



| BY ALEX HARRELL |

BUILDING A CYCLE OF SUCCESS

KHS partners with dealers to help them grow their businesses

This year marks Tabor Stamper's 10th year as president of KHS. And during the past decade, Stamper has focused on keeping dealer relationships strong. By implementing regular meetings with dealers and training representatives to putting the customer's experience first, KHS was nominated for a Supplier Excellence Award for the third time in the last four years.

"The relationship between reps and dealers is critical to the success of not only our business, but our dealers' businesses as well — we view our dealers as our process partners," Stamper said. "We can serve the musician and the music educator much more effectively when we work together, combining our efforts for the best possible customer experience."

KHS Music, headquartered in Mt. Juliet, Tennessee, is able to preserve such strong relationships due to the training its representatives receive. The product management team is made up of individuals who are experts in their respective categories, according to Stamper. The sales and customer service team members receive regular product training from the product managers, which enables them to help dealers and consumers understand the benefits of using KHS's products.

"Our representatives, both inside and outside, are among the best in the business," Stamper said. "They truly care about our dealers."

KHS meets with its dealers on a regular basis to review their current business and discuss how KHS can help them fulfill their goals.

"We then offer them a number of cooperative programs customized to fit each dealer's needs in serving their customers," Stamper explained. "Our dealers recognize that we are not just there to sell them stuff but help them grow their business."

Earning Customer Loyalty

Nominating retailers praised KHS Music's commitment to helping dealers succeed, with one voter saying, "We had a customer make a special order, and the product had a very tiny blemish upon arrival. KHS had a replacement at our doorstep within 24 hours at no [extra] charge and let the customer keep the blemished product to boot."



Tabor Stamper

"We recognize that earning customer loyalty doesn't necessarily come from getting it right the first time, every time," Stamper said. "It comes from handling these situations professionally and doing right by the customer, whether that's a dealer or an end user."

As for winning yet another Excellence Award this year, Stamper attributed the honor to the company's mission statement.

"We absolutely believe that music is an essential part of life for every individual and that it provides a positive contribution to society as well," he said. "Believing that, we do all we can every day to support our dealers as they connect with music makers of all levels. The growth will take care of itself, just as it has over the past number of years."

And, as one voting retailer put rather simply, "KHS has what you need, when you need it." **MI**