

# DEALER OF THE MONTH

The series aimed at celebrating the great work done by dealerships up and down the country

## JSM LTD

### *Location:*

Sheffield Park, Mid-Sussex.

### *Employees and size of premises:*

20 employees, 1.5-acre site with 10,000 sq feet of covered storage, workshop and offices.

### *Number of service vans:*

Five.

### *Brief history of company:*

The company was founded in 1985 as a Toro dealership to serve professional grounds machinery users. Our association with the Toro brand has remained unbroken since.

Initially covering the Sussex area, the business has grown over the years to now being active in Sussex, Kent, Surrey, Hants, Berkshire and South London. From an initial staff of just four in 1985 the business has grown over the years, but has remained focused on the professional grounds care markets.

### *Key services offered:*

Sales, parts, servicing and hire for professional grounds maintenance equipment.

### *Specialist services offered:*

Full compliment of training and education services, NSTS-approved test station, Toro irrigation parts agent, fixed-price-contract servicing, extended warranty schemes and financial planning.

### *How has the dealership changed over the years?*

Early on, the business had a very limited range of products to offer its customer base. But now, with manufacturer introductions and a broader range of agencies, we have become a 'one-stop shop' for anyone's grounds care needs.

As the business has grown we have also been able to do much more with relatively modest staff numbers due to the advancement in business and communication systems.

### *What would you like to see changed?*

We would like to see the advancement in IT and communication systems to continue the progress we've made in providing as seamless a flow of data and support between customer, dealer and manufacturer as possible. Advancements in fleet management software, such as Toro's 'myTurf', should particularly help us achieve this.

### *Do you support customers who have in-house service facilities (i.e. OEM parts supply)?*

Yes, we support with OEM parts, parts training, integrated look-up systems, technical training and technical data.



Pictured outside their premises are, from left, JSM's executive director Steve Vogels, managing director David Cole, parts manager Peter Biddlecombe and service manager John Davies.

### *Major customers:*

Our wide customer base/type includes: Wentworth Club; All England Lawn Tennis Club in Wimbledon; home of the RFU, Twickenham Stadium; Fulham Football Club; The Oval; Guards Polo Club; Charterhouse School in Surrey; Gatwick Airport; Royal Ascot Racecourse; and Kent Landscape Services.

### Franchises

• Toro, Hayter, Kioti, Yanmar, GreenTek, Campey and Hardi among others.

To nominate a GI Dealer of the Month contact Scott MacCallum with your reasons why the dealer of your choice should be featured...  
Email [scott@bigga.co.uk](mailto:scott@bigga.co.uk)