

HASLER

Dealer Direct

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FOR HASLER DEALERS

"Ours for the Taking" 2006 National Sales Conference

Sun, fun and a celebration of success...that's what dealers found at this year's National Sales Conference, held May 8-10 at The Phoenician in Scottsdale, AZ. This year's event, themed "Ours for the Taking," gave Hasler a chance to thank high-performing dealers for their tremendous achievements in 2005, as well as review the positive changes and opportunities taking place in the U.S. market.

The conference kicked off with a Welcome Reception at which President's Club awards and rings were presented to 25 individuals.

At the general session the following morning, more awards were presented, including 100% Club, Software Solutions, Document Handling, Leasing, Hewlett-Packard, and Highest Volume. Hasler also recognized Elite Eight and PAC members. Following a light lunch, attendees had the opportunity to see demonstrations of Hasler's latest product additions and learn more about new service offerings at the afternoon trade show.

On Wednesday, the eagerly awaited Golf Tournament got underway bright and early,



Congratulations to Jim Coursey of Alternative Mailing & Shipping, shown here with his brand new Hummer H3.

sponsored by Hasler Financial Services, LLC.

The climax of the conference was the closing cocktail reception and dinner at which **Jim Coursey**, Alternative Mailing & Shipping, Inc., was the lucky winner of the Hummer H3 (see story on page 2).

After dinner, **John Vavra** and **Rob Rutigliano** presented the Gary Gardner and Dealer of the Year awards. Later in the

evening, several talented Hasler musicians joined the band onstage for a rousing set, with Rob Rutigliano on electric guitar, **Ned Schaut** on drums, and **Shane Gertsch** and **Jaap Nauta** providing the vocals.

Plans have already been made for the 2007 National Sales Conference, to be held at the Boca Raton Resort & Club in Boca Raton, FL, April 29-May 1, 2007. Look for more information in upcoming issues of *Dealer Direct*. ♣



Hasler rocks with the band!

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A Message From John Vavra, President & CEO



As I shared with many of you at this year's Conference, I have been with Hasler for over 20 years, starting out as a sales rep at a dealership much like yours. Over those two decades, I am proud to have been part of building one of the finest dealer distribution organizations anywhere. As you know, that growth has required a certain amount of change. And, even though we know that change is healthy and necessary for growth, it still isn't easy. In fact, most people resist change.

I can remember when we were first purchased by Neopost SA. There were people that were sure this was the end of Hasler. But the truth of the matter is, if Neopost SA hadn't purchased us we would be struggling today to bring USPS-approved products to market in time to save our customer base. And even if we were able to bring these products to market in time, we would have invested so much in R&D that we wouldn't have had anything left to invest in other aspects of the business. In retrospect, we realize just what a great opportunity this change turned out to be.

Change is still coming fast and furious. And with it comes dramatic growth.

I think we are now on the verge of a change in the dynamics of our business. We're starting to see a portion of our customer base that is controlled by a "dual distributor" — either a "dual-brand dealer" or a "dual-brand branch." This is positive news for a number of reasons. First, the purchasing dealer gains critical selling mass, which means an enviable opportunity to increase market share and gross margins. Second, a dealership can virtually double its sales potential in the same geographic market, thereby keeping costs to a minimum. And finally, as

long as the dealer continues to sell at least what the two combined distributors did before, we will grow our market share faster, since every new sale is a PB replacement.

Another indicator of this change can be seen in the mid and commercial meter market. Hasler and Neopost, combined, had 49% of the market share of mid and commercial meters in central Wisconsin when I spoke at the Conference — and that number has risen to 51% since that time, leaving only 49% split between PB and Postalia. And we have over 40% combined market share in mid and commercial meters in 16 other markets as well. If we can do it in these markets, there's no reason why we can't be the market leader in the mid and commercial segment everywhere — as long as we work together with our sister company and focus on the real competitor: Pitney Bowes.

You see, PB is not our biggest threat; our inability to work together as one united company is. I know if we can find a way to combine our resources with our sister company and focus on the real competitor, we can out-market them, outsell them, and outpace them. The key is where we focus our energies and how we maximize our efforts.

