

Responsiveness Makes **MaxPower** Tops With IET

"MaxPower really has it all figured out," assesses Sandra Serbousek, c-owner of Innovative Electrical Technology (IET) in Iowa. A Powerware manufacturers' representative who has been purchasing single-phase UPSs from MaxPower for nearly a year, IET reports that from pricing to professionalism, responsiveness to reliability, MaxPower shines above other UPS distributors.

"The thing that has impressed me the most about MaxPower, and what has been the most refreshing, is that they really have all of their ducks in a row," Serbousek says. "They are great to work with. It's a win-win situation for both of us."

The ability for MaxPower to immediately ship product ranks high with IET. When talking with end users, Serbousek is confident telling them that their order will most likely ship the same day. "Customers need things immediately," she explains. "And if you have to wait a week or so, they will look elsewhere. Nine times out of ten, MaxPower can get it out the door on the same day."

But IET customers are not the only ones who benefit from MaxPower's quick turn-around, Serbousek notes. Equally important is the swift reaction time IET has come to appreciate from the company as a reseller partner. Immediately notified by e-mail with tracking numbers and freight charges as soon as her orders ship, Serbousek has all the information she needs to invoice customers right away, rather than having to wait weeks for these details to arrive by mail.

"This has increased our company's cash flow tremendously," she reveals. "Our end users are sometimes paying us before we even have to pay our invoice. I would think that would make a huge difference to other resellers, too."

IET also appreciates the lengths MaxPower goes to preserve reseller relationship with their customers, such as supplying the reseller's contact information on packing slips, and using the company's own shipping labels. "Their business philosophy is to supply products to resellers, not to fulfill orders to end users," Serbousek explains. "I feel totally comfortable working with them."

In the unlikely event that a problem does arise, IET has found MaxPower to be equally responsive. Once, Serbousek recalls, a trucking company damaged a UPS that was being delivered to one of IET's end users. After notifying MaxPower of the problem, the distributor overnighted a replacement order, ensuring that the project was not delayed.

"This made a huge difference to the customer," she says.

Having dealt directly with larger manufacturers in the past, Serbousek believes that working with a smaller company such as MaxPower offers numerous advantages.

"One call does it all and we get our answers quickly," she says, adding that everyone on the MaxPower team has been extremely professional, helpful and easy to work with.

At the end of the day, perhaps the greatest benefit of IET's partnership with MaxPower is peace of mind. "I can take care of everything in one day," Serbousek acknowledges. "With the responsiveness of MaxPower, I can put the order away and forget about it!"