

## California open-house produces \$600,000 in prospects!

A total of 104 companies and 197 guests attended the PFE, Irvine, CA open-house at the Doubletree Hotel in Orange County on November 8 and 9.

Jonathan Garcia, VP of branch operations for PFE, estimates that prospective sales from the two days could reach \$600,000 and attributes the success of this show to several reasons.

First, the Doubletree is located in a geographically strategic area. "It is so important to make it as easy as possible for prospects to visit," says Jonathan. Second, the company pulled together as a team. Each of the six sales reps committed to ensuring the attendance of 20 prospect companies over the two days of the show. To reach this total, 120-company goal they estimated they would have to receive 240 positive replies to their invitations. The company's two inserter specialists jumped in to help the sales reps reach this target.

Invitations went out five weeks in advance; about half of these went to existing prospects, and the other half went to prospects from newly researched leads.

Teamwork stretched to networking: Jonathan

made booth space available to a presort company and an envelope manufacturer in return for qualified databases from each of them.

Paying for the show was easy. "If you have access to co-op dollars," says Jonathan, "this is a great way to finance a show like this." PFE charged the approximately \$10,000 cost to their advertising and promotional co-op credits

Also contributing to the success of the event were the incentives PFE offered with prize giveaways of Lakers' basketball tickets and three iPods. Background music provided a relaxing ambiance, and food and beverages were offered in abundance. PFE exhibited the Automailer 5 Plus, the Maximailer and the Minimailers. Attendance comprised buyers from local governments, municipalities, large corporations and mail houses, as well as small companies and other organizations.

On arrival, each company received a special, personalized binder containing information about all the products in which they had expressed an interest on their registration cards.

## Early Thanksgiving for National Mailing!

On November 9 and 10, National Mailing Systems, McLean, VA hosted another successful open-house at their premises.

A total of 133 prospects attended the hugely successful two day event.

Most attendees were current prospects close to a decision. Companies included governments, printers, insurance agencies, credit unions and banks, all from the Washington DC metro area and suburbs.

A full range of job titles

represented these companies from CEOs to administrative personnel to mailroom managers.

Joe Vaghi, VP of National Mailing Systems, decided to host a fully-catered, Thanksgiving dinner, with turkey and all the trimmings, served from 9am until 4pm on both days.

National Mailing Systems demonstrated the full line of PFE inserting equipment, including the Automailer 5 Plus and the Maximailer Plus. Visitors were especially impressed with the

collating ability and speed of the Maximailer Plus, as well as its ease-of-use.

Earlier in the week, Curt Hildreth, VP of document handling, had run a live demonstration for members of the House of Representatives who had a unique application of a single personalized page with a three-page collated insert. This ran nearly three times faster on the Maximailer Plus than any of the competitive machines they had seen.

Special thanks and recognition is given to National Mailing Systems' service technicians, Chris Barrigher and Leonard Fredrick for their devotion and hard work in ensuring an extremely successful event.

### Future Issues

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