

**THE PUMP TECHNOLOGY LTD.  
“ONE STOP PUMP SHOP” CONCEPT**



**1. Fewer Pump Engineers:**

The number of qualified Pump Engineers in the UK has diminished rapidly. More and more of the work in sewage, waste water, clean water and pump and pump systems is being undertaken by Plumbers and Mechanical Engineers.

**2. Where they BUY:**

Plumbers and Mechanical Engineers purchase products from Merchants and Electrical Wholesalers.

**3. Too Many Pumps for Merchants to STOCK:**

Across the range of pumps available on the market from Pump Manufacturers who operate in the UK, there are literally thousands of different pumps and systems available, far too many for Merchants and Wholesalers to keep in stock.

**4. We offer a simple SOLUTION:**

Despite not being able to stock a myriad of pumps and pump systems, Merchant and Electrical Wholesalers Sales have a Solution using PUMP TECHNOLOGY LTD as their **ONE STOP PUMP SHOP**.

**5. The PARTNERSHIP Concept:**

Our concept involves not having to stock products but partnering Pump Technology Ltd to fulfill any inquiry for a pump, pump system or related products to maximize profit for the Merchant or Electrical Wholesalers.

**6. No more LOST CUSTOMERS:**

When a customer comes into a Trade Counter or phones with an enquiry for almost any form of pump system, the Merchant or Wholesaler can **Sell a Pump, make a profit and KEEP the customer.**

**7. Tried and TESTED:**

We have carried out test marketing in various branches of Merchants and Wholesalers asking for a particular product or pump system. In 60% of the cases, they shrugged their shoulders and said *'can't help mate, don't know who they are'*

### **8. Our Simple Solution:**

We act **ON BEHALF OF THE BRANCH** to handle enquiries - anything from a single pump to a sewage or waste water pumping station (which could be as much as £20,000) in many cases. The sale goes to the Merchant and we can even **deliver the goods to site** on their behalf, with obvious cost savings.

### **9. Project & Sales department Support:**

Pump Technology Ltd can also work with Project Departments and Sales Representatives of the Merchant and Electrical Wholesalers to ensure that anything to do with pumps and pump systems becomes a profitable opportunity for them.

### **10. TALK TO REAL PEOPLE:**

Pump Technology Ltd has a rapid response Sales Team available - **no switchboard and no voice mail**, just real, knowledgeable people who **answer the phone**.

### **11. Capitalise on the HUGE Replacement Market:**

The replacement market for pumps and pump systems is enormous and whilst most Trade Counters staff of the Merchants and Wholesalers will shy away from enquiries because of the 'agro', we can do all the work for them. For example, their Client could take a picture of the plate on the pump or system and email it to us. We could then identify what is required and provide a replacement.

### **12. Don't let customers "Walk Away"!**

What Plumbers Merchants and Electrical Wholesalers don't want is for an existing customer or potential Client to walk away and do the rounds of their competitors until they can find someone who can help them.

### **13. One Company, One Solution, One CALL:**

Let Pump Technology Ltd take the strain and we will be their - **ONE STOP PUMP SHOP!**

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[www.pumptechnology.co.uk](http://www.pumptechnology.co.uk)

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