

Selling the VIM Tool Magrails

The Magrails from Vim have been the most consistent high margin seller on my tool route since their introduction. During extremely slow times in the automotive industry, mechanics still want to have a well organized functional tool box.

It is a very easy sale. Typically I carry in a variety of sizes with some sockets attached. I just ask to see their socket drawer where there are always unorganized sockets, old clip rails or just a poor arrangement. I hand the rail (out of the package) to the tech and point out a couple possible applications- from that point the tech sells himself. At retail price that equates to \$2.00 per inch this is a no-brainer sale.

Once a few rails are sold in a shop, they generate repeat sales with every visit. This \$2.00 per inch sale quickly exceeds \$200.00 per tool box- fast, profitable and no warranty or service issues.

When you start to sell these rails, buy a good quantity of every variation- three lengths x three sizes (1/4, 3/8, 1/2) or 9 variations and be prepared for constant reorders...

Glen Alcorn
Tool Network, www.thetoolnetwork.com

Hey guys,
Just wanted to take a minute to tell you how great the magrails and trays are. Whoever engineered these thought of pretty much everything. The adjustability and strength is just right. I'm a tool buff and I'll always have one or two complaints on how a tool could of been made better...not here. Can't think of anything lacking in this system, they make organizing and using sockets perfect! No more spilled sockets in the driveway or sockets falling off rails or shifting around in the toolbox.
Congrats on an awesomely engineered product.

Kevin McCooey