



INDUSTRIAL

CONTACTOR

Volume 2, No. 1

January 1973

PROFIT HUNTER OF THE MONTH

Pack ingenuity with a flair for promotion, mix in a lot of enthusiasm and you come up with the Douw F. Beekman brand of industrial selling. Douw is a new I-5 Elec-Trak dealer here in Schenectady and he's grabbing his share of the marketplace with the same excitement he used to build up a highly successful auto parts business. Here's how he works.

An eager, go get 'em attitude means Douw doesn't wait for customers to drop by. . . he drops by at their office, after setting up an appointment. In fact, when we stopped by to take the photos, he was already on his way to help a potential buyer solve a problem, with a live demonstration to punctuate what he says. And he's leaving his demonstrator for a one-week trial.



You'll notice the I-5 has an experimental bin mounted on the hood. Ingenuity! In large industrial plants near Douw, picking up special tooling for large machines from the tool crib and taking them to the machines in another part of the factory can eat up costly time. The modified I-5 reduces this time, and cost, by safely speeding the tool to the job. Customer Problem + Dealer Solution = Sale. Lots of similar sales opportunities exist: stock picking in large warehouses, delivery of parts to assembly lines around a factory floor, etc. Find these customer problems then provide the Elec-Trak I-5 solution.



And promotion helps, as Douw can tell (and show) you. Hundreds of people a day pass his downtown store. He has no showroom with big window, so he just took the pallet the lift came on, had an inexpensive sign made, and made his part of the sidewalk a showroom. He's had lots of comments, including several new leads.

Douw is obviously a profit hunter. You can be and we'd like to hear about your ideas for Industrial Contactor. Drop a note to Industrial Contactor, OPEO, Building 702, Corporations Park, Schenectady, N.Y., 12345.

HELPING YOU SELL!

"That's right, you want to sell your I-5's quickly, easily, cleanly and we're helping from right here at headquarters", said Ray Ardizzone, Industrial Sales Specialist, and your man in Schenectady. "Here is how our efforts are lining up right now.



First and hottest sales grabbers are the solid sales leads generated by news stories. Yes, all that publicity you heard about is beginning to do its work. Hundreds and hundreds of people want to know more about your I-5 system and how it can save them money. The leads are then sent to you on a card, seen below, with examples of the articles and sales leads.

Dear Industrial Elec-Trak Dealer:

Here's another "lead" for you generated by our Elec-Trak Tractor national publicity.

Mr. John Q. Elec-Trak
ABC Corporation
Purchasing Dept.
Columbus, Ohio 43083

We've sent this prospect copies of our Industrial literature and given him your name and address as his nearest dealer. The rest is up to you. Give him a call today!

General Electric Company
Outdoor Power Equipment Operations
Corporation Park, Bldg. 100
Schenectady, N.Y. 12349

GENERAL ELECTRIC

1491-1007

When you get those leads, don't let them slip by. Call the requester, make an appointment for a demonstration at his plant, or anyplace that's convenient. Ask him to visit you, mail him a card, send a mailer, but keep him interested. . . and close that sale.

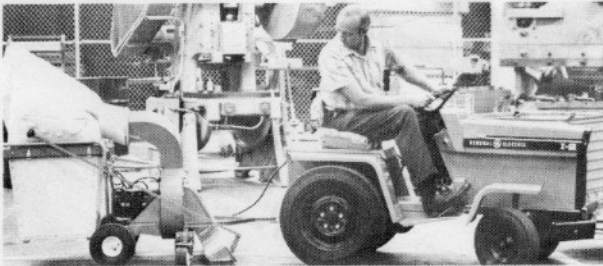
Second, that tough, concise mailer with the I-5 story is available for your use. You should already have the 50 copies we sent you. They are great for "leave behinds" at sales calls, or for mailing to your own hot prospects. But we have a use for it also. We are sending it to over 10,000 economy-hungry industrial buyers nationwide to give them a desk-side look at your product.

