



BETCO NEWS

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This weeks FYI:

Archived Issues of Betco News and the latest Betco Press Releases can now be viewed at www.betco.com

**Chemicals
Equipment
Programs
Process**

Betco Continues to Build Business Partnerships Worldwide

**Requill Buchanan,
Communication Coordinator**



(From L to R) Tim Riviere; Governor Bob Taft; Tom Adachi, President of Toei Buhin Distribution

Betco Corporation knows that the key to success is good distributors. That is why Betco is committed to building strong business partnerships worldwide. Tim Riviere, Betco's International Manager Director, attended the 2004 Ohio Business Mission to Japan and Taiwan Conference that took place from September 24 through October 3. The purpose of his participation was to build strong business partnerships between Betco and Japan and Taiwan. Ohio Governor Bob Taft was among the many attendees who envision growing the exports of Ohio. Governor Taft supported Mr. Riviere in his efforts to develop new business ventures by accompanying Mr. Riviere on a sales call.

Mr. Riviere is glad to report that the conference was a success. He has several great prospects and believes that Betco will be exporting to Taiwan by the beginning of next year. Betco is dedicated to ensuring that the Betco Bundle encompasses all the needs of their distributors, so it is no coincidence that Betco continues to gain greater market share.



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Little Scrubber Meets Big Challenges

Griffith Crammond, Director of Marketing



Imagine a floor maintenance world without aisles, tables, counters, small lobbies or foyers. Imagine a facility with unlimited storage capacity, no budgetary constraints on 'head-count' or payable hours, and limitless amounts of water and electric for any cleaning task. Well, the truth is that we all live in a 'reality' that sometimes places extraordinary limits on our dreams. But, what if there were a method available to you that allowed higher productivity in tight spaces at lower costs,

reduced demands on storage, water and battery consumption and did this while being a real miser on your "people budget"?

The Betco Watchman® series of automatic scrubbers bring a new dimension to cleaning maintenance. The Watchman® 17 offers a compact size for easy maneuvering making it perfect for small to medium size facilities with tight areas. Its simple design and controls make operation easy and reduce operator training. Unique features include hands free pad driver installation and a removable recovery tank, no tools required. A heavy-duty squeegee assembly provides maximum water recovery.

A Watchman® 17 is a real productivity enhancer for those facilities that have a series of challenges. The Watchman® 17 can cover 15,000 square feet per hour, while the dual-twelve volt battery system provides approximately 3.5 hours of running time. The 17 inch cleaning path is coupled to a 0.5hp brush motor that delivers 50 pounds of brush pressure at 275 rpm. With a gravity-fed 10 gallon solution tank and 0.5hp two-stage vacuum motor that will lift water 48" and place it in the 11 gallon recovery tank, you are assured that tough jobs or just everyday cleaning is completed on-time, on budget, and with excellence.

Imagine a Watchman® 17 on the job, the next time you take a 'spin' out on the floor. You **can** make some of your dreams a reality. Contact your Betco Regional Manager to learn more about our Watchman® 17 productivity enhancing automatic scrubber, or our complete line of productivity enhancing equipment.

Identifying a Strategic Plan for Your Business using Betco's "Best Practices"

John Reed, Director of Training

This is the second article in our series concerning the **BetcoBest Sales Solution Process**.

The first step of our **Sales Process** is **Identification** and the first part of this procedure is **Identifying** a "strategic plan". This plan will look at our territory or business in total or from the macro view and **Identify** ideas to help us manage more effectively and productively.

Your "strategic plan" should consist of ideas that can benefit many of your end users or employees for perhaps the next quarter. You don't need to plan specific details yet, just come up with "best practices" that will have application in your total territory or entire business operation. Later you will create a micro plan with details for specific end users or employees.

A "best practice" to consider might be **Identifying** new products or procedures that can be introduced to increase productivity or control costs. An example is **Betco's QuickCoat Finish Applicator System** that will allow a 35% productivity gain in applying floor finish. We will present this idea on selected user calls during the next quarter or will train our employees on the use of this labor savings program.

Other "best practices" to consider for your "strategic plan" might be end user management or employee meetings, training sessions, **Identifying** major problems to discuss or personal growth ideas for the next quarter. This last "best practice" is one we all neglect. When we stop learning we will stop improving. Challenge yourselves to read a book, a magazine or to attend a seminar concerning our industry which will improve your professional life. Also don't neglect the non-business self-improvement like family relations, better eating habits or getting more exercise.

WHAT SHOULD YOU DO? Create a template for this "strategic plan" noting some of the above "best practices" and use it to manage your time and territory (business) more effectively and productively. These are just a few ideas or "best practices" to include. Be creative and take the time to think about the big picture, then worry about the details later and you will become more successful.

In our next article we will discuss the second part of the **Identification** step, **identifying** a profiled customer.

Betco Awarded for Dedication to Education

**Requill Buchanan, Communication
Coordinator**



Betco Corporation was presented with an award from APICS, The Educational Society for Resource Management, an international organization dedicated to helping manufacturing and materials management businesses to run more efficiently through employee education and training. Betco was honored for their dedication to education. Betco received the award on September 14, 2004 at the Toledo Hilton. Toledo Mayor, Jack Ford, was among the crowd of individuals who shared in Betco's special moment.

Betco can help you obtain better efficiency through training in your facility. Betco offers 12 different RPM training programs that are available in English and Spanish. To learn more about Betco's RPM training programs contact customer service at 1-888-GO-BETCO or visit our web site at <http://www.betco.com/>.

Betco appreciates your feedback. Please send any questions or comments to: rbuchanan@betco.com

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