

Issue 7

WATSON DIESEL INC.

SERVICE AFTER THE SALE

*In issue number 5 of our newsletter series we discussed "How to choose your next up fitter". In that issue we talked about the difference in the quality of your next truck build. In this issue we want to talk about what you get **AFTER THE SALE**.*

Watson Diesel, Inc. has been in the heavy truck rebuilding and service business for 30 years. We built our business in this highly competitive market by offering services that could not be found in most service shops. We do 95% of engine machining and component rebuilding in-house and were one of the only shops that offered everything from transmission and rear rebuilding to turbocharger rebuilding in-house. Our staff of technicians have evolved with this changing industry by keeping up with the latest in diagnostics and system technology. We offer a 1 year warranty on all of the rebuilds that we do.

When we started in the used truck sales business we were one of the few used truck dealers to offer a 6 month warranty on all of the used trucks that we sold. In other words, we stand behind what we sell and what we do.

When we got involved in the municipal truck up fit end of the business we carried this philosophy over to the up fit side of our business. When you have a truck built by us, we don't give you the keys to your new truck and say good-bye. Instead, when we hand you the keys to your new truck, it is just the beginning of the relationship between you and our shop. It will start with a follow up call and a visit from our sales staff to how your new truck is working. Building a truck for you is not a lot different than having a new house built. When you move into your new house there will no doubt be some things you wish you had done differently. The same is true for building a truck. You may wish that you had moved some things from one location to another, or add something to the build that either you or our staff had not thought of. Our shop will be here to help you change these items around if necessary to make your truck more user friendly. With the advent of the new computer controlled hydraulic system, adjustments to the system can be made to custom fit the truck to your specific road requirements. We work closely with our OEM product manufacturers and whenever possible we perform all repairs and adjustments at your location or if necessary at our Canton location. No taking the truck back to the factory store for these repairs in an effort to not waste any of your workers valuable time chasing trucks all over the country for repairs.

WHAT IS IN A WARRANTY?

A friend of mine in the motorcycle business explained to me at a young age that "a warranty is only as good as the dealer that administrates it", regardless of what the OEM states that it is. Warranties seem to be like insurance policies (I guess that's what they really are). If you read the fine print they never seem

to cover the things that you would think to be an obvious no brainer. At Watson Diesel, we are here to advocate for you the customer when it comes to your warranty.

Our warranty claims a 1 year period on any of our workmanship on general repairs or rebuilds. But on our municipal up fits and general fabrication we extend a 2 year warranty on any of our workmanship. To that point, we also regularly campaign the trucks that we have built in this 2 year period with any updates that have come along to keep your truck the best it can be with the equipment that you have purchased.

RAPID RESPONSE PROGRAM 24/7

We introduced our Rapid Response Program at our spring open house this past April.

Rapid Response is our guarantee that if you have a problem with your truck or truck equipment we will dispatch one of our technicians within minutes of your phone call to us. We recognize that when your truck is down it is a priority! Our technician will repair your truck at your shop when possible. If we cannot repair your truck in the field we will make it a priority job when it gets to our shop. Snow and bad roads cannot wait for you to have to schedule your breakdown!

This is our promise to you that when we build your truck, it is just the beginning of our relationship and we will be here for you long after the sale.



**FOX TOWNSHIP
SHUNK, PA**

2016 DODGE RAM 5500
9' CRYSTEEL ALUMINUM DUMP BOX
FORCE HYDRAULIC PACKAGE
BUYERS EX90SS REVERSIBLE PLOW

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WATSON DIESEL INC.