

## Motto at TransTec: Dealing on a 'Personal Basis'



Henri A. van Hessen

'I began working in this field purely out of personal interest,' explains TransTec/Quad Benelux managing director Henri A. van Hessen. 'And it has been through this attitude of involvement that we have gained our reputation.'

The firm was begun in 1960 to import Quad products from England, added KEF in 1961, ADC in '62 and most recently Nakamichi in 1974. With all his manufacturers van Hessen keeps a very personal basis, as that is the way he prefers to do business.

And this approach to business extends to his relations with his dealers and, in the end, the consumer. 'We act as a link between what the manufacturer strives for and what the consumer needs,' stresses van Hessen. 'We are acting for the consumer and thus side with him.'

Because the importance is placed upon the needs of the user, van Hessen and his employees emphasize after sales service both to their dealers and in their advertising.

'Our opinion is that retailers are free to offer discounts in place of service to his clients but we are not interested in him.'

In this belief that after sales service is a vital part of today's hi-fi industry, van Hessen offers comprehensive technician training courses to those interested and knowledge-

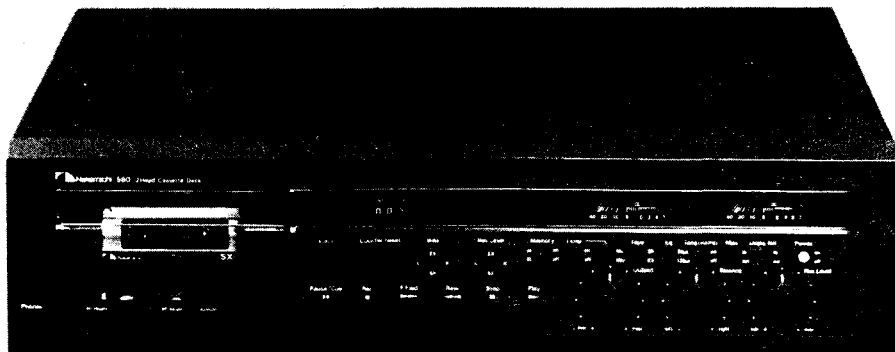
able enough to participate. These, he is quick to point out, are conditions that apply to few men in the industry today.

Because of his unique position of having seen the hi-fi explosion come to Holland, van Hessen has interesting views on the growth of the industry.

'Back in 1960 there was no hi-fi movement at all,' he relates, 'but I knew it would come. In 1967 with the first FIRATO enormous interest was created in hi-fi and the business then exploded.'

When asked how dealers have changed over the years, van Hessen has some surprising comments to

Nakamichi N580



make. 'I believe that dealers today are less educated — just as the public is not aware, this attitude is reflected on the part of the retailers.'

TransTec works with about 150 dealers, some of whom overlap between his various brands. With all his dealers van Hessen has worked to establish good after sales departments which, he says has earned he and his salesmen the reputation of 'carrying soldering irons instead of ball point pens.'

Most recent news in the firm is the introduction of the Nakamichi 580 cassette deck, which van Hessen says heralds a new generation of decks. 'It is a revolutionary design which I think obsoletes all previous cassette decks, including Nakamichi's own,' he argues. The 580 is the beginning of a new series of decks from Nakamichi which will include a metal compatible machine and a 3 head deck with monitoring facilities.

'I think this metal development is one of the most exciting things that has occurred in our industry,' says van Hessen. And he seems determined to impart this to his dealers with the same fervor that he carries the banner for service to consumers; that is, he has organized several dealer meetings to introduce them to the new Nakamichi decks, and has even put on separate seminars for the sales personnel.

If the interest and energy conveyed by van Hessen are anything to go by, surely the secret of his success lies in these factors. **ACE**