

Reichmann Service Workshops 2018

Sports retailers get expert tips from professionals of the ski service business



With a high-quality service offering for winter sports enthusiasts, sports shops not only ensure constant sales, but can also distinguish themselves from competitors. Reichmann wants to help sports shops to offer high-quality ski service in their own workshop. For this purpose, Reichmann organized this year from 09. -11. October the service workshops at the company headquarters in Weissenhorn.

Ski service as a professional service to create customer loyalty

The ski service is often paid too little attention both by winter sports enthusiasts and sports retailers. Sports shops underestimate the opportunity to demonstrate their professional competence to their customers with a professional service workshop and well-trained staff and thereby retain customers. Once they have been convinced by the results of the ski, they will definitely be back next time and can also be won over as a customer for other offers.

Transfer of service know-how at the Reichmann service workshops

A high quality in ski service can only be achieved with suitable machines or hand tools as well as with trained service personnel. Therefore, Reichmann organizes service workshops at the company headquarters in Weissenhorn each year in October for the support and further education of sports retailers. On three days, grinders and ski service employees can get valuable practical tips from experts in the ski service business. Not only the practical grinding work on machines or by hand, but also the sales and consulting of the ski service were on the agenda. The workshop trainer Roberto Moling advised the participants to set a fair price for quality service and to make the necessary service steps transparent to the customer. Thus, a much higher appreciation and a general understanding of the customer can be achieved.

Positive feedback from workshop participants

Numerous sports retailers from Germany, Austria, Switzerland and Italy use the Reichmann service workshops every year as a prelude to the winter season. The feedback from the workshop participants was again very positive this year. The participants appreciated the expertise of the trainers and the personal care in small groups. So everyone could lend a hand and benefit from individual tips of the workshop trainers. Even professionals can gain new ideas at the workshops and expand their service knowledge.