

## Question of the Month

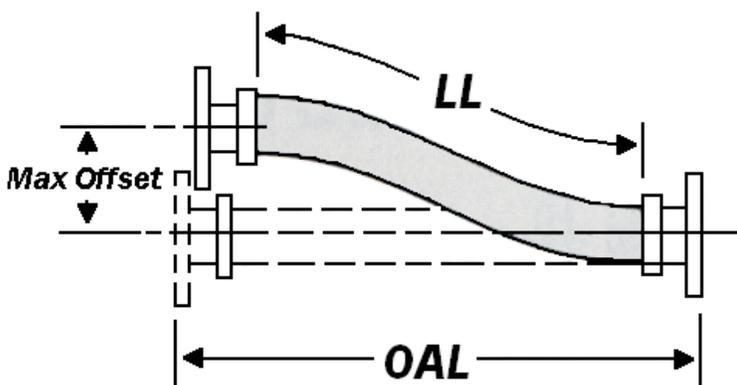
Frequently the topic of “offset” or “lateral deflection” comes up with regards to hose assemblies. There are 2 basic scenarios when it comes to this specification.

First is whether or not it is a one time **STATIC BEND** for say misaligned piping, or second, whether or not it is for **INTERMITTENT FLEXING**, ie, one end of the hose is moving. The OAL of the hose is different for both of these applications. For example, a 4” diameter **GOLD SERIES** designed for 3/4” movement in a static bend application has an OAL of 11 3/4”. A 4” diameter hose for 3/4” of intermittent flexing has an OAL of 16”.

Now, how does all of this relate to the diagram below and the specifications on our submittals. In a **STATIC BEND** application, the 3/4” dimension refers to the maximum distance the hose can be offset from the centerline, installation movement only. It can go up or down, but 3/4” maximum. After installation the hose is fixed and does not move.

For an **INTERMITTENT FLEXING** application, the 3/4” dimension is different. It refers to the total travel in the application. The hose can flex from the centerline to 3/4” above the centerline and then return to centerline or flex 3/8” of an inch above and below the centerline, a total of 3/4” of motion.

So, when you are asked about “offset” or “lateral deflection” we really need to know if it is for a **STATIC BEND** or an **INTERMITTENT FLEXING** application. It makes a big difference.



## TR's Tidbits

Put the “SPIN” on your customers. I've found that one of the most productive sales processes is **SPIN Selling**. Simply, it directs you towards querying your customers to where the value is. **SPIN** questions are:

1. **SITUATION Questions** - Deal with the current status of the customer. Should be used on a very limited basis. Example: “How are your sales this quarter?” Besides being boring, these questions will put off a buyer if asked too frequently. Basically like asking what the buyer's favorite color is. C'mon, we are better than that!
2. **PROBLEM Questions** - Deal with the customer's pain and stays focused there to clarify the problems and uncover implied needs. Example: “What is the biggest problem you are facing on an ongoing basis?” Now we will get somewhere!
3. **IMPLICATION Questions** - Deal with the effects of the problems. We don't offer solutions to the problem, we determine the seriousness of the problem. So don't jump in with our whiz bang product and everything it can do. We need to increase the motivation to make a change. Example: “So, what happens when you frequently run out of stock of those key items?” Oh boy, can't you just sense the memories of those recent fire drills!
4. **NEED PAYOFF Questions** - Here is the power! These get to the explicit needs of the customers. We want the buyer to be able to tie the benefits of what we can offer to the specific problem they have. “So, what would it mean to you if you didn't have to spend 2 hours a day trying to track down key items that should be in stock?” **CHA-CHING!**

The book is very easy reading so go check it out on the web if you are looking for some end of winter reading before we all head outside for those spring activities.

## Customer Service Hours

Just a reminder, our office hours are:

Monday thru Thursday: **7AM to 5PM Central**  
 Friday: **8AM to 12PM Central**

## Your KEFLEX Team

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