

STRUCTURAL BUILDING COMPONENTS MAGAZINE (FORMERLY WOODWORDS)

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WTCA QC

"Why Use *WTCA QC*? Reason #3?"

by Keith Kinser

REASON #3: ESTABLISH YOUR POSITION IN THE MARKET AND RAKE IN THE REWARDS!

If you've heard it once, you've heard it hundreds of times: "You guys weren't low, but I decided to go with you anyway." Or maybe you've never heard it. Do you wonder why? Do you wish you could hear it more?

Think about it. Ford Motor Co. says "Quality is Job One." Honda calls its top-of-the-line cars "Acura." Even the Wal-Mart's and Southwest's of the world that live and die on low prices are promoting "Quality." And they deliver, leaving some of the other lower quality retailers of the world in the dust. Is our industry really so different? If you've ever gotten the job when you weren't low, you know that it is not.

Sure, your prices have to be competitive. Most of the time you have to be "low." But have you noticed that there always seems to be someone who says that they're "lower"? Why not be the one who is better?

Surveys have shown that only one out of 28 customer complaints are made to the company. Most of the time people complain to their friends and coworkers—your potential customers. Or worse, they complain about you to your competition as they switch to place their next order. Furthermore, when people complain, they typically tell as many as ten other people. Are you sure that you are doing as good a job as you think you are? With these odds, are you sure you want to take the risk? Why not be sure? Take the steps necessary to document the fact that you are the best in your market? Be the first in your area to offer proof that you are "better than brand X"? Set your sights on being the one that doesn't have to be "low"?

Isn't that what it's all about? Aren't we all trying to stake out a place in the market? Aren't we all trying to differentiate ourselves and become the supplier of choice? There are a lot of companies out there trying to be the low-cost supplier. How many in your market are trying to be the best supplier?

Everywhere you look, people promote their quality, service, and attention to detail—not just in our industry, but everywhere. These terms have become buzzwords because so many people use them to describe their company with nothing to back up their claim. But look at the difference it

makes for the companies that actually perform: Lexus, Federal Express, Starbucks, Gateway, Lucent Technologies, Pixar. All of these companies combine competitive pricing (in their market) with the highest quality standards. As a result, each of them has been hugely successful. What about the others? Remember what happened to the U.S. auto industry in the 70's? We gave a huge portion of the market to the Japanese. Admittedly rising gasoline prices were the catalyst, but it's the quality of the Japanese product that sustained the shift.

Now, look at what is going on in our industry. The number of qualified framers and carpenters continues to decline while the number of housing starts sits comfortably at record levels. Not only are we being asked to supply more jobs, but we are expected to supply more materials for the jobs that we supply. We are fabricating trusses for increasingly complex designs within ever-tightening schedules. The company that stands to gain the most from this situation is the company that most consistently gets the job right, on time, the first time.

That is how WTCA QC works for you. It doesn't just help you to make trusses better. It gives you the opportunity to make more trusses. It puts you in the position to become the supplier of choice in the minds of architects, engineers and building officials. It gives you concrete proof of your claim that you do a better job than anyone else. It gives you documentation to show that your product is worthy of consideration in applications that may have been closed to you before. Now you are not just "a truss fabricator" you are "the truss fabricator." And suddenly everyone else says they are "just as good as you." But you will know better. And so will your customer.

So for all of you that weren't the lowest bid on that last job, would you like to secure the order anyway?

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