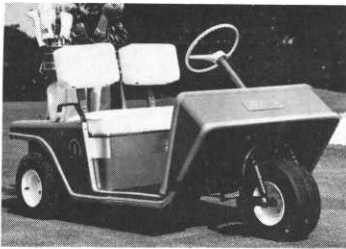


USE SALESMEN EFFECTIVELY

Salesmen are a necessary part of your business operation. They keep you informed of new products and serve as a personal contact between you and your suppliers. When a product you need is in short supply, a good relationship with your salesman can make the difference between getting your order and going without. Unfortunately, many superintendent/salesman contacts result in a lot of time and coffee being consumed with very little to show for it. Here are some ways you can organize your meetings with salesmen to save you both time and energy.

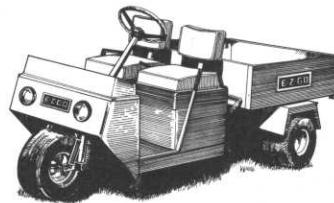
PREPARE FOR SALES CALLS by having some idea of what you will order. Study that firm's promotional literature and trade magazine advertisements to develop a list of questions about products which interest you.

E-Z-GO

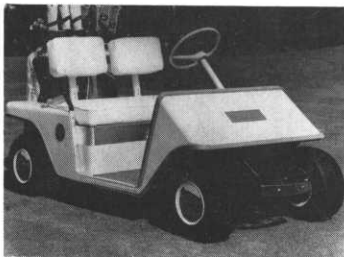


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SALES-SERVICE-LEASING-PARTS

MAKE YOUR SALESMEN UNDERSTAND that your time is valuable and that you have no intention of wasting it. Your regular salesmen should understand that you will have nothing to do with a salesman who wastes your time and his.

TRAIN YOUR STAFF to separate the unimportant and unneeded items which salesmen are seeking to sell you from those products which could be of some value. Give someone on your staff the authority to turn down those which obviously have little value.

MEET WITH SALESMEN in an area of your building where you are least likely to be interrupted. The few minutes each day you save by making your meetings more efficient will add up to a sizeable total by the end of the year.

DON'T BOTHER YOUR SALESMEN with matters over which they have no control. If you have a problem which they cannot solve, go directly to the company and use the time saved for more pressing matters.

It doesn't hurt to cement valuable relationships over an informal cup of coffee when you both have time to spare, but a hard look at the way you deal with salesmen can result in a considerable amount of time saved on everyone's part.

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