



## Sales Case Study

**Application:** General Maintenance of Hydraulic Spares Requirements

**Product Group:** Mining Application Spares

### Summary

A global supply company approached Custom Fluidpower in 2006 as they were dissatisfied with their previous hydraulic suppliers.

The company has a key focus in the buy and sell of equipment spares across the globe specifically for the oil and gas sector with minimal focus on any design / engineering supply applications. Recently, this company forwarded a request for quotation for a multiple quantity of spares including Char-Lynn motors, Eaton piston pumps, Parker seal kits and Wandfluh directional control valves.

### Solution

In response to their request for quotation for the multiple spares from various manufacturers, and in taking assessment of their specific needs, Custom Fluidpower's key requirements were simply paying a special attention to price and availability, in most cases availability. Over the past 18 months, Custom Fluidpower have been quoting an honest realistic availability, providing additional freighting options when seeing the need, maintaining a consistent pricing structure and responding to any request as promptly as possible. Additionally, in response to a request for quotation Custom Fluidpower supply a complete response including supplying as much relevant information as possible eliminating unnecessary correspondence.

### Advantages of Solution

In response to Custom Fluidpower's maintenance of this company, we have formed a strong relationship with the company's key employees, gaining their trust. In turn to this relationship they now primarily use Custom Fluidpower for all hydraulic needs and believe it's simple to make money off selling hydraulics with CFP's support.