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MAHA Ireland: In conversation with Stephen Flinter

• **MAHA Ireland's Stephen Flinter is playing pivotal role in ensuring businesses have access to reliable, safe and accurate workshop equipment that strengthens their operations.**

Rathcoole, 30th May 2024. As MAHA Ireland's sales manager, Stephen possesses a wealth of experience and a burning passion for delivering exceptional customer service. In this interview, Stephen sheds light on his journey, achievements, and the strategies that drive success in the industry – MAHA Ireland's industry.

Q Stephen, tell us about your sales journey and landing at MAHA Ireland?

"My journey in sales began with hands-on experience in demonstrating and selling capital equipment. This early exposure provided me with valuable insights, preparing me for the challenging yet rewarding world of technical sales.

"I joined MAHA Ireland in 2019, and I am responsible for new equipment sales, which starts at the initial inquiry. This progresses to the sale of equipment, ordering and installation processes, as well as follow up with customer post installation and invoicing equipment – it's a busy but rewarding job!"

Q What are your most significant achievements to date?

"I take great pride in consistently meeting and exceeding sales targets at MAHA Ireland. Beyond the numbers, I have project-managed significant workshop fit-outs, contributing to growth and reputation in the industry, as well as, most importantly, satisfying the customers that put their faith and trust in us and our equipment."

Q What have you learned during your tenure at MAHA Ireland?

"A crucial lesson is the paramount importance of understanding and addressing customer needs. My technical background allows me to provide informed advice to customers, ensuring they invest in equipment that suits their requirements. Hopefully, it gives them confidence!"

"The significance of personal connections in business can't be underestimated either. By delivering excellent service and meeting clients in person, I believe that MAHA Ireland is not just a name but a trusted partner in our clients' success.

"Furthermore, staying abreast of industry trends through my extensive network is vital. By keeping an ear to the ground, I'm able to identify opportunities, such as new workshops or companies securing contracts, allowing me to proactively offer our solutions."

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Q How important is teamwork at MAHA Ireland?

“Collaboration and generating a strong work ethic and culture is key to a strong and successful business – and we have that in abundance at MAHA Ireland. Regular communication with service engineers, the frontline contacts with customers, ensures that customers’ equipment is in optimum condition and not missing out on crucial running time. This synergy ensures a cohesive approach to meeting client requirements and creating a positive work environment.”

Q What is your career goal at MAHA Ireland?

“Looking to the future, I aspire to take on a senior role within MAHA Ireland, working alongside managing director, Eoin Mallon, who has a clear plan to strengthen the business further following the legacy left behind by his father, John Mallon.

“My immediate plans, however, involve expanding equipment sales, with a particular focus on the recently launched lithium-ion powered mobile column lifts. The C_RGA is an upgrade on its predecessor.

“The lithium-ion battery, in particular, will mean less downtime and more lifts! Also, the new battery design reduces the overall weight of the column, which, in turn, leads to enhanced movability around the workshop and improves the visibility for the operator.”

Q What’s the best thing about working for MAHA Ireland?

“The most enjoyable part of my role is the interaction with both new and existing customers. Witnessing projects evolve from the initial stages to completion brings a sense of fulfilment and underscores the impact of our workshop solutions on the industry. The people that work within MAHA Ireland make it an enjoyable and easy place to work. It is like one big family, and we all help each other out.”

Conclusion

Stephen’s commitment to customer satisfaction, keen industry insights, and collaborative spirit position him as a driving force behind MAHA Ireland’s continued growth and success.

As the company looks toward the future, underlined with the launch of the C_RGA mobile column lifts and injection of lithium-ion battery power, Stephen’s approach will play a vital role in continuing the trajectory of MAHA Ireland.

To connect with Stephen on LinkedIn, visit <https://www.linkedin.com/in/stephen-flinter-b93a26b8/>

For more information, visit www.mahaireland.ie

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For more material, enquire about an interview or information about this release, please contact Tom Henman, at [Epiphany Communications](mailto:tom@epiphanycomms.co.uk) on 0044 7341 375092 or e-mail tom@epiphanycomms.co.uk

MAHA Ireland – an overview:

MAHA Ireland Ltd. is a wholly owned subsidiary of the German company MAHA Maschinenbau Haldenwang GmbH & Co. KG. Founded in March 1998, the company has grown in every respect to become the market leader in Ireland for vehicle testing and workshop equipment.

Today, MAHA Ireland employs a staff of 23, which is made up mobile service engineers strategically located nationwide, with sales and administrative staff based out of its purpose-built premises in Rathcoole, Co. Dublin. A satellite office and warehouse in Lisburn caters for customers located in Northern Ireland.

MAHA products are renowned for their quality and reliability, and it is the policy of MAHA Ireland to provide the highest standards of professional practice and to maintain the quality of service to all its customers.

For more information, visit www.mahaireland.ie, call +353 1 458 7548 or e-mail info@mahaireland.ie