

**CUSTOM RENTAL, INC. EXERCISE
ANSWER KEY**

A. Reading for main ideas.

1. What is the main idea of this letter?

C. That Custom Rental, Inc. is very dissatisfied with the MaxWise Driller 3101 provided by Southside Equipment, Inc.

2. If you were Southside Equipment, Inc., would this situation alarm you? Why or why not?

Yes, this situation would alarm me. First, I could lose the client. Second, my MaxWise Driller 3101 could get a bad reputation in the industry, which could affect future sales.

B. Reading for details.

1. Check all the problems that Custom Rental, Inc. is having:

Yes Custom Rental needs someone from Southside Equipment, Inc. to address their problem in a timely fashion.

No Custom Rental, Inc. now believes they made a wrong choice in the MaxWise Driller 3101 they choose.

Yes Custom Rental, Inc. believes they have suffered more monetary damages than the warranty covers.

Yes The staff at Southside Equipment, Inc. has tried to be helpful.

No Custom Rental, Inc. is asking Southside Equipment, Inc. to refund their money for the MaxWise Driller 3101 they bought.

Yes Custom Rental, Inc. is having a problem loading and unloading the MaxWise Driller 3101.

2. If you were Custom Rental, Inc. would you consider conducting business with a company other than Southside Equipment, Inc.? Why or why not?

I would consider moving my business to another company. These are serious problems. However, I would consider staying if the problems could be resolved to my satisfaction.