



Elec-Trak[®]

Garden Tractor

CLIPPINGS

OUTDOOR POWER EQUIPMENT OPERATION □ CORPORATIONS PARK, BLDG. 702 □ SCHENECTADY, N. Y. 12305

July 1973

MARKETING MANAGER SPEAKING ...

Why do some dealers sell truckloads of Elec-Trak tractors and other dealers don't? Sure, there are lots of different reasons but Doc's Auto and Lawnmower Service of Massillon, Ohio, proves the most important reason: if you really know the Elec-Trak tractor you're a long way toward selling it. And they have sold over 65 Elec-Trak tractors so far this year to prove their point.



Paul Brunswick

Yes, the only foundation to any sales talk must be solid product knowledge. Selling Elec-Trak tractors is no exception. To sell Elec-Traks, you must thoroughly understand how they work, why they work, and where they will work best. You must be able to answer all customer questions quickly, honestly, confidently and accurately.

So, how do you find out about the tractor? Attend your service school, read product service literature, read thoroughly Owner's Use and Care Manuals, and read all promotional literature. Then study the tractor itself. Know how it works and use it as much as possible so that you have first-hand knowledge of how it behaves in actual application.

Occasionally though, you will get a question that stumps you. Don't leave it unanswered. Call your sales representative or give us a call here. We'll be glad to help you with any questions that will help you make sales.

If you increase your product knowledge, you are a long, long way toward increasing your sales. We know, we've seen it happen time and again in successful dealerships across the country. So, study up and move them out!

ADDING FACES TO THE VOICES

We at headquarters conduct almost all of our business by telephone. But there are real people behind those telephone voices, so to give you a more personalized view of Outdoor Power Equipment Operation, we will run a regular Clippings feature, introducing many of the people you talk to frequently. The group you probably talk to most frequently is Customer service. Here they are.

GENERAL  ELECTRIC



Bill Kennedy

Bill Kennedy is the Customer Service Supervisor. He is responsible for all of Customer Service activities: taking of orders, maintenance of records, computer tie-in, shipping, plans and programs.

Delores Calvano and **Wanda Miklusz** are our two Customer Service Clerks. If you want to order tractors, attachments or spare parts, or, if you want to trace a shipment, you'll be talking to them. They also make out shipping instructions and help with billing.



Delores Calvano



Wanda Miklusz

