

Carotron Distributors: Now's the Time to Woo Your Customers!

<http://www.carotron.com/articles/distributors-customer-help/>

by John N. McMurray, Sales Engineer

Excuses, Excuses, Excuses:

It used to be, "Plants are so busy that they can't shut down for maintenance, service, or drive replacement. Come back when business slows down."

Well, Carotron Distributors, that time is NOW!

And Carotron can help. We offer, at no charge, in-house sales training at our plant, as well as local seminars at your facility. Sales literature, customer handouts, and presentation CDs are available to view and to take to your customers. When you identify the applications, our Sales Engineers are ready to make joint calls to analyze the opportunities and select the right Drives and Controls.

Believe it or not, many companies do have money to spend in anticipation of the return of business.

NOW is the time to send your drive-savvy salespeople into the plants with Carotron Elite Pro Digital DC Drives to replace aging controls that will increase downtime and threaten production when the economy turns up.

We also offer a complete line of AC Inverters, Digital Solid State Starters, AC & DC Motors, and a large selection of accessories.



Scan the QR code with your phone or visit Carotron.com

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Think Carotron!

Look at the extensive product offering on our Line Card and let us help you bring a Complete Drives Solution to your customer.

Contact a customer representative or engineer at Carotron, Inc. at **1-888-286-8614**, and let us review your distributor needs.