

## TesRac Objection #1

Objection #1:

**Customer:** Drew, The TesRac is great but I could build this in my garage for less.

**Response:** First of all knowing you are a person willing to do this for your company puts you in the unique class of bipedal humanoids I would like to converse with. Yes, you could build this product and create 90% of the benefits it offers with readily available over the counter parts, and a bit of tinkering. That's how Vince founded his company but I'm here to tell you (from experience) doing it yourself doesn't carry a lot of long term business merit.

If you need 1-5 TesRac's you are not going to get any economy of scale on components and the learning curve is going to be amortized over a very small number of parts. Every cut-twice-measured-once mistake will be eating the meager savings you had planned for. At the end of the project you may feel accomplished but you likely have little if any savings to show for it.

Now if you need 10-30 TesRac's the potential savings are admittedly more significant. With a little planning and a full weekend of work you could arrive to work Monday morning the office hero! Like Santa you could hand out a truck full of TesRac's. There would also be a palpable glow of pride as you report the few thousand dollars' worth of savings you created to the boss. If you are lucky you'll get a pat on the back and a nice word of merit on your next performance review. The problem is that this scenario quickly changes from a hero story to a total headache.

**No good deed goes unpunished!** You are now the go to for TesRac's, every lost part, every repair, every new hire, and every complaint are now your department. Creating 30 TesRac's was great, tracking down screws, and being forced to build one-off's **in perpetuity** is not so great. The project goes from a favor to job and a total pain. That is when you say, "Man I should have just bought these from QuepTech.

With TesRac you have a vendor fully devoted to maintaining a profession grade and professional looking product. Each rack is labeled so any user knows where to go for spare or repair parts, and TesRac's are a click away for any quantity. If you need options they have those too! You have the peace of mind that someone else is standing behind the quality and maintenance of the product you are recommending.

The TesRac belongs on the list of things in your office you could build yourself for less money. This list should include your desks, cube walls and shelves. I believe you could build them all for less, but also advise you think better of it ;)

Happy building,  
Drew