

Basco University Hits the Highway

IF YOU CAN'T COME TO US, WE'LL COME TO YOU!

Basco University has launched an on-the-road training program with our training specialist Jason DeBruer traveling across the country teaching the classes.

"All of our customers can't make it to Basco University," explains Paul Williams, Vice President of Sales and Marketing for Basco. "We don't want customers to miss out on this valuable training so we're working with our manufacturer's reps to bring product education, sales and marketing and training to our customers."



Similar to the Basco University sessions, the on-the-road training programs offer installers intensive, hands-on classes on the proper techniques and methods for best installing glass shower doors and enclosures.

Basco's on-the-road training can be customized to meet the specific need of the distributors or reps. Recently, DeBruer made stops in West Virginia with Todd Schaefer of ProSpec Sales to generate interest in the specialized Celesta Installation Training class, while Tom McKew and Gary Oliver of Dominion Marketing in Maryland, arranged for DeBruer to meet Basco University alumni who wanted to "recharge the batteries" with a refresher course.

Michael Rothberg of Gray Sales in Philadelphia recruited DeBruer to conduct a session with Bath Savers in Lewisberry, Pennsylvania. DeBruer customized the session to address all of their specific needs.

"With 120 installers in the tri-state area, we're ordering a lot of Basco doors," says Rich

Furjanic, purchasing agent for Bath Savers. "Jason's training went very well and he packed a lot into two hours. We were able to take everything he taught us about the doors and share it with our installers."

Whether attending a Basco on-the-road training session or a class at Basco University in Mason, OH, graduates continue to receive technical and customer service assistance long after class is dismissed. As part of Basco's promise to deliver and support a superior product, installers and distributors can speak with service representatives by calling the Basco Hotline (800/45-BASCO). A staff of professionally trained installation and technical specialists, including DeBruer, provide design, pricing and installation support.

If you are interested in scheduling a Basco on-the-road training session, contact your Basco representative.

To learn more about Basco products, please visit www.bascoshowerdoor.com. ■



activity and follow up, and speaks with their customers everyday."

As the leader in the shower door category, Basco makes it a priority to ensure that their customers' Basco experience is uniquely hassle-free and profitable.

"Our motto is to 'give the customer what they need—not just what they ask for,'" says Roy. "As part of our training program we send our customer service staff into the field to better understand the daily experiences of a plumbing wholesaler or glass shop, including joining an on-site installation team. Understanding exactly what our customers experience, makes us better problem-solvers and better able to fulfill their needs."

"Simply put, Basco's customer service department is the best in the industry," reports Bill Boehlein, principal of Bill Boehlein Sales, Inc., a Basco rep in Minnesota. "We attribute much of our success in the field to the personal relationships Basco's customer service department has developed with our customers. They promptly address any issue or concern so we diminish potential issues before they even occur." ■

Going Beyond the Call

The monthly statistics are impressive—16,000 calls answered, 80 percent within 20 seconds. More than 31,000 hours are spent helping customers with their shower door solutions, and nearly 300 orders are entered every day.

Basco's 19-member customer service team provides technical and customer support that makes purchasing a shower enclosure easier for its distributor network partners and end user customers. With more than 200 years of combined expertise, these customer care specialists serve as the foundation for Basco's exclusive Single Source Solution.

"Our approach to customer service is unique because it extends beyond the department. Each of our customers work with their own customer service team. Teams consist of a regional manager and a manufacturers' representative on a local level, and a customer service group at Basco. This provides the customer with a collective team of Basco personnel that are focused on that particular customer and their specific needs," explains Jeff Roy, Basco's director of customer service. "Overall, the team is led by an Administrator who takes complete ownership of the team's performance, makes decisions on how to handle concerns or issues, monitors daily





Marketing Corner by Paul Williams

During winter months homeowners turn their attention to indoor remodeling projects and repairs so now is the time to take advantage! Bathrooms are big business and only growing bigger. According to the *Remodeling Magazine 2005 Cost vs. Value Report*, in 2005, Americans spent \$26,052 converting an existing bathroom into a luxury getaway and \$47,212 on adding a high-end bathroom.

Shower doors present an enormous margin of opportunity in the showroom. Basco prides itself on being a very customer-focused company. We have thought through every possible hurdle you may face when ordering and installing a shower door system. Through our innovative Single Source Solution we've eliminated these obstacles, making it even easier to do business with us. We've effectively taken the 'monkey' off your back, giving you more time to focus on selling and providing other services.

Basco is the only shower enclosure manufacturer that focuses on the needs of each individual customer. Our years of experience in training have resulted in an extensive account list of customers who rely on Basco for guidance and insight into this profitable market. We're here for you in every way! ■

BOOST Your Bottom Line!

- 1 **Recommend a shower door with every fiberglass unit, shower base and wall kit sold, as well as every tub and shower opening you see on a set of plans or drawings. Your customers will appreciate your suggestion and value the assortment of frame finishes and glass offerings from Basco.**
- 2 **Have the answers your customers need. Answer questions quickly and accurately. Familiarize yourself with Basco's sales literature, binders and website—www.bascoshowerdoor.com.**
- 3 **Show more—sell more. To help them better make their decisions, customers need to see and touch a product. Basco's aggressive display program provides you the opportunity to put more high-end displays on your showroom floor.**
- 4 **Don't shy away from custom sales. Basco's Custom Department has the technical expertise to fabricate doors with precision, which makes it easy to sell custom shower enclosures profitably. We also provide point-of-purchase displays, companion product literature, as well as measuring sheets that ensure the correct door size is made every time.**



\$26,052

Average spent on converting an existing bathroom into a luxury getaway

\$47,212

Average spent on adding a high-end bathroom



What's New at Basco?

BASCO ANNOUNCES EXCITING CHANGES

Linda Garman, Basco's former Director of Customer Relations, has been promoted to the new position of Director of Marketing Communications. Linda's main responsibility will be overseeing all corporate communications regarding Basco's product lines, pricing and new product announcements both internally and externally, to our customers as well as our sales representatives.



Filling Linda's former position will be **Jeff Roy** serving as Basco's Director of Customer Service.



Jeff is focusing his talents on identifying

improvements in customer service and preparing the company for its next phase of sales growth.

"No one understands our company's heritage and culture better than Linda. Her in-depth knowledge of Basco will greatly help her in this new position," says Paul Williams. "Jeff comes to Basco from the industrial valve industry, where a very high degree of precision is required in all processes. His experience in this area will bring a seasoned perspective to Basco." ■

INTRODUCING ANTIQUE PEWTER

Basco recently introduced its latest frame finish, Antique Pewter. Our newest frame finish helps homeowners, designers and builders match faucets and showerheads



with the pewter frame finish of their shower enclosures. Basco's Antique Pewter nicely complements Delta's Aged Pewter finish.

The Antique Pewter finish is achieved through the Bascoat finishing process. A durable polyester resin is baked into the surface to create an impenetrable moisture shield protecting the luster and shine of the shower door unit. The finish carries a lifetime limited warranty. Basco now offers 15 different glass options and 14 unique finishes. ■

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