Therefore, in order to encourage and recognize those elite dealerships that reach 51% market share in mid and commercial meters, we will be creating a new dealership level: B51. You'll be hearing more about this special designation and what benefits it will mean for you and your dealership.

In a dynamic environment where change is often the only constant, let's continue to work together to keep the Hasler organization moving along in a positive direction. ■

Reaping RPM Program Rewards

During Hasler's RPM Program, which ran from July 1 through December 30, 2005, sales reps earned points each time they displaced Pitney Bowes postage meters with Hasler digital mailing machines.

These points were redeemed for entry cards during registration at the Sales Conference and the entry cards were then collect-

ed for a drawing for a Hummer H3. Early Wednesday evening, five entry cards were drawn

at random, and those five sales reps were invited on stage by **Mike Keenan**, the Master of Ceremonies, where they each chose a card with a number from one to five.

Mike then spun a wheel, which had the five numbers on it, but they were hidden from sight. When the wheel stopped, Mike revealed the "losing" numbers one by one as the tension mounted. Finally, the winning number was revealed — number 3 — the number on the card held by **Jim Coursey** of Alternative Mailing & Shipping, Inc.

"It felt like the close to a really big sale," said Jim. "You are there with five worthy competitors. You think you have the best proposal, but you don't know until the bids are opened! I wasn't leaving that stage until they threw me off! It was a win-win-win for Hasler, the reps, and — luckily — me! All that for replacing PB systems... and that's my favorite pastime anyway!"

"You could say the stage was set for this win back in November," recalled **Pat Caesar**, Southeast Region Manager. That's when Alternative Mailing had its first of two 1441 Blitz



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National and Group I Dealer of the Year PFE International, Inc.

“We have nothing going against us!”

— Jonathan Garcia, Irvine, California

A relative newcomer to the Hasler organization, seven-year-old PFE International, Inc. in Irvine, CA, not only captured Dealer of the Year honors in Group I for 2005, but was named National Dealer of the Year at the National Sales Conference at The Phoenician in Scottsdale, AZ.

Jonathan Garcia led his 35 employees to victory in the dealership's lucrative Orange County territory, using a number of winning sales strategies to attain their goal.

“This year we changed sales territories and comp plans to influence the behavior we needed to grow our business,” Jonathan explains. His team also successfully used the Zip Drive program to dictate their business plan — a tool they found invaluable in accomplishing their



2005 National Dealer of the Year — PFE's Orange County sales team celebrates its achievement.

award-winning performance. In addition, Jonathan credited the WJ150 as the single most important product that helped catapult PFE to the top.

In 2006, Jonathan has set his sights high, “reaching for success” by striving to exceed Hasler's new modified budget

and achieve 120% performance. “We are counting on the iMCM G2 product to help us out with exceeding our goals,” says Jonathan, “as well as the Phase III meters that need to be replaced.” In keeping with this philosophy of overachievement, he adds that, once they are in a qualified sales opportunity, PFE “should have an 80% or higher closing ratio.”

Above all, Jonathan praises Hasler's dealer distribution organization as having “the best service in the industry. The products are better and offer more value than PB's, and pricing is competitive. We have nothing going against us when it comes to winning an account. We just have to be smart and diligent in finding these opportunities.” ▀

Reaping RPM Rewards... *continued from previous page*



Mike Keenan spins the wheel to determine the winner of the Hummer H3.

Days, sending six teams of two out to blitz the town with information and brochures about Hasler's WJ products. Jim Coursey was one of the two top producers that day.

