

# "THE SOONER TUNER"



Official Newsletter, Oklahoma Chapter 731  
The Piano Technicians Guild, Inc.  
**August '97**

## NEXT MEETING

DATE:

August 14th, Thursday

TIME:

8:30AM

LOCATION:

Piano Shop at OU

DIRECTIONS:

Holmberg Hall, Parrington Oval,  
corner of Boyd and University Boulevard, north end of campus

\*\*\* *TECHNICAL* \*\*\*

ROUNDTABLE DISCUSSIONS

with Peter Krauss

one of three piano technicians at OU in Norman

SUBJECTS:

going back-to-school experiences; attending Steinway factory schools,  
needs of performing pianists, etc., etc...

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### **LAST MEETING**

No meeting last month.

### **NEW ARRIVAL**

Christine Elise Wallace  
July 6, 1997  
8 lbs, 10 oz  
22 1/2"  
(Proud Parents -David and Cherie)

### **CONCERNS**

Jan Bruce was in a car accident June 24th. Jan was alone and sustained some injuries from which she is recovering at home. The other driver is okay. Their van was damaged extensively, but is repaired now.

### **1997 SCHEDULED MEETINGS**

September 11th, Thursday, 9AM at David Wallace's shop in Edmond  
October 16th, Thursday, at 8:30AM, Location?  
November 20th, Thursday at 8:30AM

## PRESIDENT'S MESSAGE

Last Monday I went to have a new muffler put on my priceless dream machine (otherwise known as my service vehicle). Usually I just drop the car off and return when they call. Since they were doing some warranty work to correct a really poor work previous muffler installation, I decided to wait for my car at their shop. As I spent some time in their waiting room I read up on some of the latest car repair tips from some of the magazines they had available. In one article they were celebrating the 25th anniversary of ASE certification. ASE stands for Automotive Service Excellence. The article described how they had begun to sell the public on the importance of a certified automotive technician to service today's more complicated car. The article went on to applaud the efforts as the public has noticed and begun to ask for qualified mechanics for their vehicles. I know I have heard national spots by Paul Harvey selling the concept of ASE certification.

There is a strong parallel here between the automotive industry and the piano industry. The only certification in the piano business is the PTG exams. Today's exams are both demanding and fair. They test a basic skill level in written knowledge, repair and regulation skills, and tuning competence. RPT really does mean something. Unfortunately, most of us do not have the financial wherewithal to hire a national or even local PR firm to sell the concept of RPT. It is up to us to do this. Does this mean that every single RPT out there always does 110% better work than an Associate or even a non-member of PTG? I would be foolish to assume so.

Why bring this up? Whether we like it or not, PTG is the only internationally recognized organization dedicated to the promotion of piano technology. It is dedicated to continuing education and the sharing of ideas that make us all better technicians. If you are not a RPT, consider upgrading this year. If you are not a member, consider joining the PTG. The public is becoming more educated and demanding better piano service.

Norman Cantrell, RPT

≤ PIANO TECHNICIAN JOURNALS ≥  
BLASTS FROM (the) PAST

Economic Affairs  
by Bob Russell  
Economic Affairs Committee

***“Prepare For Success”***

(PT Journal, January 1985, page 7)

Prepare for success...the best way to win any customer's confidence, and keep it, is to deserve it! The most successful technicians are careful:

- not to make exaggerated claims. To use honest facts and figures to back up the claims they do make.
- to demonstrate and prove their points wherever possible.
- not to promise what cannot be delivered.
- to back up, in willing and performance, what they promise.
- to show sincere interest in every customer's problems.

We must constantly remember these points in order to *maintain our success*. A large sign in my shop for the benefit of myself and my customer reads, *“The bitterness of poor quality lingers long after the sweetness of the cheap price is forgotten.”*

## **Highlights from the Tulsa Seminar - III**

### ***"Pricing Your Products & Services"***

U.S. Small Business Administration Pamphlet

It's generally agreed that the primary goal of business is to make a profit. But many small businesses fail to master this objective simply because they don't consider all the factors necessary to make prices competitive and yield that elusive profit.

There are several pricing strategies; select the approach that will make your goods or services the most competitive and will help you reach your profit goals. There are any number of factors that influence a consumer's decision to buy from a certain business, including price, convenience, and courteous and attentive service.

#### **Competitive Position**

An alternative is to base your price on those of your competitors. There are any number of factors that influence a consumer's decision to buy from a certain business, including price, convenience, and courteous and attentive service.

#### **Pricing Below Competition**

...pricing goods below the competition can be difficult to sustain. Why? Because every cost component must be constantly monitored and adjusted. It also exposes a business to pricing wars. Competitors can match the lower price, leaving both parties out in the cold.

#### **Pricing Above Competition**

This strategy is possible when price is not the customer's greatest concern. Considerations important enough for customers to justify paying higher prices include... delivery, speed of service, satisfaction in handling customer complaints, knowledge of product or service, and helpful, friendly employees.

#### **Cost Factors and Pricing**

Every component of a service or product has a different, specific cost. Many small firms fail to analyze each component of their commodity's total cost, and therefore fail to price profitably. Once this analysis is done, prices can be set to maximize profits and eliminate any unprofitable service. Cost components include material, labor and overhead cost.

## The "Kick" Zone

(closely related to after touch)

from  
Keith McGavern, RPT

Definition of Aural Analysis:

When I am listening to Life as it presents itself to me in my daily walk.  
(Keith McGavern, 5/13/97)

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"I had no vision of the scope of what I would start.  
But I had confidence that as long as we did our work well  
and were good to our customers, there would be no limit to us.  
(Sam Walton, ad on back of 1996 Fland McNally Road Atlas)

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Definition of a Diplomat:

One who can tell you to go to hell in such a way that  
you will look forward to the trip.  
(tag line on post from rec.music.makers.piano newsgroup)

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"Time is nature's way of keeping everything from happening at once."  
Woody Allen

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"My name is Jerry Seinfeld and I'm a bad actor.  
But I think I have proven convincingly that you can do very well  
when you surround yourself with spectacular talent."  
(Jerry Seinfeld at the SAG awards)