



MOHAWK SPOTLIGHT

VOL. 2 NO. 5, 2014

ON DISTRIBUTORS

Mike Nowakowski of **AHT Auto Equipment** became the exclusive Baltimore Mohawk Distributor in February 2013 after flying in to Amsterdam, NY to see the opportunities at Mohawk Lifts. Mike stated he “was disheartened being just another reseller of brand C.”



At a recent Mohawk training discussing cylinder manufacturing

In spring of 2014 Mohawk Lifts alerted AHT of an opportunity in a city garage for three large lifts specified for a different brand. Mike and Mohawk went to work to have the specifications changed.

Today both AHT Auto Equipment & Mohawk Lifts are in possession of a \$300,000 plus purchase order for the city garage. While the specifications were originally written for a different brand, Mohawk and AHT working together earned the business.

Mike went on to say that Mohawk’s “quality manufacturing process, safety systems, and the fact that the lifts are made in the U.S.A. and meet FTA Buy America conditions, make it a great brand to represent.”

In the fall of 2013, Cynthia London was seeking an opportunity for a new business in the western side of Pennsylvania. Prior to selling Mohawk, Cynthia had no experience selling capital repair shop equipment. Nine months later Cynthia’s business - **Vehicle Lifts & Solutions** - has sold 3 truckloads of 2 post lifts, several sets of mobile column lifts, forklift service lifts and a 75,000lb capacity 4 post lift.

Cynthia said of Mohawk’s distributor sales training, constant marketing sales leads and Mohawk’s distributor Extranet, “I couldn’t of asked for more of a manufacturer in terms of sales support, marketing and assistance as a new person entering the garage repair equipment business.”



Steve Hughes and Wally Mayne of Equipment Distributors Inc.

Eastern Michigan - Steve Hughes and Wally Mayne of **Equipment Distributors Inc.**, joined Mohawk for a sales training session in January 2014. Three days of seeing the opportunities Mohawk brought to Equipment Distributors, Hughes invested in a truckload of 2 post lifts and a set of mobile column lifts. Since January, Hughes successfully sold 2 post lifts from 7 to 20,000lbs, mobile columns, forklift service lifts and has “seen opportunities that were never available to EDI when we were just another Challenger distributor.” Hughes continues to invest in Mohawk by sending additional sales reps to the factory for sales training.

“ I couldn’t of asked for more of a manufacturer in terms of sales support, marketing and assistance as a new person entering the garage repair equipment business ”



Grapevine Texas - 25 years ago Rolen Dickenson started **Northstar Auto Equipment** after being a regional manager with another equipment manufacturer. Upon leaving Mohawk sales training session Rolen’s words were “well after 25 years of selling lifts I never knew how much I didn’t know. Thank you very much we look forward to great success.”

Since that time, Northstar Equipment has sold truckloads of 2 post, mobile column and 4 post lifts and are currently in possession of a purchase order for a 100,000lb capacity parallelogram.

Northstar has also enjoyed the commissions and benefits of Mohawk’s federal sales rep Sherri Abell. Said Eric Dickenson “I knew nothing of a sale taking place in our territory until Sherri called to inform me of a 10 lift sale at Ft. Hood. We received the territorial commissions, plus 10 profitable lifts to install just south of our warehouse.”