



BETCO NEWS

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Betco Listens to What BSC's Want

MachSpeed™ Enhances Betco's QuickCOAT™ System

Betco Shares Sales Solution Process

Upcoming Training:

Betco University-Selling to the Industrial Market October 18-20

For more information contact Kandy Warner (ext. 3616)

Chemicals Equipment Programs Process



We Listen

Griff Crammond, Director of Marketing

Betco team members are always searching for information that results in better ways to meet end-user needs. Here is some helpful information that has flown 'low' on everyone's radar screens. Contracting Profits sponsored a White Paper on the Building Service Contractor Industry in 2003. In the report, much was written on mergers and acquisitions, supplier relationships, networking, trends and issues. One series of points highlighted in the document continues to resonate at all Betco product development meetings.

According to the report, BSC's want six answers provided to them in order to meet growing end-user-client needs. These are:

1. Machines that do more in less time with less man-power;
2. Finish that holds up better and longer with a high shine; but takes less time to apply and dry;
3. Consolidated chemical management systems that will reduce inventory and limit worker mistakes or mis-use;
4. Tools and machines that are more ergonomic to reduce the high level of lifting and repetitive motion injuries that occur in the industry;
5. On-site training to make sure employees use the equipment properly;
6. Easy to access machine maintenance and repair to minimize downtime.

Asked and Answered...

Betco meets these concerns with the industry's most comprehensive bundle of satisfaction.

1. Toughman™ 21 battery and propane powered oscillating strip machines remove the toughest finishes, right up to walls and carpet lines without mess or time consuming processes.

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2. Betco's newest finish, MACHSPEED™ can be laid with up to six coats of finish in one hour—speeding dry and cure time as a result of our exclusive Max-Cure™ technology.
3. FastDraw™ makes all other chemical management systems obsolete with a complete range of products which are packaged to provide maximum yield and lowest cost-in-use.
4. QuickCoat™ floor finish applicator system turns the mop into a powerful application tool by eliminating the need for mop buckets and pails staged over the work area.
5. Betco's RPM™ Training library is intended for on-site group or individual training—flexible and thorough, it also provides on-going Continuous Education Credits for many BSC employees.
6. Betco conducts frequent equipment training schools at our facilities which enable distributors to place factory-trained technicians within local service –centers to respond quickly to local service needs.

The needs of the BSC seem to be similar to the needs we know exist in other parts of our industry. So, if you maintain a facility in education, healthcare, or retail—Betco and a Betco distributor can provide you with a complete bundle of satisfaction. We listen...

Finishing Faster with Innovative Products

Chris Keene, Category Manager

Many facilities have special needs when it comes to their cleaning program. A specific need I want to address in this article is that of those that demand very little or virtually no down time for floor maintenance. This is typically associated with facilities that have operations with activity around the clock such as hospitals and convenience stores, or maybe the management is just extremely impatient. Whatever the case, this presents a big challenge for the maintenance staff because they are still expected to produce the best result without the luxury of adequate time to accomplish it.



Unfortunately many times this is a battle that's lost and proper procedures are simply not part of the program. Cutting corners to finish faster is a big concern, especially when it comes to applying floor finish. This is a real issue that I have seen time and time again and it often results in diminished performance of the floor finish not to mention the entire floor program. Maybe the coats are not allowed proper dry times, traditional finishes typically require 20-40 minutes per coat. Maybe not enough finish was applied to properly protect the floor, or maybe a floor dryer was used too soon causing the finish to dry before forming a proper film. Whatever shortcuts are taken they no doubt will have a negative impact on overall

performance.

At Betco we strive to develop and market products and programs that enhance productivity without sacrificing performance. Our QuickCoat™ Finish Applicator system is one example of how you can substantially increase productivity by eliminating the mop and bucket system. Another unique example is our new MachSpeed™ Fast Drying Floor Finish with Max-Cure Technology™. This product was developed specifically to address the demand for little or no down time when applying floor finish. Each coat of finish dries in as little as 10 minutes making it the perfect product for highly active, 24 hour/7 day environments. MachSpeed™ is also designed to cure fast allowing rapid recoating and can accept immediate airflow to further accelerate drying times. Innovative products like these save that valuable time without cutting procedural corners.

Contact Betco today for more information on our wide scope of products and programs to meet any maintenance challenge.

Betco Adopts "Best Practices" to Enhance Relationships with Customers

John Reed, Director of Training

This is the first of a series of articles dedicated to sharing our **BetcoBest Sales Solution Process**. This process was designed to assist distributors in creating and sustaining relationships with end-users.

As we developed this **Sales Process**, we talked with our Regional Managers, Division Managers, Gold Distributors, industry experts and consultants to discover the “**best practices**” that made them successful, and in turn, brought long-lasting benefits to their end-user accounts. One thing that stood out was that all these sales champions were doing a lot of “good stuff” but just not consistently. So in order to increase our Regional Manager’s productivity and efficiency we suggested “**best practices**” for them to follow. And to insure their consistent use of the “**best practices**” we created **checklists** and **guidelines** as benchmarks. In future articles we will discuss the “**best practices**”, **checklists** and **guidelines** in detail.

The **Sales Process** has 5 steps as follows:

Identification – identifying profiled target customers and identifying strategies to manage territories and each end-user customer more efficiently.

Diagnosis – learning what the customer needs and not selling them what we want to sell them.

Prescription – offering solutions to satisfy the customer needs.

Commitment – asking for the order, demo or test period to prove our Prescription will satisfy their needs.

Retention – keeping customers longer and identifying new sales opportunities at current customers. This step truly differentiates our Sales Process from many others we have researched. I believe you will agree that it is much more expensive and time consuming to obtain new business versus selling more to current customers.

It is our hope that by sharing and implementing our sales philosophies with you, that you will have a better understanding of the value-added benefits that Betco brings to each relationship. Both Distributors and end-users alike will find that the BetcoBest Sales Solution Process is a great method for enhancing productivity for their team.

If you would like to learn more about the **BetcoBest Sales Solution Process** call me at 800-333-2156, EXT. 3822 or your Betco Regional Manager.

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

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