

In a tough economy, even B2B companies give discounts

How a New York audio and video maintenance provider responds to customers' needs

NEW YORK, NY – Technical Operations' (Tech Ops) headquarters in midtown Manhattan is open for business. The full-service engineering company has successfully weathered great recession through quality of service and various marketing initiatives. Though some of their clients, primarily financial services and media companies have been hit hard, they were able to make reparation for loss income - thanks to a multitude of service offering they provide.

Today, Tech Ops is vying for more business to hit its sales targets. The company has found a solution: In this day and age where buying anything new (especially audio and video equipment) can cost thousands a piece, their professional audio and video maintenance repair service comes in handy.

"We're currently touching base with our customers, offering all the freebies we can provide and attaching a 10% discount on their repair order," says Michele Chan, Manager of Maintenance Operations. She elaborates that the importance of their sales strategy is to help customers save money. As part of the promo, Tech Ops is providing 10% discount from October 11 through November 11. All repairs with Tech Ops include free pick-up and delivery, free loaners (when available), 90-day warranty for all parts and labor, and a quick turnaround for repair service. According to Tech Ops, they can fix equipment in 24 to 48 hours.

"Many of our clients rely on their audio and video equipment to communicate with key personnel and for some, especially media companies, to perform their daily operations. That is why it's imperative that we handle and resolve their equipment repair immediately," says Achille Raspantini, President and CEO.

The company has been in business for many years and has worked with some of the best and biggest companies in financial services, media and entertainment industries. Because of their commitment to excellence, Tech Ops has received an Emmy for Engineering Management, solidifying their skills in dealing with some of the most sophisticated equipment in broadcast media. Technical Operations can be reached at 1-877-420-1600 / 212-465-1318 or via e-mail at support@tech-ops.com. They can also be tweeted at <http://twitter.com/TechOpsNY>.

Technical Operations, Inc. is an Emmy-award winning full-service engineering company based in New York and has worked with major networks, independent broadcasts and production companies to satisfy their technical needs. The company specializes in audio and video maintenance, broadcast engineering, and multimedia services.

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