

# DEALER OF THE MONTH

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

## Lister Wilder

### Location and size:

Ashford, Bristol, Cirencester, Devizes, Guildford, Reading and a head office in Wallingford

### Employees and size of premises:

148 across 7 branches

### Number of service vans: 51

### Brief history of company:

Lister Wilder is a very straight forward company which specialises in supplying and maintaining machinery for four key markets; Agriculture, Construction, Arboriculture and, of course, Groundcare.

Established in 1947, it remain a wholly owned family business, and this has certainly been a factor in attracting and retaining excellent sales, parts and service staff.

It's their knowledge and expertise that allows the company, in its own words "make the leap from being 'just another machinery dealer' into one of the most focused, customer friendly, and forward thinking Dealerships in the South of England".

The franchises play a big part in any dealership and Lister Wilder has worked hard to build up a significant portfolio of some of the leading names in Groundcare. Kubota plays a large part in the business and the company has developed an extremely good working relationship with them over the years. Lister Wilder is now Kubota's largest dealer in the UK.

The company has a branch in each of the key counties in which it operates, and runs 51 fully equipped mobile service engineers, and operates with seven parts departments that hold over £2 million of parts on the shelf.

The company puts its success down to a combination of some great franchises, prime locations, brilliant staff (and a few



lucky breaks!) which has allowed them to grow over the past 60 years to become a committed dealer and supplier of state of the art machinery, parts and service and a very strong partner for their customers.

### Specialist services offered:

Spin and Relief grinding, Chipper blade grinding, Winter servicing and breakdown response

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

Core values haven't altered at all over the years and the company remains committed to its staff, its franchises and its customers.

Expectations of service have steadily got higher, true of just about every industry, and one that Lister Wilder has investing in and embraced.

### Franchises

Kubota Tractors, Kubota Mowers, Kubota Excavators, Hayter, Toro, Timberwolf, Charterhouse, Baroness, Dennis, Allet, Dakota Spreaders, Stihl, Husqvarna

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

We would like to see Golf Courses given more choice to pick the best of what's available, rather than being pushed towards package deals where they sometimes have to accept second best on certain product lines.

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

We would like to see one of our strengths as our flexibility and willingness to meet our customers' individual needs.

With this in mind we already work with a number of key accounts where they hold what we call impress stock.

This is stock owned by Lister Wilder but held at the customers' premises that can be used and subsequently invoiced as we move through the year.

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)