

MaxPower's Ease of Business Helps Challenge's Sales Soar

They say you can't buy time. But for Jim Bael, owner of Denver-based Challenge Technology, MaxPower comes as close to disproving that idiom as any business he's seen.

"Their competent support means that we can spend our time out selling, rather than trying to keep our supplier on track," he explains.

That hasn't been the case when purchasing Uninterruptible Power Systems (UPSs) through other companies, Challenge has found. During its 21 years in the business, the company has experienced a range of ongoing problems including shipping mishaps, incorrect billing, lack of communication, and erroneous exchanges of information. Not so with MaxPower, says Bael.

"They always give us the correct information," he reports. "We place our orders and we get the right products. We get updates on the status of our orders. If there are ever any problems, we get notified. We don't have to keep track of the process, which frees us up to do what we need to do ... sell."

As a direct result, Challenge has seen its business grow by more than 15%. Explains Bael, "Business is up because of the good service. We have also gotten orders because MaxPower can quick-ship product. In some cases, the order goes to the company that answers the phone, the one that can respond that they have the UPS in stock and they can ship it immediately."

This overall ease of business is the main reason Challenge has been buying its UPSs through MaxPower owner Tom Ebner for nearly a decade. As a reseller who routinely asks MaxPower to drop-ship units to its end users, Challenge also appreciates the extra measures the distributor employs to increase trust and build partnership, such as using Challenge's own shipping and packing labels on orders.

Timeliness and efficiency on the part of MaxPower rank high with Challenge, as well.

"A simple phone call gets you all the right answers," notes Bael. "Their whole process makes them easy to do business with."

Even when someone else makes an error, MaxPower finds a way to resolve it, Bael discovered recently. When he placed a 25-unit order, MaxPower was able to immediately ship 21 pieces, and arranged for the remaining four to be drop-shipped by the manufacturer. However, despite Challenge providing clear directions on the freight charges, the manufacturer failed to execute correctly. That's when MaxPower stepped in.

"They caught the problem, and corrected it, even though they didn't cause it," Bael explains.

Most importantly, MaxPower once again ensured that Challenge did not waste precious sales time on administrative issues.

"We have absolute confidence in MaxPower," Bael concludes. "They do what they say they will. We can always count on them."