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April 19, 2015

Bob,

I just wanted to let you know that I am having my best year with Pierce, and I sincerely feel it's because of the programs that I have attended from your organization. The 5 A's make the process simple, practical and yield results!

Case in point is Rockville, Indiana. I recently signed a contract with them for a pumper. And I went there for another project that will actually be approved next month. But I went prepared and this is where the first "A" comes into play. We were meeting for a tanker. The chief mentioned that eventually, they wanted to purchase a pumper, but the purchase was in the distance. I asked what they would like to see on a pumper and they mentioned a couple of scenarios. To their amazement, I showed them the drawing of a pumper that fit their needs. I was prepared in my Approach.

This takes me to the second "A", Analysis. I listened before I talked. By showing them that there was a cost in waiting, I was able to show that they were better off purchasing sooner, rather than later.

The third "A" is Active Presentation. By presenting features, advantages, benefits and proof, and showing a spreadsheet detailing how the purchase made sense now, they allowed me to present in front of their city council.

The fourth "A" is Answer Objections. There were no serious objections, but I was prepared using the R-PAST Method if they presented them.

The final "A" is Always Be Closing. Because I was closing on the tanker which will be funded in May, I was also closing on the pumper. We signed the contract just this past week on that pumper. I was successful in turning one purchase into two by listening to their need and creating the want!

I can't thank you enough for giving me the tools that I need to be sharp. I have one of the toughest markets in Globals sales territory. But by applying these 5 A's, I've been able to make a difference.

Thank you,

Rob McAtee
Global Emergency Products

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Notice - Please respect the time and generosity of our client. Our clients send us letters expressing their appreciation to our products. Per their request, PLEASE - NO PHONE CALLS!



FACTORY AUTHORIZED DEALER
ILLINOIS - INDIANA