

# EASTERN WRECKER SALES, INC.

## DISTRIBUTOR

### Eastern Wrecker Sales, Inc.

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distributor is one that is there for their customers, understands their needs and provides solutions to those needs."

A large parts inventory, drive-in service bays with trained and qualified staff, and fully stocked installation bays are just a few of the amenities Eastern Wrecker Sales offers its towing customers. Helping them to navigate their financing and insurance needs is another.

### Put quality first

"One of our main considerations when we started this company was to sell the best product available," recalls Price. "We feel that Jerr-Dan offers the best quality in towing equipment and we want to be associated with that quality. In the end it all comes down to what's best for our customers."

"When we receive a request for a truck we respond to two streams of input," agrees Taylor, "what our customers want and

what our engineers find safe for the application. As a final-stage manufacturer, it's up to us to make sure the two are in agreement."

The bottom line for Eastern Wrecker Sales — selling the Jerr-Dan product line throughout North Carolina and Southern Virginia is really all about long-term relationships.

"If we have long-term relationships with our customers and with our supplies, it doesn't get better than that," concludes Price.



"The length of time you've been in business is one of the most important factors in the continuity of that business," says Worden Price, co-owner/operator of Eastern Wrecker Sales.

"When things are good, anybody can succeed," he adds. "But when the economy slows, you've got to have repeat customers."

At Eastern Wrecker Sales, building that repeat business is done by cultivating relationships. And the North-Carolina-based company has many years of experience building relationships. Eastern Wrecker Sales was founded in 1969 by Billy Kornegay and Worden Price and is the oldest active Jerr-Dan distributor.

"We spend a lot of time with our customers, both before and after the sale," explains Chris Taylor, general manager. "A good