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Statifacts

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THE EMPLOYEE SAFETY PROGRAM - WHAT IS IT???

Business men today, particularly in large corporations, are becoming increasingly concerned with the welfare and safety of employees off the job as well as at work. The loss of a key employee can cost thousands of dollars in training time, lost business, relocation expenses, etc. Similar costs are incurred all the way down the ladder. Even a non-fatal fire will reflect loss of productive time, anxiety and inefficiency. For purely business reasons, as well as genuine concern for employers regularly sponsor mass buying programs for life safety equipment.

The SmokeGard Employee Safety Program offers the employee an opportunity to purchase life safety protection at a reduced cost through employer participation in the program. You, as a distributor, sell the concept of the program as:

1. A nationally-advertised uniform sales price (important for multiple-plant locations).
2. Limited-time program.
3. Active employer involvement and endorsement.
4. A collective purchasing, shipping, and billing procedure.

Your Representative can provide additional sales information, customer lists, etc. More "how-to" on Employee Safety Programs inside.

SmokeGard Model 770 two-fold, two-color Envelope Mailers, will be available after December 20. Contact your Representative for more information.
Credibility is an important first step in establishing the tone of success for an employee program designed to fill an "unknown" need.

The credibility of the employer...and even of the safety director...transfers to a credibility and faith in the product. SmokeGard programs can succeed to the degree the company (or the safety man) "endorses" the quality of the product.

This endorsement can come in several forms: bulletin-board notices, posters, articles in company papers, word-of-mouth...even an individual "paternal" letter from the boss. This back-up is vital to a thorough program...particularly when the employees may be unacquainted with SmokeGard and its benefits.

The best way to convince a group of employees is an actual demonstration of SmokeGard, if this is possible. SmokeGard becomes its own salesman when demonstrated. Payroll deduction plans increase the success factor, too...especially when frontline employees are involved.

Immediate signature on a form makes purchase more convenient. Follow-thru sale of further SmokeGards by the safety man can add still more prospects while the demonstration is still fresh in mind.

The SmokeGard distributor sets up the company as a dealer, for a limited time. The company actually handles the collection of money and the distribution of SmokeGards.

The employees must understand why the program is being introduced, and why they are getting the detector "whole-sale". This way, word-of-mouth referrals to friends of the employee will still bring the distributor sales at regular mark-up.

Companies with strong safety programs usually do better in presenting SmokeGard. If no talks or demonstrations accompany the offer, about 1% to 3% will probably buy a SmokeGard; with demonstration, the response jumps to 3% - 8% (depending on further company involvement). Full cooperation, including a payroll deduction plan, can increase response to 10% - 20%.

Six weeks allows time for two weeks' preliminary publicity, two weeks' sales presentation, and two weeks' follow-up or late sales. A longer program can involve too much time and effort per sale, unless it is a very large or multiple-plant company.

Your initial approach will be better if it's not "hard sell"; try a form letter to companies in your area, announcing the availability of the program. Statitrol's ads in safety journals may produce inquiries from the company safety man. Civic club contacts can also prove valuable.

If you have further employee program ideas, let STATIFACTS know.

Watch for the next issue of STATIFACTS for information about our new portable convention displays.

FIRE SAFETY FILM AVAILABLE

Statitrol's 15-minute 16mm color-and-sound movie film "They Weren't So Lucky" is available for purchase at $95, and can be utilized for group showings at schools, PTA meetings, scout groups, etc.

The film features "Blinky" the TV clown, and dramatically stresses the importance of family fire safety plans. It is not a hard-sell commercial-message film, but SmokeGard is utilized in the fire warning sequences, and literature could be distributed to viewing groups to reinforce the educational value.

For further information about purchasing the film, contact your Representative.

NEW COUNTER CARDS

Your Representative has information about the new Model 770 counter cards. "Show and Tell" time is time well-spent, and will usually increase your SmokeGard sales. Created by Statitrol's ad agency, to back up your own sales efforts, these cards can be used as a working demonstration-display.

UPCOMING SMOKEGARD ADS

January, 1975
Professional Safety
Safety Journal
Security World

February, 1975
Electrical Construction & Maintenance
C.E.E.
Occupational Hazards
Professional Safety
Caution Enterprises, Inc., of Waterville, N.Y., has converted direct sales background into an outstanding sales volume record as a SmokeGard Distributor.

Shown above are (left to right) Ralph Conte, President of Caution Enterprises, Sandy Conte, Secretary, and Walter Mintel, Vice President of the organization.

Mr. Conte's philosophy embodies pride in product and the concentrated effort to offer life-saving information. His belief in the value of what he's doing is reflected in the entire organization. He has set up about 100 dealers (including some who work on a part-time basis), and has trained them and worked with them (through meetings, incentive programs and other dynamic means) to sell the total protection concept in the home. They work largely on a referral basis, evidence of the effectiveness of their message.

Flip charts are used to help sell the protection story. His "package" often includes one or two SmokeGards per floor, plus a large fire extinguisher and (in the case of multi-level homes) an escape ladder.

Mr. Conte's success story is one of hard work...plus a belief in what he's doing.

Let us hear what you're doing...and any special ideas you've developed that might work well for other distributors. We'll spread the word for others to read in future issues of STATIFACTS. Team effort can help us all!
Here's a life saving offer you can't refuse...

We know that your concern for the safety and well-being of your employees is your first priority. We also know that you're not always sure how to put your best foot forward when it comes to protecting your employees from fires. That's why we're offering you a special deal on our Smokegard 770 Smoke Detection System.

The system is easy to install and cost effective. It's also backed by our reliable service and support. So why not take advantage of this offer and give your employees the gift of life? Call us today at 1-800-SMOKEDR and we'll be happy to help you get started.

THE GIFT OF LIFE

Deal yourself Bigger profits with...

Statitrol Corp
Smokegard 770
Plate No. 1

Statitrol Corp
Smokegard 730

Smokegard 730

You've seen enough, you've seen too much. Now it's time to do something about it. With Smokegard 730, you can have peace of mind knowing that your employees are protected from the dangers of fire.

For more information, call us today at 1-800-SAFETY-730.

Better Fire Defense Products...Worldwide