

Re: Moving from Used to New...

Source: <http://sci.tech--archive.net/Archive/sci.techniques.microscopy/2006-12/msg00062.html>

- *From:* "Edward Hennessey" <replyaddress-nonono@xxxxxxx>
 - *Date:* Fri, 08 Dec 2006 03:57:21 GMT
-

Gary G <see.signature@bottom> wrote in message
news:e1ehn29g1173kv0j4ggrb3vj6iauhuvgu8@xxxxxxxxxxx

On Thu, 07 Dec 2006 19:29:45 GMT, "Edward Hennessey"

And the OP would be very wise not to advertise to the dealer

that

he must have
their brand. There closes the snare. Being able to say you

want X

competitive model
that they don't carry is a crucial lever. Let the dealer slag

it.

He usually will. Say nothing. Never tell them what you have
budgeted to spend. Then say "But the price you have given me

is

beyond my means. And the better (unspecified) deal offered me

is

for cash. I'd love to buy all my scopes and supplies from you.
What can you do?" Just some thoughts.

Regards,

Edward Hennessey

Re: Moving from Used to New...

In this case, as I think with most brands, there are no dealers
any
longer. About two years ago, Olympus cancelled all dealers and
now
handle sales through their regional offices.
Poor me no longer works. The trick is to choose wisely what
you need
and what you would like to have.

gg

Gary:

The centralization of the vending process to eliminate
dealerships in favor of regional
offices is interesting. Nonetheless, makers compete against
makers and regional
offices against regional offices. And that is the room for the
lever, whatever room that is.
I am in exact agreement with you if you say the regional outlets
hold a uniform and unbending line on price and care not whether a
rival takes away a unit sale thinking it has piffling effect on
branch assessment in contributing to cumulative target brand
quotas set by their corporate heads and that those same corporate
heads don't see those quotas linked to their overall prosperity
in a brand versus brand struggle. But if that is all so--and I
fully credit that you know better than I--then this segment of
industry is remarkable in its anomaly.

Regards,

Edward Hennessey