="checkbox"/> | Flooring |
| <input type="checkbox"/> | Wood/Lumber Manufacturing |
| <input type="checkbox"/> | Leather Processing |
| <input type="checkbox"/> | Paper Production |



What is the Typical Budget for Your Customer Base When Buying Moisture Meters and Accessories?

When most of your customers buy moisture meters and moisture meter accessories, how much do they typically spend on any one transaction? It may help to review past sales transactions to determine this:

Check the one that applies:

| | |
|--------------------------|---------------|
| <input type="checkbox"/> | Under \$100 |
| <input type="checkbox"/> | \$100-\$250 |
| <input type="checkbox"/> | \$251-\$500 |
| <input type="checkbox"/> | \$501-\$1,000 |
| <input type="checkbox"/> | Over \$1,000 |

Knowing this helps you pick moisture meters and accessories that your customers can comfortably afford.



Do Your Moisture Meter Customers Generally Prefer Simplicity of Operation or Flexibility/Lots of Features?

When comparing moisture meters, do your customers generally pick moisture meters that are easy to use for people of all skill levels, or do they want meters that have a lot of extra functions that make them useful for a wider variety of tasks? It may help to not only ask your customers which they prefer, but to look at what models of moisture meters you typically sell the most of and see if they are “simple” or “complex” devices.

Check the one that applies:

| | |
|--------------------------|---|
| <input type="checkbox"/> | Simple to use |
| <input type="checkbox"/> | Highly-capable meters with lots of options/features |

Understanding what your customers are looking for in their moisture meters can help you choose the right inventory for their needs. This, in turn, can help you keep your customers satisfied and buying from you.

Earning Customer Satisfaction

Common issues that can affect customer satisfaction, such as moisture meter warranties, product quality, and customer support.

Does the Manufacturer Have a Strong Warranty That is Easy to Understand What is and isn't Covered?

Check the one that applies:

| | |
|--------------------------|-----|
| <input type="checkbox"/> | Yes |
| <input type="checkbox"/> | No |

A strong manufacturer's warranty provides a safety net to your customers, helping them avoid wasting money on low-quality products that don't work properly. When a warranty is clearly-worded, it's easier for customers to know if a particular issue is covered or not. This provides some peace of mind and allows customers to buy moisture meters with confidence.



How Long is the Warranty for?

Check the one that applies:

| | |
|--------------------------|----------------------------|
| <input type="checkbox"/> | Between 90 days and 1 year |
| <input type="checkbox"/> | Between 1 and 3 years |
| <input type="checkbox"/> | More than 3 years |

Typical manufacturer's warranties last between 1 and 3 years. The longer the warranty, the more confidence your customers can have in the quality of the moisture meters they buy.

Does the Manufacturer Provide Training and Resources?

Check all that apply:

| | |
|--------------------------|--------------------------------------|
| <input type="checkbox"/> | Online guides |
| <input type="checkbox"/> | Instruction manuals |
| <input type="checkbox"/> | How-to videos/product demonstrations |
| <input type="checkbox"/> | FAQ resources |
| <input type="checkbox"/> | Online product training |

These resources help you learn more about the manufacturer's products and their applications so you can provide better service and support to your own customers—helping increase overall customer satisfaction. It can also help you better identify which moisture meters and accessories are best suited to your customers' needs.



Is the Manufacturer's Customer Support Based in the U.S.?

Check the one that applies:

| | |
|--------------------------|-----|
| <input type="checkbox"/> | Yes |
| <input type="checkbox"/> | No |

A lot of moisture meter manufacturers outsource their manufacturing and customer support outside of the U.S.—letting overseas call centers handle their customer issues to save a few bucks while not caring about how that affects customer satisfaction. A manufacturer with U.S.-based customer support is a strong indication of their dedication to customer satisfaction—which can benefit your business.

Does the Manufacturer Have a Strong Reputation for Making Quality Products?

