



Vision is Critical...

OCTOBER 2011

Differentiation is as simple as having a sales process...

Sales people strive to gain an advantage over their competitors. Unfortunately most sales people intend to compete on a playing field that they allow their competitors to form and to perpetuate.

In my role here at SVF I am often approached by sales representatives to buy this, try that, change from or commit to various products and services. Most times I am ready to end such meetings early because I find that I am engaging with someone who just goes through a routine of blah-blah-blah.

Recently, I was meeting with a fellow who really caught my attention. (So much so that I am here writing about him).

His first meeting with me was refreshingly candid. He intended to engage me in developing a good sense of the exact problem we were trying to solve. Notice, I came away with him not wanting to sell me something but with actually intending to help me.

In a nutshell this fellow was truly consultative. He asked questions, he was thorough, he took notes and before he left he reviewed the items he discovered and covered the action items we agreed to. Later that day he wrote to me to capture these issues in writing and committed to a due date for accomplishing his tasks.

One of the things he mentioned to me was that he is often not given the time to be a true Resource because many prospects are so used to meetings that are not drawing out helpful information. Most prospects have already made up their mind that they are not prepared to participate.



Wayne Ulanski, President

What I learned is that he was using a process that was designed to learn as much as possible during the first visit. His process also gave me the sense that he was not going to waste my time. Effectively he differentiated himself from the many other salespeople who have been to my office.

So for those who are still reading, you can stand out from the crowd and be memorable by simply being the type of salesperson who is not like all of the others. Success must be a two-way street. When you strategically link the problem with the solution you add value. When your sales process is deliberate and well structured you will gain the confidence and involvement of your customer.

- ✓ Be consultative
- ✓ Ask questions
- ✓ Gather information from the very beginning
- ✓ Before leaving a meeting review the action points
- ✓ Follow-up with the action points in writing.
- ✓ Do as promised and meet your due dates
- ✓ Be thorough
- ✓ Show your commitment through process diligence

In a competitive sales environment you must add value to the process. **No value = No chance!**

IMPORTANT ANNOUNCEMENT

In our continued efforts to show that we C.A.R.E about our environment, SVF Flow Controls, Inc. is proud to announce that we are going paperless! Effective November 1, 2011, we will no longer be mailing paper invoices. All invoices will be emailed to our customers the day after orders are shipped. Please complete one of the following options below to ensure invoices are sent to the correct contact person in your company:

1. Go to www.ezValves.com to Register your SVF account number and provide your email address **or**
2. Email us directly at Accounting@SVF.net.

Thank you for your cooperation!

Read more about www.ezValves.com on Page 2

Our Purpose Statement:

"To serve the process control marketplace as a valued resource and advisor on flow control applications."

What do you need today?™

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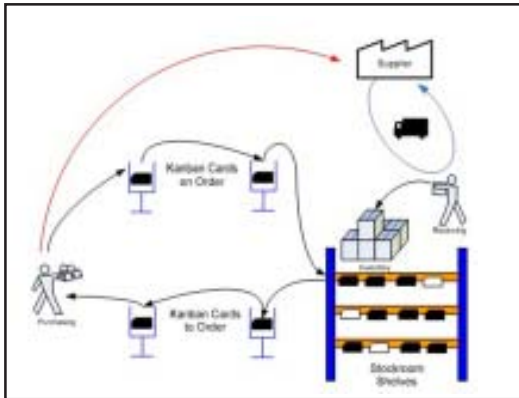
Supply Chain News...

Inventory Optimization

Kanban Systems: -Mauricio "Mo" Nunez, Supply Chain Manager | MNunez@SVF.net

SVF is continuously exploring ways to manage our inventory to better serve our customers. To do so we have implemented lean principles in our scheduling department and are now evaluating other lean practices focusing on inventory optimization. One method we are considering is a Kanban system that will enable us to keep the right amount of inventory on hand at all times enabling us to provide short lead-times and eliminate stock-outs. Kanban is an inventory scheduling system that allows us to stock only needed components. Lean manufacturing systems use the Kanban as a system to keep inventory levels as low as possible. In lean manufacturing, the process pulls materials through the production or distribution process. The Kanban system provides a trigger for reordering or replenishing stock.

EXAMPLE: Stockroom Kanban



Kanban Procedure:

There are several methods to trigger stock replenishment with a Kanban system. For example, colored bins or reorder cards are methods that signal when it is time to repurchase materials. We will use the Kanban system on the production floor to signal replenishment from inventory stock as well as in the stockroom to signal a repurchase. In a Kanban system, when a worker reaches the end of a bin, he orders stock internally or passes the information to purchasing for a stock purchase, but no material moves if the bins remain full.

