

Marketing ANSI/EASA AR100 = TRUST



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Before getting underway with this marketing discussion, you may be asking: Why should I even care about the *Recommended Practice for the Repair of Rotating Electrical Apparatus (ANSI/EASA AR100-2015)*? Actually, that's a good question!

The best place to start with answering this is to go to EASA's website at easa.com and look up the "EASA Code of Business Practice" under the "About" section. Take a look at Item #3 that reads: "A member will strive to adhere to all of the standards adopted by EASA."

If you're a good EASA member and show pride in following the "EASA Code of Business Practice," the "light switch" in your brain may have just switched on! The *ANSI/EASA AR100* is a STANDARD adopted by the Association. It's a great feeling to know that by following *ANSI/EASA AR100* in your service center processes, your staff has been doing the right thing all the time! Whew! You can see now that you know about and really do CARE about *ANSI/EASA AR100*!!

The next question

Now, here's the next question: WHY is there an *ANSI/EASA AR100* standard? Part of the answer is given in the first sentence of the standard: "The purpose of this document is to establish recommended practices in each step of the rotating electrical apparatus rewinding and rebuilding processes."

The other more serious consequential elements of the answer are to:

1. Establish **TRUST** with potential customers;
2. Reinforce **TRUST** with previous customers;
3. And, most importantly, giving **TRUST** to the service center staff as acknowledgement of their ongoing training and skills, and

knowing the services that they are required to perform are recommended practices. Following these recommended practices proves **competence** in attaining a quality result.

EASA members are in a highly technical business with potentially life altering consequences as a result of a member-rendered service. Whether it's putting a flooded pump station rapidly back online for temporary service until a more permanent repair can be performed or getting a production line back into operation so those employees can earn a paycheck, a customer supervisor retains his employment by selecting a trusted EASA member. By being part of a response team to a country's nuclear disaster, which was the case in Fukushima, Japan, EASA members are given the opportunity to prove **TRUST**. (Likewise, the EASA member's failure to prove **TRUST** diminishes the EASA organization and every EASA member.)

Building on trust

This leads into one of the goals of marketing the standard, and that is sending the message of **TRUST**. The foundation for any positive relationship is **TRUST**. Regardless of any product or service being offered, the **TRUST** message must be sincere and emotionally transparent to create a **sales opportunity**.

Educating the customer and service center staff on *ANSI/EASA AR100*, providing leadership by implementing the recommended practices and furnishing the required equipment create the building blocks of **TRUST** for everyone.

The presence of **TRUST** leads naturally into the other goal of marketing: to create a **sales opportunity**.

Note that there is really no such thing as an "existing customer." There is only a previous customer who has

become a **POTENTIAL** customer. A customer only exists during a sales transaction. When a sales transaction is completed, what was a customer now becomes a potential customer. Thus the marketing process repeats, starting with **TRUST**, in an endless loop to create more sales opportunities.

With a lack of **Trust** comes an absence of sales opportunities which ceases business growth – leading to an almost certain business decline. This means that marketing becomes a

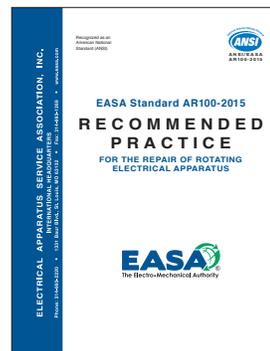
vital part of the EASA member's business operation and marketing *ANSI/EASA AR100* is a critical component of the marketing effort.

Market standard to build trust

Creating **TRUST** means marketing *ANSI/EASA AR100*. How would *ANSI/EASA AR100* be marketed to build **TRUST** for the sales opportunity? This is the easy part:

1. Have copies of the standard on your sales and service counters.
2. When visiting a customer, show the standard and explain the processes.
3. Explain to the customer where the standard can be downloaded on EASA's website. Or better yet, leave a printed copy for your customer.
4. The last marketing step is in the final service product being delivered to the customer. The result is a reliable, efficient motor that performs as designed and lasts as long as originally designed – or longer.

By completing these steps in marketing *ANSI/EASA AR100*, the goal of **TRUST** is immensely easier, leading to a **sales opportunity** with a **POTENTIAL** customer. Then business gets better!! ●



EASA's Recommended Practice is available for free download in the "Resources" section of www.easa.com.