Third, fact sheets on all major attachments are in production and will be sent shortly. All the specs, photos and some high-torque sell to give you the sale. And some of the news articles shown in the photo will be reprinted: give your prospects the comments of objective experts.

Fourth, a news story for your use in local media is attached. The instructions at the top of the "release" should be self-explanatory. Using a photo with a release makes it a lot more interesting, helps make the story easier for the reader to understand and gives you more space in the paper. If you really want to run with that news release, have a printer make some offset copies (after you retype it) and send it to all the newspapers, radio stations, TV stations, etc. in your area. Meeting media personally helps immensely in getting your GE Elec-Trak I-5 story across.

"Your successes, your needs, your problems are what I want to hear about", emphasized Aridizzone. Ray's telephone number is area code 518, 374-2211, extension 53058.

DOUBLE EXPOSURE - DOUBLE SALES



There's a hidden benefit in having both industrial and lawn and garden products: Elec-Trak lawn and garden tractors can help sell I-5's, and I-5's can help sell the lawn and garden models. That gentleman you're delivering an E20 to next week might be a buyer for a large plant. Tell him the same advantages he saw in the Elec-Trak for home use have even greater value in plants, arrange for a demonstration.

And that I-5 running around the plant is even a greater sales tool for you because a lot more people see it, and a lot even use it. Many of them will have lawns. Tell them about your solid lawn and garden line (if you carry it) by posting a photo or sales promotion material, after asking the appropriate plant manager. Or have something inserted in their company paper. Then get those

lawn and garden prospects into your showroom with an incentive, like a special deal, hand tool or whatever. Make sure they know it's just for them at the I-5 plant. Then sell!

MOVING THOSE LIFTS OUT

Many dealers have been shipping your enthusiasm and know you're eager to sell. Now it's tough to sell if you don't have the product. We've shipped out several hundred already and are shipping more each day. . . as fast as we can, while still maintaining strict quality control.

See Important Story
Page 6

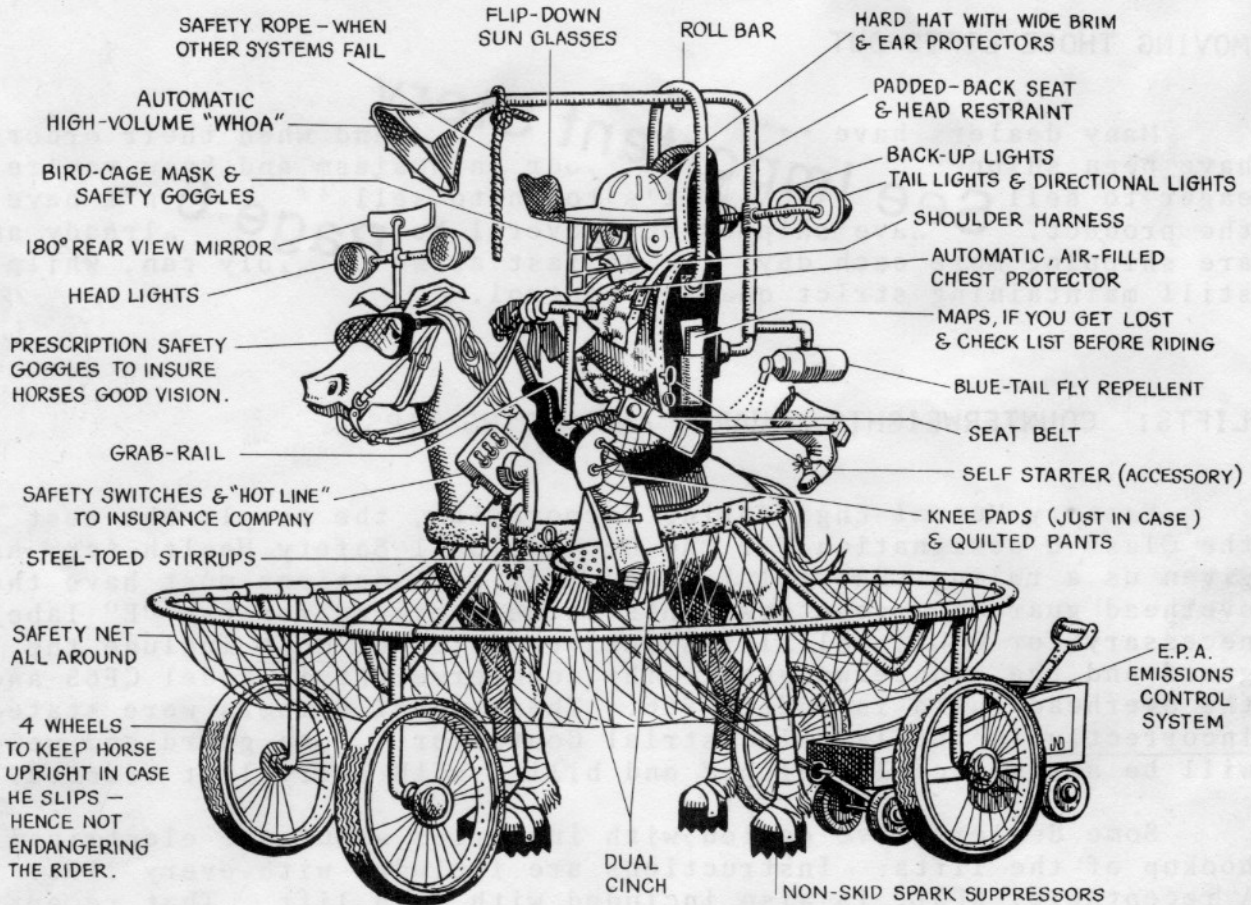
LIFTS: COUNTERWEIGHTS, GUARDS AND WIRING TIPS

