

A photograph of two women sitting at a table, high-fiving. The woman on the left is wearing a white sweater, and the woman on the right is wearing a dark grey sweater. They are both smiling and looking at each other. The background is slightly blurred, showing what appears to be a classroom or meeting room with whiteboards.

# Swivl partner successes

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**APTECH**

**Reseller:**

APTech

**Location:**

Australia

**Year became partner:**

2012

*Swivl*

APTech became a Swivl partner in 2012. Since becoming a partner they have shown strategy, consistency, hard work and therefore, good results.

When asked about how they have been able to experience good results, they said the following four practices have proved helpful:

- 1** Responding quickly to customers enquiries.
- 2** Listening to the customer's requirements and concerns then recommending the best solution.
- 3** Being consultative by clearly explaining the differences and advantages of each of the products.
- 4** Only selling what the customer needs (not overselling).



APTech believes that each customer (and market) has their own way and strategy to finding solutions to their problems. But, while each customer has a different approach APTech's approach has remained the same — providing friendly, well informed, and professional service. This ensures that all customers end up getting what they are looking for and has a positive purchasing experience.