

## Lancaster Ford

### Wins President's Award

LANCASTER, (Lancaster Co.) — Larry Groff, President and General Manager of Lancaster Ford Tractor runs his business with an interesting philosophy. Price is soon forgotten, but poor service is never forgotten. Groff has obviously instilled this in his employees as well. Recently Lancaster Ford was one of only five percent of Ford New Holland dealers in North America that received the Ford New Holland President's Award. The award was given for outstanding evaluation for customer satisfaction.

Not one to get overly excited about awards, Groff, viewed this award a bit differently. "This award was judged by our customers. They reported directly to Ford New Holland as to their service experiences from the time of initial sales contact to the service received in all areas of the dealership for a one year period. Some-

times when you have the opportunity on a daily basis to see the human errors that are made within the dealership it gets frustrating. This award helped me to see that excellence in customer satisfaction is not only a possibility, it can be a reality."

Customer satisfaction or dissatisfaction is made up of many different components. From the person who answers the phone, to the book keeper, the salesman, the parts person and the service technicians. All are intricately interwoven into a system that will either make a customer's experience at the dealership a satisfying one or a dissatisfying one.

Groff has been the general manager of Lancaster Ford Tractor since 1980. With his deep commitment to the many customers that he and his employees serve it looks like Lancaster Ford will be here for many more years.



Ron Boughton, Ford New Holland dealer zone representative, presents the President Award to Larry Groff. As Groff received the award, he said, "The people behind me, Chris, Clint, Ruth Ann, Diane, Buzz, Craig, Paul, Jerry, Allan, Mike and two employees not here for the picture, Denny and Chuck are the people that made this award possible."

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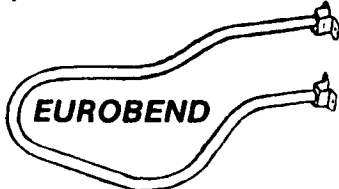
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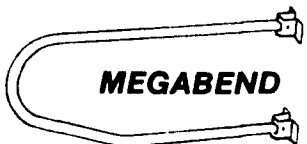
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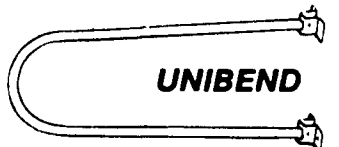
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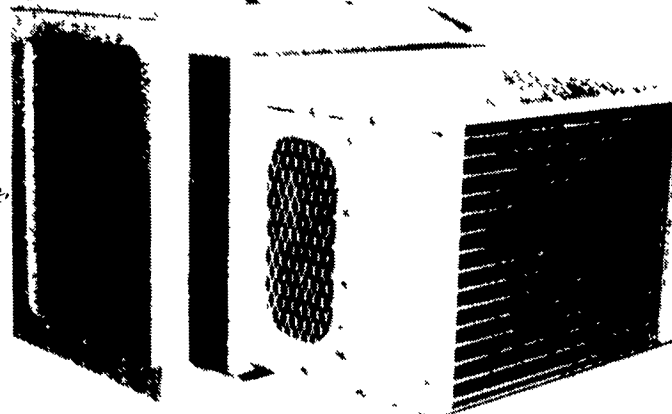


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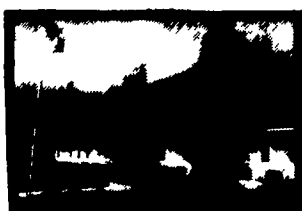


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