To whet their appetites even further, the following month Pat brought “a very special inducement” to the dealer-

ship. “We borrowed a Hummer H3 for the afternoon... and let the reps see, smell, touch and feel this beautiful vehicle. Apparently Jim Coursey took this program seriously because five months later, he was handed the keys to his new Hummer!” ▀

Group II Dealer of the Year Automated Mailing Equipment

“Credibility: That’s what it’s all about”

— Joe Baker, Fishers, Indiana

Although they’ve finished in the top five every year since 1988, **Joe Baker’s** Automated Mailing Equipment (AME) of Fishers, IN earned Dealer of the Year distinction in 2005 for the first time since 1996. With his two daughters, **Kathy Smith** and **Kim Shelby**, as his business partners, Joe has taken AME to its current level of over 3,000 customers, 27 staff members and a territory that comprises two-thirds of the state. He attributes his dealership’s top showing to a number of factors: adding more “feet on the street” (three new salespeople and one VP of sales), offering lots of high-end solutions, maintaining a top service department, and most of all, earning credibility.

“If you add knowledge of your clients’ businesses to the already proven advantage of the Hasler dealer network, you gain an amazing amount of credibility,” Joe explains, adding that the most beneficial use of a salesperson’s time is spending it with an account to learn exactly what’s going on in their mailing operation, in order to present them with the best product on the market to meet their needs.

“When you can prove positive savings by running a comparison of their way vs. our way, it allows the dealership and Hasler to gain an incredible advantage over Pitney Bowes,” says Joe. “That credibility is what sets us apart from our competition.”

Creating software solutions

What has set AME apart from other dealerships is a unique software package they developed six years ago, called Document Control Software. It is now

known as DCS by Hasler, following its recent acquisition. DCS is customizable output management software that integrates document production, distribution, archiving and mailing within a single automated operation. It was specifically designed for companies that send out large volumes of mail from various departments — for example, insurance companies and financial institutions — where different areas of the company generate mail going to the same addresses.

“The customer has to have an intelligent inserter in order to use this software,” explains Joe, “so this allows the dealership to offer a ‘Solution Sale’ and raise the dollar amount from about \$8,000 or \$25,000 to as much as \$60,000 or \$120,000 or more. Every single dealership should take advantage of this software; it will give them the competitive advantage on the high end.”

Although AME began marketing DCS primarily to the insurance industry, they soon learned that the market for the software product was vast. “Utilities, schools, governments — any business printing invoices, statements and other documents that wants to centralize mailing functions can benefit from this product,” says Joe.

Navigating the changing marketplace

Joe Baker also cites a number of other important factors that have kept AME among the top five dealers in Group II for the last 19 years: an awareness of market changes, the ability to adjust their strategies accordingly, and — most important — consistency of service.



Group II — The Automated Mailing Equipment team.

“We’ve been successful because we’ve kept the same people in our service department,” asserts Joe. “Without a good service department, you can’t stay competitive year after year. If you keep turning over service techs, you’ll end up losing as many customers as you gain.”

Joe credits Hasler for the array of valuable tools they have provided, such as the Zip Drive program and Webinar training. “They’re doing their part to support us from the sales training aspect. Now we have to step it up to another level on our end.”

For AME, that means calling on 50% more PB prospects this year, pushing its sales force to make more calls every day, and tracking sales calls and new prospects.

AME has already had notable success converting loyal PB customers. “We stress the benefits of both Hasler and Automated Mailing Equipment. We talk about their business and what our products can do for them. Once we establish credibility, they are ready to listen. Anytime we do that, we win over the competition. And that’s what it’s all about.” ■

Group III Dealer of the Year General Mailing & Shipping Systems Inc.

“There aren’t any shortcuts to success”

— Mary Stramel, Santa Fe, New Mexico

For **Mary Stramel**, winning Dealer of the Year for the third straight year was the result of “more of the same — it sounds so repetitious and basic, but the sales process really never changes,” she says. “It’s what works. You can’t drive a car without gas, and you can’t sell without the basic sales process.” At General Mailing & Shipping Systems (GMSS), that process includes all the steps of the sale: correct approach, cost comparison analysis, professional presentations, and selling the benefits of GMSS over the competition.

Sales is not just a job for Mary; it’s a passion. As 2005 Group III Dealer of the Year, 2004 National Dealer of the Year, and an Elite 8 dealership, she spends most of her time trying to become an expert at sales. “I study the process, read about it, and update my skills and knowledge, as well as that of my staff. It’s a lot of fun. But no matter how much I learn, it always comes back to basics: People buy from people they like who take care of them.”

