

EFFECTIVE SALES TOOL

1957 sales \$11,000 - increased to \$313,000 in 1958

This example shows the use of Value Analysis as a sales tool to obtain important orders from high potential customers who have thus far resisted other good sales techniques. E.S. Bush, a manager - Equipment and Specialty Sales, developed it and uses it. He has used it on several accounts with similar results.

He advises, "Couldn't get any Flint and Walling jet pump motor business. Annual Potential is \$1,000,000. Total G.E. 1957 billing was \$11,300. Decided to go after it using Value Analysis as a sales tool."

The Bush Plan

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| 1 - Tell president about Value Analysis. | est. 1 hr. |
| 2 - Tell other top management about it. | est. 1-1/2 hrs. |
| 3 - Program for "Doers." | est. 2 hrs. |
| 4 - If orders are resulting - take one value engineer to customer for three days. Study his product - instruct some of his people. | |

Execution and Results

April 22, 1958 - met Cole, president (owner of 54% of stock) and for first time discussed Value Analysis.

May 8 - received orders, GPM motors \$36,500

July 16 - took three customer's men to Shelbyville to discuss Value Analysis with Paul Binder, Value Engineer.

Aug. -Nov. - received orders, GPM motors \$156,800

November 18 - "Good Will" session with customer. Incl. Griffith (salesman handling account), Bush, and Bush's manager, Charles Miller. Customer asked for the three man days Value Engineering help.

December - received orders, GPM motors \$89,500

Meanwhile, in 1958, also received orders SIM motors \$31,000

Jan. 7, 8, 9, 1959 - Value Engineer Binder led three days of Value study on customer's product which it now appears will eliminate approx. \$31,000 of cost from \$110,000.

January 19 - customer reaction expressed. (over)

February 18 - received orders, GPM motors & controls \$350,000

VALUE SERVICE

L. D. Miles

March 10, 1959