

## **INVERTER PRIMER**

Things that all Jaycar sales staff need to know to sell, with integrity, inverters to the public and wholesale customers.

The other day a friend asked me for advice for an inverter that was to be used on a remote farm to operate a small refrigeration unit.

He is a good friend and I was happy to help him, but, in the end I decided that the friendship was more important to me than the sale of an inverter.

The crunch came when he asked “why is it that your (2000 watt) inverter sells for only \$600 odd when I have been quoted thousands by others for the same thing?”

It immediately became apparent to me that there are misunderstandings in the marketplace between \$600 inverters and \$3000 ones.

It is deep human nature to try to solve problems as cheaply and reliably as possible. The \$600 solution to creating 240V remotely is far more satisfactory than a \$3000 one, IF IT WORKS.

Jaycar have been selling inverters in Australia and New Zealand for over 20 years now. Indeed, we are probably the country’s biggest sellers of these products. In that time we have seen massive improvements in performance and reliability of our growing range, coupled with fantastic price reductions for the performance offered.

Compared to the past, we do not get very many returns or complaints, but when we do, it is inevitably due to misunderstandings over customer expectations of the product they are buying.

Consider this; you can buy a warehouse trolley at hardware or automotive chain store for about \$30. This trolley is fine if you keep it in your garage and only use it a couple of times a year. If you were to use that trolley in a commercial warehouse it would not last a week. You need to spend between \$100 and \$200 to get a sturdy, commercial grade trolley. And yes, you can return the broken trolley and get your money back, but that’s not what you want – you need a trolley!

It’s the same thing with a wheelbarrow, you can buy a cheap one but it will not last a day on a building site.

It is basically the same with inverters.

The Jaycar range of low-cost inverters are designed to do a good job when used within their specifications in non-commercial applications when the use is not heavy.

If your application requires the product to perform everyday at full or near full load you may end up with a problem. You may not, as well, depending on your load.

What I am trying to say is this: There is a reason why some people have inverters that cost up to six times as much as ours. These inverters are for people who absolutely depend on a reliable 240V supply, day in, day out, whilst overloading them occasionally as well.

Before you sell an inverter, you must address what the customer needs and what the customer expects from the inverter. Don't think that you will necessarily get reliability by selling, say, a 1000-watt inverter for a 400-watt load application if the inverter is going to be "flogged".

If a customer does not want to spend \$3k when they really should, you should seriously consider backing out of the sale. If you do proceed with the sale you may get away with it. There definitely will, however, be times when you have an angry customer who demands a refund and who wants to become our enemy.

It is up to you as a sales professional to make this assessment.

Don't create a mess for others to have to clean up afterwards.

Note to all staff: I have no problem with the public, wholesale customers and authorised resellers reading this, along with all relevant Jaycar sales staff. We have nothing to hide.

Gary Johnston  
Managing Director  
Jaycar Electronics