

“For me, trust is a big deal. My BusinessLink dealer might ask me to sign a paper down the line, but we don’t worry about paper. We understand each other.”

Fred Titensor, Manager
Valley Implement, Preston, ID



Fred Titensor sells and services equipment and machinery to about 1,000 customers in the ag business and believes in “doing transactions over the hood with a handshake.” He rarely visits his West Motor Co. dealership because his BusinessLink dealer knows Fred’s time is valuable and always comes out to see him. When Fred wanted to fly 30 customers to a combine factory, he asked if he could rent a couple minivans to take them to the airport. “They said ‘we got you covered’ and the next day they had a fleet of minivans there for me.”

With his free BusinessLink membership, Fred gets priority service for the Dodge and Ram trucks that he considers his lifeline. These trucks live a hard life, but so far he hasn’t had to take advantage of the shuttle service, 24/7 towing or options for free loaner vehicles.

See why businesses choose BusinessLink.



Watch a BusinessLink video featuring Fred on your smartphone. Download the Microsoft Tag Reader app at <http://gettag.mobi> and capture a photo of this tag.



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