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“Oh, he’s just a vendor”

Yeah, I know.....we're all interested in running successful, profitable businesses. Our focus is on customers, CUSTOMERS, CUSTOMERS !!! Of course, this is how it should be and I have to admit that a customer call is regarded with just a teeny bit more compassion and enthusiasm than one coming from a vendor. We have all the time in the world for customers but not vendors. Question: Does that smooth, suave telephone greeting suddenly change when you discover it's John Q. Vendor on the line? Hmmmm

"Oh, he's just a vendor" I used to hear folks say that years ago, when I was employed by Brand X. And yet, what does that mean? Is it an inference that the individual in question is some sort of human being trainee.....or a type of low-life swamp-water-sucking, pea-brained scum wad???? (Now, THAT conjures up a vision!)

Bay Corporation aligns with excellent vendors.....partners, we call them. These partners

serve literally as our life-line. We purchase brass bar stock, expensive thread gauges, intricate tooling, computer hardware/software, office furniture, and even toilet paper. (And "crucial" takes on a whole new meaning when well, you know.) Our vendors come to us with creative suggestions, new products and fascinating programs designed to make our lives easier and our company more profitable; just as we try to do for you. (I LOVE easy. . . . and I REALLY love profitable!!!) They serve as some of the BEST consultants we could ever hire. A call from our vendor may be the missing link required to satisfy a crucial customer need. If I pay no attention to them, I'm shooting myself in the footheck, BOTH feet!

And a "partnership" role is exactly what Bay Corporation wishes to play in your lives. We're vendors....not adversaries....and definitely NOT pea-brained scum wads!! We're on the same team, moving the same ball down the court to accomplish the same goal.

"So, let's all get out there and rack up some points OK?"