

Banking on good referrals is a sound investment

It started with a cold call to Pinnacle Bank in Gretna, NE back in the summer, 2003. The PFE Automailer 5 had been on the market for a year and was to be an ideal fit for the mailing requirements of Pinnacle Bank. Purchasing personnel had done their research on PFE products and, together with the solid reputation of the Claritus service team, had decided that there was no need to place this requirement out to bid.

Having first seen the Automailer 5 at the National Postal Forum, Pinnacle Bank wanted to see the equipment at a live site performing live applications. Claritus flew personnel from the bank to Shaw Industries in Atlanta where they could see the Automailer 5 performing similar applications. The deal was sold.

During the past two years, Pinnacle Bank has undertaken two mergers with other banks. Not surprisingly, monthly volumes have increased dramatically and Pinnacle has just now placed their second order for an Automailer 5 with Claritus. Spin-offs, however, do not stop there. By maintaining professional and efficient servicing, Claritus has received approval from Pinnacle to use their facilities for all future customer demonstrations. The University of Nebraska Medical Center is one such customer, who purchased an Automailer 5 after seeing the equipment run at Pinnacle.

Dave Herbert, principal of Claritus says, "Leading technology, quality service and technical support is key to our success. Nothing beats positive feedback and a good customer referral and we owe sincere gratitude to Nate Foster and the PFE Technical Department for their dedication to the task in hand."

Regular visits lead to healthy upgrades

David Haimes, Inserter Specialist for PFE Irvine, CA installed an Automailer 1 Tower Plus at the Dental Practice of G Morita back in 1998. G Morita kept this equipment until David demonstrated the PFE Minimailer 2 Plus. The relationship with the customer was maintained and David kept himself informed on new developments from both the customer's side and that of PFE. Following the introduction of the new Minimailer 4 Plus, Mk III version, David demonstrated the new equipment to G Morita, who, for a third time, decided to upgrade. David says, "The opportunities for upgrading to the Minimailer 4 Plus Mk III are endless. We informed the customer that the new equipment would be 50% faster, there is increased operator accessibility, the feed rollers do not have to be cleaned, there is four times the paper holding capacity and the Minimailer 4 Plus Mk III is unmistakably quieter."

Top performers continue to succeed

Below are the year to date rankings of top PFE Dealers:

1. TriState Mailing
Owensboro, KY - Postalia
2. Scot Mailing and Shipping
Lexington, KY - Neopost
3. Innovative Mailing and Shipping
Hauppauge, NY - Hasler
4. Alternative Mailing Systems
Duluth, GA - Hasler
5. International Mailing Equipment
Sacramento, CA - Hasler
6. Mark of Distinction
Dallas, TX - Hasler
7. Claritus
Lincoln, NE - Hasler
8. National Mailing Systems,
McLean, VA - Hasler
9. ITS Mailing Systems
Norristown, PA - Hasler
10. General Mailing and Shipping
Albuquerque, NM - Hasler

Dealer Bulletin sparks off new sales initiative

While telling us about the Claritus success with Pinnacle Bank, Dave Herbert mentioned to his team the vertical market discovered by Tom Seitters of Automated Business, MI and how they were planning on starting up a similar campaign in Nebraska. "The idea is so simple and so logical," says Dave.

Let us know what you think. We are constantly looking for success stories in the field, new ideas and selling tips. Our sincere thanks to all of you who have contributed so far. Please continue to help us help you.

Future Issues

Please email case studies and pictures to dan@pfeinc.com