

MESOTECH'S FEATURED REP



KONGSBERG

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Nelson Gardner, *Gardner Technologies Inc.*

How did you, and when did you get into the rep business?

I was working as a lead electrical engineer on a Navy Sonar Program in 1987 and a customer of a local Sales Representative. He recruited me to join his company, Gans & Pugh Associates, as an engineering sales Rep.

What motivated you to become a Mesotech rep?

We had experience selling underwater cameras and side-scan sonar. Adding Mesotech to our line list was a natural, especially with my background in Sonar.

What is your Unique Selling Proposition (USP) and how would you define your customer base?

We seek out our customers and build face to face personal relationships with them. Our customer base is primarily the US Navy and supporting contractors as well as the Federal and State government search and rescue dive units.

How often are you 'on the road' and away from home/family per year?

In addition to driving many miles locally, I am typically away from home 35-40 nights per year.

When you aren't working what are the other passions in your life?

I have been involved with Church mission work in Guatemala for the last 15 years. I also enjoy time spent playing bass guitar, golfing and fly-fishing.

What is the greatest challenge in working as a person in between your customer and your Principal?

We have to maintain the professional respect and creditability of both the Principle and the customer while bringing them together to create a win-win-win for all three of us.

Have you a 'Customer Challenge' story?

One evening after a long day of sales calls, I was traveling with one of our Principles for a customer visit the next morning. We pulled out the file on the customer and realized that the home office of the company had sent a letter of no bid to the customer. We met with the customer anyway since the meeting was already scheduled. Several months later after a long period of Spec compromises and definitions between the customer and the principle, we received the order to build a complete test facility for the US Army. It turned out to be one of the largest orders ever received by that principle.

What can Kongsberg Mesotech do to make your selling experience easier?

Continue to listen to the needs of our customers as we work together to provide them with the solutions that we offer.

What is your personal motto/mantra?

Something is better than nothing. That is to say that doing something to realize your goals is better than doing nothing.

If you were to choose another work path in life what would it be?

I would have been a professional Golfer or Blues Musician.