



“EAWW” ~ Exactly What?... Approximately When?

In Praise of Inside Sales

When two sales organizations engage in the transaction of their daily business, the interface is typically handled by the Inside Sales Reps (ISR). Some companies call them CSR (Customer Service Reps), some may even be referred to as the “Front Line”, but they are always a critical point of communication between the two companies.

In a marketing book I read recently, the author recounted many stories of success, failure and innovation. In almost all cases, there was an Inside Sales Rep (ISR) involved. A few of the stories told of very disappointed customers who were saved due to the efforts of the ISR.

Our business can be quite demanding. The next phone call may require the ISR to be a problem-solver, or a technical consultant or a negotiator, helping to get a shipment out TODAY. The next phone call - and there is always the next call - can be an interruption or an answer. It can be good news or an unexpected opportunity. It can be a new experience - but it is almost always - a Test.

One of my favorite quotes is: *“Experience is a terrible teacher. She gives you the test before she gives you the lesson.”*

At the point of contact where our ISRs are dealing with yours, each of these departments plays a dual role. They:

- Represent the interest of their customers
- Represent the interest of their company

For this reason, it is very important that each of the “teams” be very clear about what we are trying to accomplish. At SVF, we often require application forms as, for instance, with our high pressure valves. This helps us all be on the same page. We also produce and provide drawings, especially with our **Pro-Spec** activities. We use these drawings as a sign off prior to quotes or before going into full production.



Last month, we launched our **SVFProjects** website (www.SVFProjects.net) as another way to share and confirm data, test reports and other critical documentation. We have already found it to be an extremely valuable communication tool.

An article on Customer Service used the acronym EAWW to remind us all to gather as much information as possible, but specifically, **Exactly What? Approximately When?**

ISRs must be ready to provide the exact detailed requirement on valve inquiries. This might include types of end connections, materials, quantities, application and other requirements. In developing a quote, we always do what we can to offer the best delivery... but it is ALWAYS helpful to get some idea of when the quote, the drawing or the product is required.

EAWW is the standard practice at SVF. We have found that the more we gather up front, the more we all work better together at the end.

So, let’s all **EAWW** together!

*by Wayne Ulanski, Chief Operating Officer
SVF Flow Controls*

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If you are a member of a project team working with us, you will appreciate the value of this website.

Visit www.SVFProjects.net and see how you can have immediate access to project information using 24/7 Internet based transmission and storage.

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Happy 4th Of July From SVF!

Employee Spotlight...

Mary Rodriguez



Mary Rodriguez

"M-Rod"

The East Coast's Secret Weapon



Our East Coast Distributors have a secret weapon when it comes to problem solving, troubleshooting and finding the ideal product solution for a special application – Our Inside Sales Rep – Mary Rodriguez – **"M-Rod"**.

The Inside Sales Team at SVF acts as a **resource and advisor** for our distributors and customers. They benefit from Mary's product knowledge and industry experience as they work together to satisfy customer needs. Mary tells us that the key to her success is building a relationship with the distributors and customers; making sure the customer is comfortable working with her and that the information being shared is accurate and easily understood so it can be re-communicated, if need be. Further, she strives to ensure that she leaves her customers with a confidence level that they have the information they need to make a decision.

Mary is married and lives in East Los Angeles where she lives with her husband and their Labrador, Strength. When not at work, Mary enjoys gardening and music. She and her husband, Jose, own their own record label and promote up and coming bands and other performers.

Distributor Spotlight...

Bergen Industrial Supply Co.

By working together, great results happen! *In January, we carefully selected 15 Distributors (5 from each region) and invited them to become part of our special "Top 5" program. This program requires a commitment by both SVF and the Distributor, who work together to develop and execute a business growth plan with common success goals which is supported through product training, joint sales calls, identification and pursuit of specific target accounts, product promotion and much more. By working closely together, relationships are grown and strengthened, the partnership deepens and sales grow. The results of this program have been amazing.*

This month, we proudly spotlight one of our major successes with this program — Bergen Industrial Supply Co.

Bergen Industrial Supply Co., located in Elmwood Park, New Jersey, has been part of the SVF distributor family since 1996. In 2010, Bergen accepted our invitation by Regional Sales Manager, Rich DiGiuseppe, to become a "Top 5" partner with SVF. Today, six months into the program, Bergen is projected to **double their SVF sales** from the prior year! How did this happen?

Working together, Bergen and SVF developed a growth plan. Each inside and outside salesperson at Bergen received training on SVF products. A list of target accounts was developed in preparation for a series of joint sales calls by Bergen and SVF team members. The plan included weekly follow up plus support from SVF and Bergen management. Bergen made the commitment to add new product offerings and placed stock orders for the new, cost effective SB6 high purity valve and EZ9 general purpose valve.

Pete Stenzi, Sr., Sales Manager at Bergen offered the following explanation for the success of this program. " There was no magic involved. This didn't happen by accident! It's the result of going back to basics, starting out by reinforcing the relationship between Bergen and SVF, through increased communications. Not taking anything for granted." *Congratulations Bergen! With the level of success we've seen this far, we can't wait to see what happens next!*

Bergen Industrial Supply Co.