Factory Mutual Engineering Corporation, the people who test for the Class E designation for the Occupational Safety Health Act, has given us a ruling that all I-5 and lift combinations must have the overhead guard and counterweights to be approved for the "E" label necessary for OSHA: All lifts delivered to you must include the guard and the counterweights. The counterweight is model CF65 and the overhead guard is model CF66. These model numbers were stated incorrectly in the last Industrial Contactor. Both guard and weights will be automatically shipped and billed with every lift ordered.

Some dealers have called with inquiries about the electrical hookup of the lifts. Instructions are included with every lift. A receptacle, KP37, is also included with each lift. That receptacle can be installed on either the front or rear of the tractor, depending on which end your customer wishes to use the forklift. If he wants to be able to interchange between front and rear, you must order and install a second KP37. The KP37 is the same plug used to tie in the AP84 Auxiliary Power Pack, and one kit is shipped with each. Thus, if your customer has ordered, or plans to use that Power Pack, you need not order an extra KP37 for him to interchange lift position.

LET THAT OSHA COWBOY CORRAL SOME BUYERS

The "after OSHA" cowboy cartoon, humorous in looks but dead serious in intent, brought lots of comments at your meetings here in Schenectady. Now you can get a copy of it for display at your dealership or as a giveaway to a favored customer. Big 16 X 20 inch prints are available by sending a check for \$2.50 each to the artist, James N. Devin, 11906 E. 37th Street, Independence, Missouri, 64052. He'll send them back to you postpaid.



Cowboy after O.S.H.A.

FLASH!!!

INDUSTRIAL SALES BONUS PLANS EXTENDED

Due to the unprecedented demands for I-5's and forklifts, we have been unable to meet delivery schedules as originally forecast. Therefore, WE ARE EXTENDING THE SALES BONUS PLANS BY THREE MONTHS. Here are the details. The \$200 cash bonus for Base Level Package dealers who sold their tractors before March 31, 1973 NOW HAVE UNTIL JUNE 30, 1973. For the dealers who purchased Growth Level Packages, the RETAIL SALES BONUS DEADLINE IS SEPTEMBER 30, 1973. The \$100 follow-on bonus for all industrial dealers will still terminate December 31, 1973.