Benefits:

A Kanban system allows a company to reduce inventory levels, which reduces the cost associated with stocking and storing materials in the organization. Cost reductions occur in the expense of the inventory itself as well as the cost of warehousing and maintaining inventory. Companies that use a Kanban system in a lean environment allow actual Production demand to determine the need for materials and not forecasts of the demand.

Obstacles:

The lead-time for parts and materials from vendors is a key factor in determining the optimum level of inventory. The organization may adjust the Kanban levels several times before finding the best quantity of material to keep on hand for production or distribution.

BITS & BYTES

There is an *ez* Way!

ezValves.com design considerations

-Ken Kwok, Information Technology Manager | KKwok@SVF.net

As Project Manager for our new ecommerce site my first consideration was how to make the site simple and effective. Building an ecommerce site is very challenging as there are many decisions to make from the layout/design to content placements.

I recalled an interview with Craig Newmark, the founder of Craigslist, on Jon Stewart's Daily Show. The original *Craigslist* design has not changed much over the years since its launch. The site does not have fancy layouts, colorful pictures or pop-ups. They continue to keep it simple so visitors to the site and find what they want without getting frustrated or lost.

Our **ezValves.com** site is designed with the same goal in mind. The content and layout is targeted to those who are already familiar with our products. To avoid clutter we have limited the offering to standard "vanilla" products. To allow the site to perform quickly we do not use heavy graphics or animation. Each page allows the user to Search by item number or keywords and provides direct access to the product page.

Some of the other basic features of **ezValves.com** include:

- UPS Shipping and support of multiple ship-to addresses.
- Sign up for electronic "paperless" invoicing in the "contact us" section.
- A history of your prior orders; so reordering is a simple "point-and-click" process.

We beta tested our **ezValves.com** site with many of our Channel Partners. Their feedback on our pilot program has been very positive. There is a lot more we intend to do with **ezValves.com** and we welcome your suggestions to enhance your experience.



Welcome to our program, and load up those shopping carts!



Adapt or Die!...

The Death of a Sales(person)

Quite often, the terms “Business Partner” and “Customer” are deemed synonymous and interchangeable in today’s sales lexicon.

It stands to reason that all “Business Partners” are “Customers” however not all “Customers” are “Business Partners”. How many times have we come across those organizations whose approach to vendor relationships border upon negativism, distrust, and blame? “Business Partners”, on the other hand, demonstrate a willingness to collaborate on planning and forecasting and problem-solving, and to share risk when it comes to proactively and creatively addressing business process issues.

How do we bridge this gap?

- Offer nothing less than one’s best with every opportunity
- Differentiate oneself from the competition
- Develop account-specific action plans
- Create compelling and unique value propositions
- Maintain open and candid communication

In a perfect world, all of our “Customers” would choose to become “Business Partners” but prevailing 21st century realities tell us-if not dictate-otherwise. Imagine our industry being distilled down to little more than price and delivery; the need for customer-facing sales professionals would go the way of Willie Lohman.

Sales professionals thrive on the adrenaline rush of immediate gratification. However, whether “Business Partner” or “Customer” we are responsible for all transactions and must manage change and personally commit to pursue all of opportunities with appropriate energy

and enthusiasm however and wherever it may take us. Imagine that perplexing target account which, out-of-the-blue, commits to exclusive use of your goods and services for the long haul. Was the effort proportional to the reward? Will the change in perceived status for this account change your approach to managing it?

We cannot lose sight of the fact that our next sales call could be our last or it could be the one that “makes our year”. Our demeanor and approach must remain consistent, level-headed, and focused on the positive.

We, alone, are in control our destiny and are continuously measured by the choices we make.



Adapt... or die. *-Dave Meyer, Regional Manager | DMeyer@SVF.net*

The Quality Corner...

October is an exciting month for us here at SVF. In early November we will be having our annual audit to verify compliance to the ISO 9001:2008 standard. This year will be a *surveillance* audit which covers half the sections of the standard. It’s great that we have this on a yearly basis as we always welcome a fresh set of eyes to review our SVF Quality System. One of the objectives of having this surveillance audit is to have a formal auditor’s report, noting all the observations and opportunities for improvements. This provides us the additional motivation that helps drive continual improvement and customer satisfaction which are the goals of the SVF Quality System.



I will share some of the findings with you all next time. Happy Halloween!!

-Raul Roviroso, Quality Manager | RRoviroso@SVF.net



Oil & Gas Industry Valve Products

O&G

For over 30 years, SVF has been providing engineered valves to the oil and gas industry. Today, our extensive range of high performance ball valves are installed in a broad range of the oil and gas industry's toughest applications.

All O&G valves are available in both manual and automated versions.

