

Small customers welcome, says lifting heavyweight

MARCH was a busy month for Goscor Lift Truck Company (GLTC), with the delivery to customers more than 30 machines including Doosan diesel and electric forklifts, Bendi articulated forklifts and a range of specialised Crown Materials Handling Equipment (MHE).

MD, Darryl Shafto, said that while many think that a large business like theirs turns mainly on big orders from big clients, "Nothing can be further from the truth".

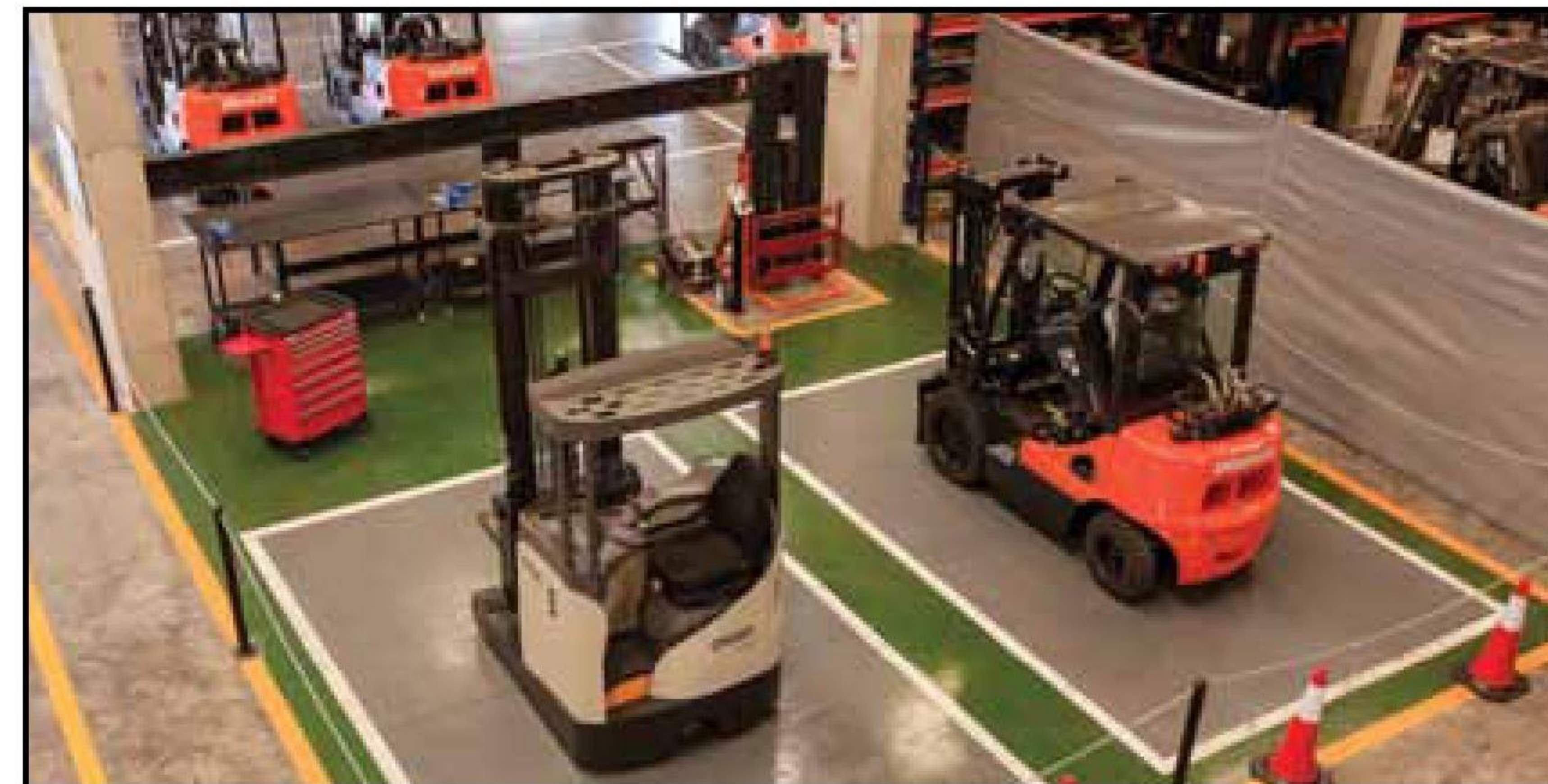
"So much of our business comprises small orders from small and big customers, and our

philosophy is simple – each order is appreciated to the fullest extent and our service infrastructure is geared up to handle any fleet size. Large fleets are obviously beautiful but, in our world, so are small fleets."

Shafto said that small operations should not hesitate to see what they have to offer. "Sometimes smaller operations are loath to approach large suppliers like ourselves but they shouldn't be.

We have the experience, knowledge and products to make a real difference to your bottom line."

According to Shafto, GLTC's success is founded on three principles: Firstly, Goscor is grateful for every customer and every order no matter the size. Secondly, the integration of the management, sales and service functions create a "well-oiled" team able to provide its customers with



the correct solutions in double-quick time and, thirdly, the belief that "the foundation of world-class service is world class product".

Goscor is the sole distributor of some of the leading brands in the industry including Crown, Doosan, Bendi, Hubtex, and Taylor Dunn.

Shafto said such was its reputation, that many of the company's customers today virtually "outsource" the MHE function to it.

"Our recently restructured service department is one of the most experienced 'skills upliftment

and service training' facilities in the country. National Training Manager Lex Winson, keeps service staff up to date with ever-changing technology.

"To this end we provide throughout the country special cut-away machines for 'touch, feel and see training' and special bays for 'direct participation training'. New or current machines are pulled into these bays so that our technicians, new or experienced, can be instructed - or refreshed - on the machines' service requirements," Shafto said.

Enquiry No: 39

