

# LAKWOOD INSTRUMENTS

SINCE 1973

Improving the Environment with Advanced Technology



FEB 15th, 2010 Newsletter

## Special Interest Articles

- 3 Days..or else!
- New Guy, New Things
- Ed is BACK!!
- Value Selling Controllers

## Multiple Training Courses Being Offered!

**TIME TO BRUSH UP!** We are always putting together classes and filling slots with individual companies for group training of techs and sales people on Lakewood Equipment via Webinar and on site. Call us to schedule your organization for this great training.

Ed Breest is back!

*"I just wanted to include a note of thanks for all the well wishes during and after my recent knee replacement! I have returned to work part time, and hope to return full time within two weeks. My therapy on the new knee is going extremely well. My flexibility is increasing daily (with a lot of hard work!). What they say is true; the rehab hurts more than the actual surgery!"*  
**Ed B.**

Give him a call to welcome him back!

## 3 weeks: Is That Acceptable Behavior? . . . . .Loren Salsman, VP Operations

The spring cooling tower season is just around the corner. What does it take to have a "kick butt and take names" kind of a year in 2010? I believe the confidence to know your controller supplier is ready to meet your needs. That requires a commitment on our part to plan ahead. We work with our vendors, not "on them". This lets us get you "what you need, when you need it".

We maintain a standard product delivery time of three days to ship from the factory. I believe this should be the standard our industry should live by. It shows we understand and appreciate your business. Unfortunately, It also means we are the exception rather than the rule.

With Lakewood, you **DON'T** have to compensate for a three weeks delivery time by carrying excess inventory. You also won't deal with a lot of out of the box failures that lead to another couple of weeks of "Controller shuffle" and **HOURS** on site explaining to your hard won customer why he just spent money buying a controller that took forever to get here and **DOES** not work.

Your supplier is supposed to bring value to your process, not jeopardize your business relationship.

So, thank you for your continued support, we greatly appreciate you, our partners. We will always answer the phone when you call, and do our best to provide solutions. So call us and get a human being on the phone that will help you!



We just can't "bear" to have you press #1 for voicemail and get no help at all.



## Tips from the New Guy . . . . .Jason Jungers, Regional Sales Mgr

I am the new guy and its not easy. Since my arrival, I have been learning how our controllers are made from the ground up. The attention to detail is amazing. but I have to say my favorite was learning the inside and out of the 1575e. This one controller can very effectively control blow down and chemical feeds for a cooling tower, a boiler or a condensate return line. To me that's amazing. People must love the 1575e because I have helped build and test a lot of them over the last month.

During my time in final test, one of the 1575e features I learned to use are the security settings. Each unit can have one of two security levels set to keep "certain individuals" from messing with the controller settings.

The first is a "Technician" mode which allows anybody and their brother to futz around in the controller . They will have full access to all of the features and settings. Sometimes, I am told, that's not what you want on a site you service, so you may need to limit what can be done when you are not there. For that, use "View only" mode. You can secure the controller to view only mode by pressing the "CLR" button to go to the main menu and then "0" (zero) to go to the hidden feature. Highlight "View only" and press enter. It will ask you if you know the password. If you do, press yes and the unit is now in "View Only" mode. Anyone can scroll through the screens to see how it is set up, but not change any settings. They can manually turn relays on and calibrate, but that's it.

When in view only the only way to get back to tech mode is to put the password in (which from the factory is 2222). So what if you forgot the password or one of those "button pusher" types locked you out? If you don't have the password you can just enter 1411 (like dialing information). The screen will now show a word. Call us with that word and we will give you the corresponding password. We try to screen out un-authorized users from accessing a secured controller by asking questions, but if you're having issues on a particular site, please let us know.