IMPROVED RELIABILITY

- Engineered for heavy-duty service and cycling
- Certified low fugitive emissions
- Repeatable sealing under all operating conditions
- High speed capability
- Fire Safe valves meet latest edition of API-607
- Full MTR of all components
- Exceeds shut-off requirements of API-598, FCI 70.2 and MSS-SP-61



P4



HBEV



B41 Rev3



41 Rev3



H7/62



H7

Download the O&G Data Sheet: http://www.svf.net/data_sheets/SVF_Oil_and_Gas_Data_Sheet.pdf

Got Talent?

REGIONAL MANAGEMENT - GULF REGION

SVF is rapidly increasing our presence in the Oil & Gas marketplace. With the recent consolidation of our high pressure valve products we are actively seeking an industry manager for the Gulf region.

A detailed description of our Regional Management position may be found on our website at:
www.SVF.net/career_center.php

On the Lighter Side...

Who's Clipping Whom?

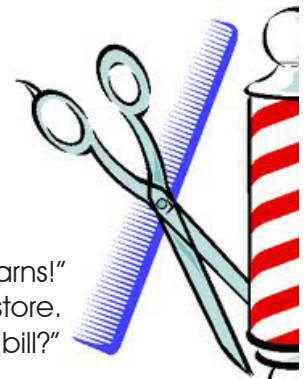
A young boy enters a barber shop and the barber whispers to his customer, "This is the dumbest kid in the world. Watch while I prove it to you."

The barber puts a dollar bill in one hand and two quarters in the other, then calls the boy over and asks, "Which do you want, son?"

The boy takes the quarters and leaves.

"What did I tell you?" said the barber. "That kid comes in here twice a week and never learns!" Later, when the customer leaves, he sees the young boy coming out of the ice cream store. "Hey, son! May I ask you a question? Why did you take the quarters instead of the dollar bill?"

The boy licked his cone and replied, "Because the day I take the dollar, the game's over!"



SVF Welcomes...

Silvan Nastase, Product Manager



SVF would like to introduce Silvan Nastase, as our new Product Manager. Silvan (*pronounced Sil-Vahn*) is a graduate of California State Polytechnic University with a Bachelor of Science in Mechanical Engineering. Silvan brings over 10 years experience as a Mechanical/Manufacturing Engineer with an extensive background in preparing CAD drawings and Engineering documents. He lives in Hacienda Heights, California with his wife, Irene and their four children, Michael, Abigail and twins, Mark and Luke. Please join us in welcoming Silvan to the SVF family! *Email: SNastase@SVF.net*

Product Spotlight...

"E" SERIES ELECTRIC ACTUATORS

"E" Series electric, rotary actuators are designed to provide the operating torque required to automate our full line of process-quality ball valves. All SVF "E" Series electric actuators are available with the following features:

- ✓ Heavy-duty, fully enclosed, high performance motor
- ✓ Actuator housing and fasteners meet NEMA 4 guidelines or NEMA 7 requirements
- ✓ Corrosion protection with thermally bonded polyester coating
- ✓ Operating speeds and output torque generated through a permanently lubricated gear train
- ✓ All motors feature integral thermal overload protection
- ✓ Designed for operation in temperatures from -40°F to 150°F
- ✓ All models feature a manual override, ISO mounting pad and are wired for light indication
- ✓ Standard travel-stop limit switches can simultaneously be used for light indication



NEED MORE INFO?

Download the 6 page, full color E Series Data Sheet at www.SVF.net/data_sheets/SVF_E_Series_Actuator_Data_Sheet.pdf

Head Scratcher Question...

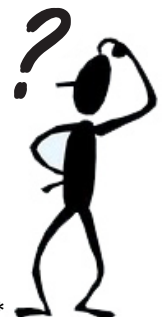
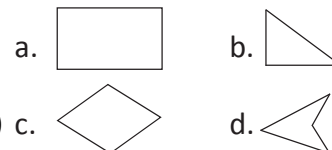
A Greener Tomorrow Is In The Bag™

Only 3 Months left in the 2011 "Head Scratcher" Bag Giveaway!

The Question in September's FlowRATE was:

Which of the shapes on the right is NOT a tetragon?

The correct answer is b. (A tetragon is a four-sided polygon; a quadrilateral)



THIS MONTH'S QUESTION:

Which of the following weighs **THE LEAST** per gallon (excluding container)?

- a) Gasoline b) Water c) Skim Milk d) Ice Cream

Be among the first 5 to log on to www.SVF.net/response.php & enter the correct answer and win a free canvas bag!* (Note: you will be required to enter your name, email address, phone number and mailing address).

The correct answer will be in our next FlowRATE. **GOOD LUCK!**

*Each month in 2011 SVF will give this free canvas "tote" to the first 5 FlowRATE readers that correctly answer the "Head Scratcher" question through our website.



The perfect companion at the grocery store or at the beach!



Continuous Action Recycling Effort