

collectingdust.com

# THE SCOTT & FETZER COMPANY *Manufacturers of the*

1920 WEST 114TH STREET

CLEVELAND 2, OHIO, U.S.A.

September 14, 1951



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TO ALL DISTRIBUTORS AND BRANCH DISTRIBUTORS:

Generally speaking, when a customer complains about her Kirby not working satisfactorily, it is because of the fact that she does not thoroughly understand how to use it. That is why we have so strongly recommended from time to time that a definite procedure be followed by all distributors and branch distributors in connection with the verification and redemonstration. This verification and redemonstration should be made by someone other than the salesman who made the original sale. Therefore, if you as a distributor or branch distributor are not in a position to personally look after this important detail, we highly recommend that you have someone else who is properly trained for the job to take care of it.

Besides avoiding complaints that arise from time to time as a result of a customer's not thoroughly understanding her Kirby, a redemonstration will also be the means of securing a considerable amount of extra business as a result of leads. Then, too, it is very well to remember that collection of accounts can be accelerated through proper use of a well organized plan of redemonstration and customer service follow-up because it makes a completely satisfied user.

To those distributors and branch distributors who are already using this plan we recommend that you allow nothing to interfere with its continuance. And to those of you who are not using it we recommend that you arrange to do something about it as promptly as possible because we know that you will find it very helpful from every standpoint--most particularly from the angle of avoiding customer complaints.

On the subject of complaints it should be born in mind that it is of great importance to avoid delays in giving them immediate attention. Altogether too frequently we receive letters from customers complaining of not being able to get the distributor or branch distributor to act promptly on service matters. This is not good, to say the least, and we don't like to think our distributors and branch distributors are negligent in their obligations to their customers.

KIRBY SANITATION SYSTEM

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TO ALL DISTRIBUTORS AND  
BRANCH DISTRIBUTORS:

-2- September 14, 1951

Your help in these matters will be greatly ap-  
preciated.

collectingdust.com THE SCOTT & FETZER COMPANY

  
Carl S. Fetzer  
Vice-President

CSF/mak

collectingdust.com MANPOWER WILL DO IT!

P. S.: In the event you have forgotten about it, we can supply  
the enclosed verification form. The original explana-  
tory bulletin covering the use of this form is also  
enclosed.

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