

July 2008
eNewsletter

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and



Jeff Ho

are your
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ARIZONA INSTRUMENT LLC

THE ANALYZER

Computrac® Division
Your exclusive manufacturer of Moisture/Solids Analyzers
www.azic.com

Thoughts from your International Sales Manager

How to Increase your Sales

If you would like to sell more instruments, here are some good ideas to follow:

1. **Set a goal** – How many instruments do you want to sell each month? This will help you focus on a target.
2. **Pick an industry** – With the Computrac®, there are many industries you can sell to, such as plastics, pharmaceuticals, paints/coatings, foods and chemicals. It will be much easier to pick one industry and start there first.
3. **Plan for active marketing** – Sending out literature and paying for advertisements is a good way to start marketing, but this usually takes a long time to produce any results. If you want some sales activity now, plan for active marketing, such as phone calls, customer visits, and demonstrations. This will help you develop a list of potential customers, which will eventually result in sales.
4. **Set targets** – With each activity, set a target. For example, make 20 phone calls a day to new customers. Or visit 5 prospects a week. Keep a list of this and record your results. This will help you track your success rate.
5. **Always look to improve** – After a month or two, you will have some good records to review. If you are not having success with phone calls, perhaps you need to change your dialogue. If your customer visits are not successful, find out the reasons why and determine if you can improve. Your time is very important and you will want to find the most efficient way to sell.

For more ideas, contact Jeff or Fred!
[Ask Jeff a question](#)
-Jeff Ho, International Sales Manager

Fred's Facts

As a Computrac® and/or Jerome® representative it can be challenging to know everything to maximize your sales opportunities in a specific industry. As an International Sales Manager it's my job to help you learn how our products benefit each industry so you can close more deals!

This month I've included an example of what to expect from me...

Did you know that knowing the moisture content in a pre-processed plastic is CRITICAL in order to achieve a successful molding project?

Too little or too much moisture may cause both visual and physical defects that could render the finished product useless, affecting your customers' profit.

A Computrac® moisture analyzer can increase throughput and bottom line from the receiving dock to the finished product by being implemented at various points along the processing path.

Starting next month I will focus on one particular industry and one product line to help you find opportunities for business. The information provided will be more technical and specific for the instrument and industry being reviewed. If you should have any questions regarding this month's Analyzer, please contact me!

[Ask Fred a question](#)

-Fred Curren, International Sales Manager

This newsletter has been specially created to fit your International needs for Arizona Instrument.



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Exclusive Manufacturer of Computrac® Moisture Analyzers and Jerome® Toxic Gas Analyzers

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