Check the one that applies:

| | |
|--------------------------|-----|
| <input type="checkbox"/> | Yes |
| <input type="checkbox"/> | No |

Ask around with your customers to get an idea of how much they liked the quality of the moisture meters they used from each manufacturer—or check with online review sites featuring the manufacturer's products to get a general idea of their overall quality and reliability. This can help you find a manufacturer with products that will help ensure long-term customer satisfaction.



Manufacturer Support

Does the Manufacturer Provide Marketing Materials and Support to You?

Check the one that applies:

| | |
|--------------------------|-----|
| <input type="checkbox"/> | Yes |
| <input type="checkbox"/> | No |

A little support from the manufacturer in the form of marketing materials and other resources can help you more effectively market your moisture meter products to your customers—which helps you sell your moisture meter inventory.

Does the Manufacturer Offer a Variety of Moisture Testing Tools to Address Your Customers' Respective Industries?

By a variety of moisture testing tools, we mean does the manufacturer have both pin and pinless moisture meter options, optional probes for special applications, thermo-hygrometers, moisture content standards (to verify meter accuracy), and replacement parts to keep their moisture meters working?

Check the one that applies:

| | |
|--------------------------|-----|
| <input type="checkbox"/> | Yes |
| <input type="checkbox"/> | No |

A variety of moisture testing products is crucial for serving all of the potential needs your customers might have.



Does the Manufacturer Have a U.S.-Based Factory or Distribution Center?

Check the one that applies:

| | |
|--------------------------|-----|
| <input type="checkbox"/> | Yes |
| <input type="checkbox"/> | No |

This can affect how long it takes the manufacturer to deliver a special order item your customer might need. It can also significantly impact the turnaround time for a warranty repair/replacement service.

Does the Manufacturer Provide Direct Customer Support for Your Customers When They Have Issues?

Check the one that applies:

| | |
|--------------------------|-----|
| <input type="checkbox"/> | Yes |
| <input type="checkbox"/> | No |

If one of your customers has an issue with their moisture meter, can they call the manufacturer for a quick fix, or does the manufacturer force you to do everything on your own? Direct manufacturer support can make or break your customers' experience, so it's important to find a manufacturer who will provide such support.

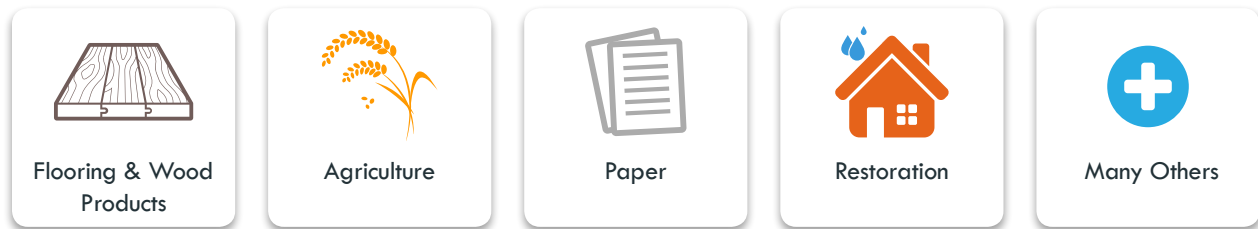


Why Delmhorst?

Delmhorst Instrument Co is a veteran of the moisture meter industry with decades of experience in helping both moisture meter distributors and end users tackle their challenges.

We have a wide range of moisture testing tools for testing wood, drywall, hay, grain, tobacco, leather, paper, and many more materials—with numerous options suitable for users of all skill levels. Each of our moisture meter products is also calibrated to a verifiable scientific standard to ensure consistency and accuracy.

Wide Range of Applications



Our U.S.-based customer support and manufacturing/distribution center helps ensure thorough and speedy service to your customers whenever they need help—and all of our products are backed by a simple, yet comprehensive, product warranty.

For qualifying moisture meter distributors, we also provide marketing materials, support, and other resources to help them sell their products!

Ready to partner with one of the most trusted and reliable moisture meter manufacturers in the industry?

You can contact Delmhorst Instrument Co. using the following information:

[Become a Distributor](#)

[Contact Us](#)

Contact Us At:

877-DELMHORST
 (877-335-6467)

Connect With Us:

