

Doc Door's Report

July 2008

Volume 11, Issue 7, July 31, 2008

www.hormann-flexon.com



Congratulations Federico Hinestroza July 2008 Bulldog of the Month

We are pleased to announce Federico Hinestroza with Prodiser, as our July 2008 Bulldog Salesperson of the Month!

An order for two Speed-Commander™ 1400 SE doors resulted when Federico convinced Procter and Gamble that the Speed-Commander™ was the high performance door that could accommodate their requirements in a "clean" environment. The sleek, low-profile, simple door design, including no "exposed" hinges, convinced the customer that the Speed-Commander™ was the best door for their application.

Lesson Learned: Focus on connecting specific product features and benefits to the prospect's exact needs.

As our July Bulldog Salesperson of the Month, Federico will receive his choice of a Hörmann Flexon windbreaker or two golf shirts and will qualify for our 2008 Bulldog Salesperson of the Year Award...A check for \$1,000! Congratulations Federico!

Speed-Commander™ 1400 SE Launch

Within a couple of weeks, we will be sending the official product launch packet introducing the Speed-Commander™ 1400 SE.

The packet will include everything you'll need to begin promoting this exciting new product: PowerPoint® presentation, CSI specifications, product detail drawing, and more.

So many incredible product features like: opening speed up to 100"/second, self-repairing design, and whisper quiet operation will surely be exciting news to your customers and new prospects.

Call your regional sales manager after receiving your launch packet and schedule a time to meet and discuss further how the Speed-Commander™ will fit into your product mix and expand your sales efforts!

New Speed-Commander™ 1400 SE Brochure

A new, four page, color brochure is now available for the Speed-Commander™ 1400 SE. This comprehensive brochure, designed as a leave-behind piece, includes photographs and product specifications that will help present and sell the product to your prospects and customers. Call our Inside Sales Department, or email us at: sales@hormann-flexon.com to order this brochure today.

Take on a Bulldog Attitude

and contact these types of companies in your area:

Agricor
Screen-Master® 200

Certainteed
*Manual Trailer
Restraint*

Flower's Bakery
Dock Shelters

Procter & Gamble
Speed-Commander™

Sunshine Mills
Screen-Master® 200

Transit Authority
Speed-Master® 4500

