

HALLIKAINEN *hi-lights*

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THE HALLIKAINEN SALES DEPARTMENT, THREE AGAINST THE WORLD!

If you take a stroll through a Hallikainen catalog you'll notice that 1) we make a wide variety of instruments that 2) can be used in a wide variety of applications in 3) a wide variety of industries 4) all over the world. And when you look at our "compact" sales department you might wonder how they manage to reach all our far-distant customers. You can see that they **do** reach them simply by checking the files or by riffling through the morning mail, with inquiries coming from Pensacola to Albuquerque, and from Quebec to La Paz.

But how do they manage? Do they communicate by ESP? Put the wives and kiddies to work? Stay up nights like witches, flying around the world on broomsticks? They must do something we don't readily see, because

more people know us than you might think.

How is it done? It's done by the H.I. Sales Department - via telephone, by use of our own special "broomstick" - the mobile van, and through advertising.

But that's not the whole story, because even with all these tools three people are very few to do the big, big job which is done in Sales. In fact, the sales coverage we manage comes to about one man per continent! So how is it done? We have a secret weapon:

REPRESENTATIVES - those many companies and individuals who read our literature, visit our plant, follow up on our advertising, and who provide on the spot information for customer inquiries right in the customer's own geographical home. They are chosen carefully, because these representatives **are** Hallikainen Instruments insofar as the customer is concerned. Without these Reps, customers might never even consider a Hallikainen instrument to answer a production problem. Representatives are THE important link between the Richmond plant and our customers.

Unlike many a company, we have not taken on an agency to conduct an adver-

tising program, and all advertising we do is initiated here in the Sales Department. This is one extremely helpful hand directed toward our Representatives. And it's expensive.

We initiate the ad, incurring expense at the outset with the magazine or direct mail firm. Next, there is the cost of our brochures (for the inquiring customer), information forms (for the area representative), and postage (no small item itself!) Still, advertising is no "sure thing." It's chancey. Sometimes an ad simply doesn't click and that gets chalked up to "experience," but other times an advertising effort will hit a potential market with tremendous results. For example, in July our advertising card for Rotameters was sent out by Design News magazine in an "advertising pack" to 100,000 engineers, chemists, and instrument and design men. The return response deluged the Richmond post office and sent the Sales Department scurrying to draft all available typists to fill the literature requests on the flow meters. Literally hundreds of men filled out these cards, indicating a vast potential market. Where? All over the world. And there we are back to our representatives again, because it is **they** who will see our potential customers face to face.

We have 27 individual representatives in the United States, including Hawaii. Additionally, we cover Canada with two outlets, and we are represented in the Virgin Islands, Puerto Rico, Dominican Republic, Jamaica, Venezuela, Argentina, Guatemala, Bolivia, Columbia, Chile, and in the near future, Mexico.

Next month we shall let you meet one of the Hallikainen Instruments representatives, with a "profile" story.



Christmas Party

Saturday
December 12

save the date!

HALLIKAINEN INSTRUMENTS

750 NATIONAL COURT
RICHMOND, CALIFORNIA, 94804

GOING PLACES AND GETTING ACQUAINTED

Last fall Herb Liske took the Hallikainen Instruments mobile demonstrator through the U.S. mid-west and east coast visiting refineries and engineering groups in several states. Tom Clark undertook a similar mission in January 1970 when he piloted the van in Texas, demonstrating the instruments it contained to twenty chemical and petroleum installations on the Gulf and throughout Texas. From July 1969 through March 1970 the van reached 50% of major refineries in the United States.

The men who take the Demo around on such trips often find themselves learning as well as teaching. The "classroom" usually contains almost a dozen instruments. On the recent trips we have had a hooked-up-and-working Multi-Point Distillation Analyzer aboard, a Gravitrol, Diacon, Cloud Point Analyzer, In-Line Viscometer, Percent Evaporation, Freeze Point and Pour Point Analyzers, and the Rotameters.



Getting Around in the Demo

Sessions around the van are informal and informative, and the interchange of facts, questions, and ideas is extremely valuable. Questions and suggestions can be examined, talked out, and any application problem brought back for study. Low or high interest in a given instrument can often forecast its sales barometer for future months. Sometimes the cause of low interest can be ascertained and the problem remedied or an item shelved pending further study or some future demand. Hot prospects can be spotted and the representative in the area alerted to his potential customer ... and ours!

Latest visits by the Demo have been to local refineries around the Bay Area in order to demonstrate the huge Fisher In-

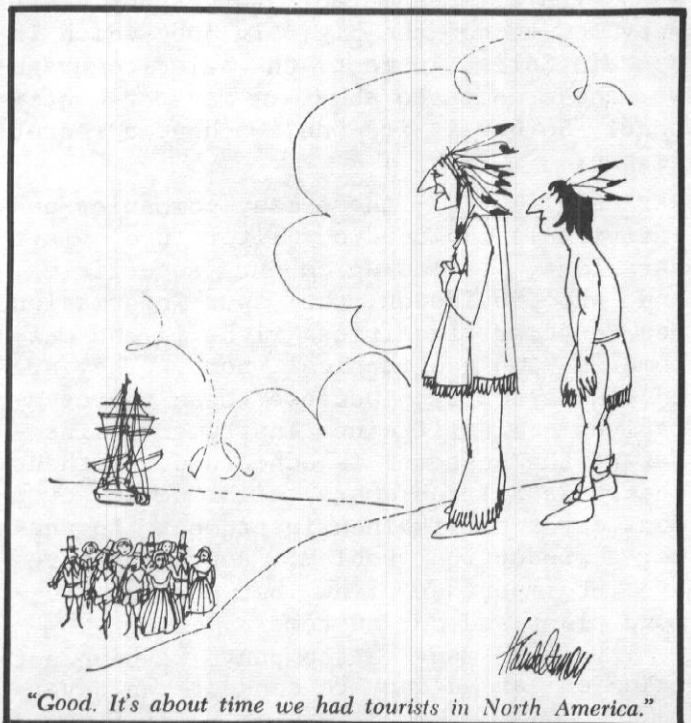
Line Blender. Instruments previously demonstrated were removed during July and the Blender installed. It's a good example of "advertising in action" since the Blender is touted as a "mobile" blending system, usable either in a permanent location or kept as a mobile unit by use of a trailer mounting.

Though it looks a little like it, the Hallikainen demonstrator isn't the Good Humor man, and it doesn't herald its appearance with jingling bells. The van is serious business, and those who have been in the driver's seat recognize it as an effective tool of the Sales Department.

OLD TIMERS

That list of Old Timers is getting longer every year. This fall seven names were added as John Chin, Norman Waner and Alfons Keil all reached the 15-year mark with the company. Monty Montgomery and Sparky Nelson have been here ten years, and Pete Radovich and Ernie Shanks completed five years during 1970.

The annual celebration dinner was held on Friday, October 2, and was attended by fourteen of the new and past honorees. The custom of the company has been to honor all 5, 10, and 15 year employees at the anniversary year. From the tenth year on, the Old Timers are invited to all subsequent dinners.



Happy Thanksgiving