### Value selling controls equipment



We have a new guy here at Lakewood, Jason. He has started interacting with potential customers in the region he will be supporting. After a few calls, he approached me with what was becoming a common theme. He was being told "You guys need to make a controller that costs about the same as the XXXXXXXXX model but works better and lasts longer." The price difference between our model 140 and the "X" brand controller? Less than \$200 list price. What should we do to address this disparity? How do we compete with a lower cost unit?



Actually, the people he called already gave him the answer. We **COULD** make a controller that costs the same. It, unfortunately, would be constructed and designed under the concept of being ultra low cost and easy to make (easy to throw away). It would have the same issues as Brand "X". Low reliability components, a microprocessor platform that is fit for a coffee maker or sprinkler system not an industrial controller and all with a short service life.

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That "Drive cost down" mentality would then permeate the organization. The next thing you know we would have an automated phone system dumping you to voice mails instead of talking to a human being when you need support. The organizations confidence in the product erodes quickly and we would replace controllers every time anyone has a concern instead of **FIXING** the real issue. The revolving door support system.

I know I am preaching to the choir. What we need to do is help you justify or manage the sale of a more reliable, user friendly and better supported piece of equipment.

While having lunch with a customer, Loren asked him the difference between selling a \$1000 control system and a \$900 control system. What is involved? The Water Treater looked at his young Sales Engineer who had joined us and asked him what he would do, given the two systems he could present to his customer. The answer is the key to successfully selling the **RIGHT** system. The Engineer said "I would ask my customer which one he wanted to buy". The Water Treater looked at him and said it..."That's our problem...."

The typical approach is to present a couple of options (known systems or brands) and their price, then let the end user decide which one he wants to pay for. Guess what he will say, based on that little bit of information along with his directive from the "higher ups"? **CUT COST!!!** So, where is he leaning before you even walk in the door? Now you give him two or three choices and throw out "well, they



**Coming soon:  
Model 150  
Boiler Controller with Sample  
Hold feature!!!**

all have about the same features". Cha-ching, you have an order for the cheapest one. You helped him save \$200 in equipment cost, but you are now on the hook for **HOURS** of time driving to the site, replacing and trying to get support for a product that bleeds and feeds **THOUSANDS** of dollars worth of chemicals for a system that costs Tens of thousands of dollars to replace. For a \$200 difference?

You are in control of the sales process. Take the time to present the options that will allow you to succeed. An example of successful selling is to compare the Lakewood 140 to the 1575e and the 2175e. Stay within the brand and models. Explain that the cost goes up with the feature set or the expandability of the next controller up. Staying within brand gives the customer the best value for his needs and allows you peace of mind the system will operate while you are not on site.

Brand Bashing does not work well within the sales process, and I would avoid it. If your customer has done some online searches or has a "down and dirty" competitor of yours lauding his low cost solution, you might use the "True cost" thread I described above. You are the expert, in his eyes, and your experience with systems does hold sway. You can validate **WHY** you do not offer other systems. You also have accounts that can relate horror stories to your customer about the bottom of the barrel systems and the true cost of using them. Use those relationships as testimonials to the options you are presenting.

When do you replace a working system? Well, if you ask your customer "when it breaks". That's gonna cost you and cost him. We know our equipment lasts a **LONG, LONG** time, but each year brings you closer to an eventual component problem. You can (without guilt) implement a change-out strategy starting at 6 to 8 years (we have systems running in excess of 20 yrs..but hey, we are that good!). Keep the old unit as a spare. You can upgrade to newer technology (Web, etc) or replace straight across. Remember, you are looking out for your customer and we are looking out for you. Feel free to call me with questions.

**AWT TRAINING---VEGAS BABY!!**

Want to improve your organizations knowledge, skills and **BUSINESS** sense when it comes to water treatment? Do what Lakewood does and attend the **AWT Technical Training and Sales Seminars** March 3-7th. They are in Vegas, but in this case, what happens **in Vegas doesn't stay in Vegas, it comes home with you** and helps make your organization more competitive. Go to [www.AWT.org](http://www.AWT.org) for info.