A new and improved staff

It wasn’t all just business as usual for GMSS in 2005. There were some major



Group III — The team from General Mailing and Shipping Systems, Inc.

changes — people leaving, new people arriving, training initiatives, and staff being realigned. “When one door closes, another opens,” states Mary. “Because of our reputation for quality and success, we attracted new employees who brought with them a higher level of professionalism, commitment and a willingness to learn.”

In 2005, GMSS saw phenomenal meter growth, and their New Mexico State contract opened up doors to new commercial customers. GMSS has also successfully sold the DCS software product [now DCS by Hasler] for the past year and a half, and looks forward to expanded marketing efforts in the future. “Our focus has always been

on selling solutions, not products,” Mary emphasizes.

GMSS firmly believes in cross-training all staff members so that no matter who answers a customer call, they will know how to help. “We are all dedicated to putting ourselves in a superior customer-service position.” During 2006, GMSS will continue to bring both new and seasoned technicians and salespeople up to date with training programs, all with the singular goal of better serving the customer.

“After all this time, we are still just as enthused as ever about what we do,” says Mary. “And it is truly a team effort — from **Garry Stramel** and **Tom Anderson**, here at the dealership, to **Larry Waters** in the region — I am very proud of the people we have on board, and we are so happy to have had our key employees stay with us for several years.

“Day in and day out, our customers continue to be number one, and we will take care of them in the very best way we can... because if we don’t, our competition will!” states Mary. “Remember: Excellence is caring more than most people expect.” ■

People

John McCabe has recently been appointed to the position of East Coast Region Manager after having served for several years in sales and management positions with both the Neopost and Hasler organizations.

In his new role, John will assume responsibility for Hasler dealers in the East Coast Region, focusing on strategies to improve sales and grow business through the successful marketing of the full Hasler product line. He also plans to

explore best methods for: maximizing decertification and cross-selling opportunities; expanding dealers’ sales teams to include document handling and PC specialists; and securing agreements for scheduled product training. ■

Group IV Dealer of the Year ADDCO Office Systems

“Now the playing field is level”

— Kent Nauman, Billings, Montana

ADDCO Office Systems of Billings, MT, has been a Hasler dealer for only two years. But with a straightforward sales approach and total dedication to the Hasler product line, **Kent Nauman's** dealership skyrocketed to the top to become 2005 Dealer of the Year for Group IV.

“Once we signed on with Hasler, we knew we had a product line we could sell to high-end clients,” explains Kent. An office products dealer since 1979, Kent immediately assigned a full-time Hasler salesperson to represent the line throughout Montana and in northern Wyoming.

Although ADDCO had significant success in its first year with Hasler, “the launch of the WJ220 and WJ250 got us rolling and really put us over the top,” recalls Kent. “And when the State of Montana’s mailcenter placed six units at the end of the year, that capped it off for us.”

Celebrating a WSCA success

ADDCO’s state placement came as a direct result of the WSCA (Western

States Contracting Alliance) contract, signed in December 2005. With his dealership representing two of the states in WSCA’s territory, Kent says, “WSCA has been huge for us.” He adds that Pitney Bowes had always been ruthless on state bids in the past, making it very hard to underbid them. But with WSCA in place, “the playing field is level.” Plus, Hasler’s complete product line enables ADDCO to go up against PB’s high-end placements. “With WSCA and Hasler on our side, we have a huge potential to win even more government accounts,” he says.

Kent foresees another strong sales performance ahead for 2006. “We’re entering the first crunch time of decertification,” he explains, “and we’re also excited about the WJPRO heavy-duty inserter base launch — we already have several standing orders for them as soon as they are released.” In addition, the dealership has committed to focusing on



Group IV — ADDCO Office Systems.

Hasler’s low- to mid-volume addressing and tabbing equipment this year. “Essentially, we have decided to embrace the full Hasler product line,” says Kent.

