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Eaton Unseats Competitor By Addressing Kovatch's Limit Switch Failure Problem

Location:

Nesquehoning, PA

Problem:

20 percent limit switch failure rate

Solution:

Eaton's potted E50AR1S limit switch with a two meter cable

Results:

Incumbent supplier unseated; opportunity for additional conversions

Contact Information

Readers who may have similar application challenges and would like to discuss this sales success are invited to call Michael O'Neill 610-497-6140.

When Kovatch Mobile Equipment learned that Eaton could provide a potted heavy duty limit switch that would not only prevent excessive moisture leaking into the switch, but also eliminate the need to pre-wire the switch with a cable for installation, it converted to the Eaton solution.

Eaton and its distributor, Lighting Fixture and Supply, discovered that Kovatch Mobile Equipment, a manufacturer of aerial lift emergency vehicles, was experiencing a 20 percent failure rate with a competitor's limit switch that it had been using since 1994. Kovatch was using the 12 of the supplier's standard heavy duty limit switch on stabilizers around the perimeter of the truck and the ladder cradle. The failures

were traced to excessive moisture leaking into the switches shorting out the contacts.

Eaton's Michael O'Neill reports, "Our solution was to provide a potted E50AR1S switch with a two meter cable. Prior to using our switch Kovatch had to pre-wire the competitor's switch with a cable for installation. Our solution saved this labor-intensive step equating to \$200 per vehicle.

"While the competitor could have provided a heavy duty rated switch fully potted with a cable as we did, the company did not take the initiative to offer solution that would eliminate the high failure rate.

"Our competitive advantage was a good understanding of our sensor group's capabilities

and our competitor's indifference to the customers problem. That indifference cost the competitor Kovatch's business.

"This situation reinforces the importance of looking for the weakness in our competitors' solutions and the impact of using that information to create opportunities to sell our total value.

"While our relationship with Kovatch is fairly new, the competitor's indifference to the company's problem provided Eaton with the opportunity to demonstrate its ability to meet the customer's needs and set the stage for Kovatch to look to Eaton for additional product conversions."



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