

## ***PFE Internet leads are paying big dividends!***

National Mailing Systems, McLean, VA received a lead on May 9, 2005 at 8.33am. The customer was looking to replace a Neopost SI 90 with a more reliable and higher volume capacity piece of equipment. Inserter specialist, Greg Parris, contacted the customer the same day and in four short weeks, sold a Maximailer at \$43,000 and is still working on more equipment with the customer. National Mailing Systems VP of Sales, Curt Hildreth said, "we would never have come across this customer in our normal sales activity because of their location and type of service they provide". GCG Inc. specializes in personal property auto tags for municipalists in the areas surrounding Washington DC.

PFE Irvine, CA Branch office received a lead on March 3, 2005 and Inserter Specialist, David Haimes contacted the customer and made a visit the same day. The application was a water utility bill with a bottom address requirement.

David recommended, demonstrated and sold a Minimailer 2 Plus valued at \$9,400. The customer had made the same internet inquiries to Pitney Bowes and Neopost and received only mail responses. According to the customer, it was David's immediate response plus his personal visit and demonstration that made the PFE sale.

Jonathan Garcia, Irvine Branch Director, said, "This is an example of a customer we may never have met, had they not first searched us out on the internet."

PFE Irvine, CA, Branch office received a lead on June 16, 2005 and once again, Inserter Specialist, David Haimes, contacted and made a personal visit to the customer the same day. The company controller had done an internet search and inquiry and David was the only one to respond.

The application was 250 to 500 insertions a day plus the end of the month statements, all being done manually. The customer indicated

cash flow and timely billing is critical. After a careful review, David recommended using OMR marks on the statements and daily inserts when applicable. He demonstrated and sold a Minimailer 4 Plus with OMR valued at \$15,500 in just 5 days. The customer had just renewed their Pitney Bowes lease and mailing equipment but PB failed to follow up on the customer's internet request for information on inserting equipment.

### ***IMPORTANT:***

We send our dealers an average of 15 to 20 internet leads a week and only about half are followed up within 48 hours. All internet lead inquiries are now followed up by our Marketing Department here in Atlanta within three to five working days to ensure someone has contacted the customer and the customer is satisfied. Mike Vujnovich, Marketing Director, is urging dealers to match leads provided by PFE with PFE products. Immediate follow-up is the key to making sure you are getting your fair share of big dividends!

## ***Success at TriState Mailing and Premier Mailroom Solutions***

TriState Mailing and Premier Mailroom Solutions have achieved a tremendous first half of the year and positioned themselves among the top PFE Dealers.

Their success is based on their marketing of the Automailer 5 and the Maximailer Series. Jim Henry, president and owner of TriState Mailing in Owensboro, KY and Premier Mailroom Solutions in Nashville, TN, attributes their success to the fact that they target their sales activities to specific customer applications. Jim also states that it is important to have a good working relationship with the manufacturer and says, "We know we can

always rely on PFE for technical expertise, assistance and service. It is critical to have certified service technicians so that the customer will receive dependable and reliable service." Jim's organization has the reputation for being one of the top service organizations in the business.

### ***Future Issues***

Please email case studies and pictures to [dan@pfeinc.com](mailto:dan@pfeinc.com)