ADDCO also plans to expand its sales and service staff, and to leverage the positive reputation Hasler has established in the marketplace and with user groups. “And of course we’ll continue to beat PB down every chance we get,” adds Kent, smiling. “That’s always been our game plan.” ■

Mike Keenan wins Gary Gardner Award



Mike Keenan, Director of Product Marketing, Mailing Systems, was this year’s recipient of the Gary A. Gardner Leadership Award, selected “in recognition of his continuing efforts to shape and expand Hasler’s premier product line of mailing systems.” The award, given annually, honors the legacy of Gary Gardner by recognizing an individual who has made significant contributions toward achieving Hasler’s sales and marketing objectives. This person can be from among dealer personnel, employed directly by Hasler, or be a supplier. In the past, all three have been represented. ■

Newly released Knowledgebase Program gives service techs answers on-the-go

Field technicians and support advisors have some of the most challenging jobs in the Hasler dealer organization. Not only must they have thorough knowledge of all the existing hardware and software that Hasler offers, but they must become proficient on an average, of three to five new hardware products per year and two to three new software solutions, while keeping up with the ever-changing technology. And — of course — the customer wants answers to their equipment questions NOW!

When a service technician encounters a problem in the field and doesn't have the solution at his fingertips, the usual response has been to place a call to an advisor at one of Hasler's two Tier 2

groups and then wait to reach the person or persons who have the answer.

That's where MSI's new Knowledgebase comes in.

Responding to concerns expressed in biannual dealer surveys, **Ralph Buckwold**, Director MSI Support, **Jim Koonz**, Manager Technical Publications and **Michael Christopher**, Manager, Tier 2 Call Centers in Shelton and Dallas, learned that field technicians had three areas they felt needed improvement: quality and consistency of responses, 24/7 accessibility to answers, and reduced waiting times.

In 2005, the MSI Tech Support division launched an initiative to identify the best possible solution for delivering such

knowledge. After an exhaustive study, they selected one of the premier suppliers of online Knowledgebase technology: RightNow Technologies. During the fall, MSI began implementing their Knowledgebase solution, authoring articles that could be used by a number of different access levels, including Hasler and Neopost dealers, Hasler and Neopost employees, Hasler and Neopost customers, Canada dealers and employees, and MSI employees.

How it works

The Knowledgebase determines the user's access level by the login ID and entry point. As Jim explains, "Each Q&A in the Knowledgebase has an overall access level as well as conditional access level blocks within the answer. This allows us to ensure greater accuracy in the searches and also to avoid confusion. A Hasler customer, for example, would not see search results that include non-Hasler products or things that a customer is not capable of doing." Service technicians view more detailed, technical troubleshooting information as well as all information the customer sees.

Users can search the Knowledgebase in several ways, including Summary Statements, Keywords, and Questions. The answers clearly delineate possible solutions to the problem, with clear graphics depicting the product area in question. (For login instructions and search tips, please see box at left.)

As a "reactive search engine," the Knowledgebase is designed to take users directly to articles that address their needs. Says Jim, "This initiative will be a work in progress. As new issues arise, we will author new solutions. From time to time, you can expect that your search for a solution may not provide an answer. When this happens, the search engine will report to us questions for which no answers are currently in the system. We will use this report to

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Login process and search tips for using the Knowledgebase

The Knowledgebase can only be accessed from an approved site:

Hasler customers can access the Knowledgebase (designated Knowledge Library for customer clarity) through the Customer Area of www.haslerinc.com.

Hasler employees and dealers can access the Knowledgebase at <http://techsupport.msi-east.com/default.aspx>. Hasler dealers and employees will be required to provide a valid user name and password. Dealers and employees should enter the same user name and password currently used to access the dealer website to view more detailed information.

Dealer login:

1. Go to <http://techsupport.msi-east.com/default.aspx>.
2. Select **Knowledgebase** from the top of the display.
3. Enter the requested login information. (Use dealer website access info.)
4. Access is granted and you can start your search.

Dealers without a user name and password can email afiore@haslerinc.com.

