

Pilsen Drives Sales With Specialized Applications and Solutions

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CINCINNATI—As competition among lathe manufacturers and distributors increases, Pilsen successfully differentiates itself by first assessing a prospective customer's "real" needs and then building a machine solution to meet those unique needs.

"Everybody touts that they have the best solution for the customer," says Bob Pruden, President of Pilsen Imports, Inc. "When a customer speaks with a salesperson, that salesperson's product is always the 'best' product. We don't push sales. We focus on the customer's processes, improvements they desire, and how our equipment matches their desires."

Product focus has also helped Pilsen counter recent market forces and economic downturns. The Cincinnati-based company sells vertical turning lathes (VTLs) made by TOSHULIN a.s. In business for more than half a century, TOSHULIN has supplied VTLs to companies in more than 58 countries worldwide, and prides itself on customizing each of its machines for individual customer requirements. Pilsen, TOSHULIN's exclusive North American distributor, backs TOSHULIN's quality products with superior customer support and a personal selling approach. The company also partners its salespeople with engineers and service technicians to ensure that it delivers complete solutions that support a customer's needs for the long term.

"If you provide a customer a solution that doesn't meet their company's needs, they'll be disappointed and will not invest in another one," states Mr. Pruden. "That's why we spend a great deal of time with our customers working out all the details from the very beginning, during both the sales and order processes. The final result is what counts with our customers, and we recognize that. They must achieve the results and ROI they had planned and justified their purchase upon. Many of our customers are repeat buyers. Once they install a machine and see the real-life benefits, they find it easier to justify the next purchase."

"Bob Pruden and his crew...they totally impressed us with their presentation," says Ron Rancourt, NC Programmer and Technical Team Leader for a power systems manufacturing company in Bangor, Maine. "There wasn't a question you could ask them that they did not answer. And they matched their machines to our needs, right down to horsepower, diameter, and height requirements. That's the way it should be."

Pilsen will demonstrate its solution- and application-driven sales approach to interested attendees at IMTS in Chicago, September 4 – 11. To learn more about Pilsen Imports, Inc., and TOSHULIN a.s., visit www.pilsenimports.com.

Pilsen Imports—Your Vertical Turning Machine Specialists

Pilsen Imports is a leading supplier of vertical turning equipment, specializing in the installation, service, and support of TOSHULIN vertical turning machines. Pilsen's highly skilled machine specialists have an average of 23 years experience in the machine tool industry. We are dedicated to providing our customers with 24/7 service and support, including overnight delivery, phone and on-site support, and comprehensive operators', programming, and maintenance training for every machine we sell.