Left to Right - Pete Stenzi, Tom Calandriello, Charlie Vellis, Tony Zappala, Alice Carreira, Neil Pecoraro, Michael LaPorte, James LaPorte

Bergen Industrial Supply

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Being A Resource...

Customers are feeling pressure to get more done with less. That can be a good thing — for you.

TECHNOLOGY • DESIGN
RESOURCE
SVF Flow Controls, Inc.
APPLICATIONS • SOLUTIONS

If you can help your customers achieve that goal, you're all but assured that they'll not only keep doing business with you — but they'll do even more.

Here are nine strategies to help your customers do more with less:

1. **Be bold.** Offer innovative ideas and insights. Customers are so busy dealing with their own competitive pressures that they don't have time to discuss the same old solutions — nor do they want to. What have you learned from some of your other customers that have had similar issues that can relieve your present customer's pain? Presenting these insights is a key to increasing your business with an existing customer.
2. **Be a true consultant.** Talk business strategy with your customers. Show how your offerings advance their strategies. Create solutions that solve your customers' problems. Customers expect solutions that support and drive their central business goals.
3. **Talk results with customers.** Show how your product or service can positively affect a customer's performance. Identify the appropriate needs and create a compelling case for your solution. It's also smart to talk about some specific results your product or service has achieved recently for some of your other similarly-situated customers.
4. **Be innovative.** Increase credibility as a trusted advisor by bringing to the table innovative, highly differentiated solutions that respond to customers' unique business challenges. This will show your customers that you want to be a partner in their future success — not just a supplier.
5. **Do your homework.** New conditions demand new strategies. Know more and turn that knowledge into value. Customers want insight. Go beyond asking good questions about your customers' situations. Before getting in front of your customers, be ready to answer questions about the strengths and weaknesses of their own customers and competitors.
6. **Resist the pressure to just sell something.** Overpromising to customers is a frequent trap that some salespeople fall into. Gaining the sale in the short term may create havoc downstream. The outcome is predictable. Customer trust is eroded, and future business that should've been won is lost.
7. **Focus on results and relationships.** Show commitment to your customer by adding value. Conduct periodic account reviews to summarize the value you're providing and pinpoint areas for improvement.
8. **Learn about competitors.** They have never been more aggressive or more vulnerable than right now. Develop defensive strategies and points of view. Help your customers develop strategies for dealing with their competitors. Be proactive in providing advice and insight.
9. **View each customer's company as a market.** Focus efforts on segmenting and capturing share of this market. Then leverage successes and relationships within that market.



Keeping You
"On Track"

An important component of our commitment to be a **Resource** for our market partners is to provide the best information available about our products. We continue on our mission through this marketing program to update all of our literature, starting with our data sheets. To date, we have completed Over 20 data sheets to support this program.

All new information is produced with our new SVF Branding Colors and graphics.

The information is now categorized and alphabetised to make your search for current and critical information easier to find.

We invite you to visit our website, www.SVF.net and visit "**On Track**" which is located on our homepage. Click on the links to review our latest efforts in detail.



Happy 4th of July from the SVF family
to yours.

Product Focus...

The EZ Valve Series

When the SVF “EZ-Valve” was introduced to the market a few years ago we did not expect it to become such a popular option for our market partners.

With the marketplace demanding value, quality and “instant” availability we have found that the EZ Valve has become an excellent choice.

The EZ-Valve comes in two versions, the EZ6 and EZ9. All EZ valves are full ported and come with a locking device as standard.

The **EZ6** is the manual version of this valve series and it is available in stainless and carbon with threaded NPT and socket weld ends. The size range is ¼” to 4” ...*and it is on the shelf and ready to go!*

The **EZ9** is a feature-rich valve designed for ease of automation. With a direct-mount ISO-5211 design and live-loaded stem sealing this product has become one of the fastest growing products in our offering...*and it is on the shelf and ready to go!*

You will find the latest data sheets for these products on our home page in the “On Track” section!



Comparing EZ to the Series 8

	EZ9	EZ6	RB/BB
Size Range	1/4" to 2"	1/4" to 4"	1/4" to 4"
End connections			
NPT	Y	Y	Y
SW	Y	Y	Y
BW	O	O	Y
Compression	O	O	Y
Special Ends	O	O	Y
Port Opening			
Full	Y	Y	Y - B8
Standard	O	O	Y - R8
Seats			
TFM	Y	Y	Y
PEEK	O	O	Y
UHMWPE	O	O	Y
Delrin	O	O	Y
SupraLon	O	O	Y
Body Materials			
Carbon Steel	Y	Y	Y
Stainless Steel	Y	Y	Y
Forged Brass	O	O	Y
Hastelloy	O	O	Y
Locking Device	STD	STD	Optional
Live-loaded	Y	N	Y
Direct Actuator Mount	Y	NO	O-Requires MK
Pressure Rating up to:	1000 WOG	1000 WOG	3,000



EZ6 Manual Valve



EZ9 valves feature direct mounting for pneumatic or electric automation.