Search tips:

1. Enter all information in the search text box; do not select a category or product. Example: G2 Interface then press Search.
2. Use standard abbreviations to eliminate typing: pp for PowerPost, rc for rate change, mmf for mixed mail feeder, sb for service bulletin, etc. Search on alias list to see a list of accepted abbreviations.
3. Your question may not be an exact match. Use the summary statements to select the answer that covers your question. ▀

Diamonds are a guy's best friend

National Mailing Systems was the lucky winner of a sparkling diamond pendant when VP of Sales **Rob Rutigliano** drew the dealership's winning entry at the trade show/demo showcase at the National Sales Conference in Scottsdale, AZ. The prize was awarded as the result of the three-month-long iMCM G2 Diamond Protocol Contest, where dealerships competed based on the number of iMCM G2 Diamond Protocol Interfaces placed. The award for National Mailing was sent to **Joe Vaghi**, who reported that he was not only proud of his dealership's accomplishment, but happy to be able to offer someone special a beautiful Mother's Day gift. ▀

Answers on-the-go...

continued from previous page

update the current articles or to create new, more appropriate ones." As the Knowledgebase is used, the most relevant answers will move to the top of the results list.

Field technicians have several options for using the Knowledgebase. Those with laptops and Internet connections in the field can access information while at the customer site, including software downloads and operations manuals. Or, technicians can call back to the office and have administrative personnel connect to the Knowledgebase to find the required information. "The Knowledgebase is also a good training tool to use when techs are not on call," adds Jim.

Each Knowledgebase Q&A has a feedback section that allows users to rate the responses and provide comments. In addition, two weekly reports will be generated: a Keyword Search will show which words were searched and the results, and an Incident Report will tell

Hasler CRM System: Easy to use and lots of benefits!

Dealers had an opportunity to familiarize themselves with the Hasler CRM System during the trade show/demonstration portion of the Sales Conference.

Michele Smith, CRM Marketing Manager, demonstrated the system for the dealers, showing them basic application navigation and features, and emphasizing the system's ease of use. **Bob Ruby**, Director of Sales Strategy, distributed this list of the system's benefits for dealers.

Top 10 Dealer Benefits of the Hasler CRM System

1. Share in the process and expense of marketing to customers and prospects as we increase market share, drive cross-selling, and improve customer retention.
2. Build and share information to enrich the dealer's and Hasler's knowledge of our mutual customer base.
3. Access to customer information allows better preparation for sales calls and increases efficiency in the decertification upgrade process.
4. Conduct specifically targeted marketing activities aimed at high-potential prospects.
5. Receive and manage all leads in one system and provide valuable lead-quality feedback to increase marketing campaign effectiveness.
6. Gain increased visibility to sell and manage government and major accounts.
7. Easily enter and track competitive prospect data.
8. The information provided by the CRM System will help reduce costs and wasted time by decreasing the number of calls to Hasler.
9. Sharing visibility of customer information will help resolve customer concerns more rapidly.
10. Gain access to all orders sent in for dealer stock and (in the future) enter orders directly into Siebel.

Sales & marketing impact

Customer service impact

how the response was rated and what users thought its limitations were. MSI will review these reports weekly and update Q&As as needed.

"Feedback from users is essential," emphasizes Jim. "All answers with an effectiveness of 50% or less will be reviewed and rewritten."

The Knowledgebase went into limited release the week of April 17, and in subsequent weeks has had additional limited release as more personnel received training. June saw the formal launches for customers and dealers. "With the Knowledgebase available to customers and technicians on the web, they can now get their answers without having to rely upon a Tier 2 Advisor,"

says Jim. "No more phone calls or waiting in a queue!" However, Jim assures field technicians that they will always have a call-in option. "We're confident that once service technicians use the Knowledgebase, they will agree that it is superior to having someone try to explain an image on the phone. With the Knowledgebase, you have a picture, complete instructions, and no misunderstanding."

Team effort

The Knowledgebase is truly a team effort with dealers, Hasler TMS, MSI Product Engineering, MSI Tier 2 in Dallas and Shelton, and the MSI Web Development Group all providing input and assistance. ▀