

## PFE applauds Mark of Distinction for outstanding dealer sales performance in 2005

Mark of Distinction specializes in addressing, folding/inserting and mailing equipment with office locations throughout the state of Texas. The company has had a long-term business relationship with PFE and has consistently ranked among the top ten PFE dealers. 2005 was no exception to their successful track record, with total retail sales for PFE at \$770,000.

### Strategy

The success of Mark of Distinction's inserter division is driven by Sales Manager Eliseo Alaniz. Eliseo plays a key role in developing and implementing marketing strategies to acquire leads. As a team, Mark of Distinction has learned that success comes from being very specific in their prospecting. They look for applications which will be a good fit for the Maximailer or the Automailer 5 Plus within vertical markets they have previously targeted. Inserter Specialist, Daniel Berzak, provides the example of City Financial, a successful Maximailer installation which uses the Maximailer to process their paperwork for Real Estate settlements. Daniel then seeks other local

businesses with similar applications.

### Teamwork

With the sales reps concentrating on low-end volumes and mail machines, they frequently identify applications which suit high-volume folding and inserting. Daniel will then accompany his rep on a visit to the prospect and help close the deal. If Daniel discovers the need for a mail machine, he will refer the lead immediately to his sales reps. "Of seven deals in one month, five of them were with reps," says Daniel.

### Sales Training

Daniel received sales training at the PFE headquarters in Kennesaw, GA in May 2005. He told me, "If I hadn't attended, I would not be as successful as I am today. The experience and knowledge provided by the PFE Sales Management Team has been extremely useful." Daniel also said, "In addition to product knowledge, they taught me different techniques for selling PFE equipment, as opposed to Neopost equipment, and how to position PFE in the market. PFE also offers barcode

solutions which Neopost equipment does not. Barcode gives more security than OMR because it has the capability to contain more data. The operating systems in the PFE inserters will also create data files of all the mailing information for verification. This is especially important when selling to the financial and legal markets."

### Outcome

Once Daniel had learned how to position PFE in the marketplace, sales became easier. He sold five Maximailers and one Automailer 5 Plus in 2005. He added that PFE equipment is easier to sell because it offers a complete line of inserting products, from desktop models to high-volume production systems. "Being able to sell barcoding solutions with data logging and verification to a mid-volume user is unheard of in this industry," he added. "This is exactly how I closed the Maximailer sale to Careington, a benefits marketing company in Dallas."

Last year Daniel sold \$550,000 in PFE retail sales.

## PFE Sales Training

Next session: June 5-10, at the  
*NEW* PFE National Training Center

Reserve your place at the next PFE Sales Training session now, and be the best in the industry. Call (770) 426-4944 and contact Mark Easterwood ext. 104 or Tony Jones ext. 106 and forward your reservation to Dan Ewbank by email to: dan@pfeinc.com

## PFE welcomes its newest dealer - ECCO Business Systems, New York, NY

Established in 1945, ECCO Business Systems is a New York City office machine dealer, specializing in mail center equipment, paper shredders, bindery/finishing, and recycling. PFE welcomes Terry Greenan Sr, Terry Greenan, Sean Greenan and their team as the newest PFE Dealer.

Contact details:

ECCO Business Systems  
60 West 38th Street - FI 4  
New York, NY 10018  
www.eccobusiness.com  
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## Future Issues

Please email case studies and pictures to dan@pfeinc.com. Download printable versions of all bulletins from the dealer section of the PFE Inc website - call or email for the username and password.