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June 30, 2015

Mr. Jeff Seidner, Director of Dealer Development
Pierce Mfg. Inc
2600 American Dr.
Appleton, Wi 54914

Hi Jeff,

Just recently Ten-8 hooked up with Bob Butler from Butler Learning Systems. We were looking for an edge on team building, internal and external communications, and most of all improving on customer service interactions for our service and parts division. I thought Pierce may be interested in also getting involved with Butler Learning Systems.

I wanted to share with you our experience that Ten-8 had with the Customer Service training provided by Bob Butler. On May 15-16 we brought in our Service Supervisors and Techs, along with other department heads in the company. Most of us didn't know what to expect or even why we were there. Much to our surprise, we had one of the best training events ever held for our Service team at Ten-8.

Bob got us engaged and involved right from the beginning and workshopped us in teams which created some friendly competition amongst the other teams. Each group participated actively and developed specific action items to the customer service issues we deal with every day. It was fun, enlightening and everyone felt it was well worthwhile as it really brought us together as one team, with a focus on our customers and not about us as individuals. The biggest takeaways were how it helped us open up communication between departments internally so we can better work together.

The custom playbook provided after the seminar will really help us reinforce the service skills and keep us moving forward. All of us felt it was a positive experience and provided some useful knowledge and skills. I strongly encourage Pierce Mfg. and the other Pierce dealers to consider bringing in this seminar to their Service and Parts group as well. It was most beneficial for all of us who attended from Ten-8. I have taken a quick survey this week of those attending and many have put into practice things they learned in the seminar. We will be going forward with different practices and ideas brought out at the seminar. Bob stays in contact with us and continues to help us implement these new ideas.

Best regards,

Ron Ribbens

Ron Ribbens
Service and Parts Mgr.
Ten-8 Fire Equipment, Inc.