

Articles

- Partners Page - ALIVE and well!!
- SPAD— Flow Switch Alternative
- Storming the gates. Hannibal's got nothing on us....

Multiple Training Courses Being Offered!

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.

LAKWOOD INSTRUMENTS

SINCE 1973

Improving the Environment with Advanced



July 1st, 2010 Newsletter

It's working for YOU 24/7

by Loren Salsman

"I just got another new customer thanks to the Lakewood Instruments Partner Page and not only did I sell a Lakewood controller, we now have the treatment account thanks to you!"

Hearing that NEVER gets old. I don't know how many times in the past year we have heard this from our Partners. The Partners Page is a great success and pushing MORE business to our customers every day. The page is working for them in ways we did not expect. Now its time to update the information and get added to the page if you're not on it. Yes, there are a couple requirements to getting listed on the page.

Did you recommended Lakewood products for your customers next purchase? Do you respond to bid requests using Lakewood as the most reliable and user friendly controller? Do you start the conversation about your controller solutions with Lakewood when it's a good fit for your customer, not just a replacement because your customer makes you? Do we have up to date contact information that we can verify so owners of our older controllers can get a body



to walk through their front door, ready to offer upgrades AND new Water Treatment services?

Answer "Yes" to some or all of those questions? Well, you need to be on our partners page. Then call Tom or Jason in our office and talk to us. I would like to thank all of our partners who appear on the page for working with us to make the program such a "GOTO" asset for end users. Our team will be calling all the partners over the next couple of months to update and verify contact numbers and email address, don't be shy, go ahead and email that information to csd@lakewoodinstruments.com and make sure you are getting the leads that will make your business grow, you deserve a partner that sends you sales leads. That's how we slice YOUR part of the pie.



News from the Frontline

By Jason Jungers

The launch of the SPAD (Sensor Passive Activity Detector). has arrived!!!!!!!

This is a project that I can honestly say I've had my hands on from the very first day I've worked at Lakewood Instruments. The **SPAD** is an amazing little gadget that we are launching as an alternative to or backup to mechanical Flow Switches. The **SPAD** can be used with any of our controllers (5 VDC and 24 VDC Flow Switch voltage. You must specify which controller it is used with). This peace of mind comes at a list price of \$175.00.

The **SPAD** installs along the conduit of the "equipment" that you want to detect operation on WITHOUT HAVING TO RE-WIRE, CONNECT OR DISCONNECT ANY RESIDENT WIRING!!

The **SPAD** has been tested in a few different scenarios thanks to Pat Dreyer of Dreyer Chemicals. He has placed one **SPAD** each on separate pumps that move water from a holding tank to the cooling tower. They are connected in parallel to the 1512e Controller. The pumps switch on and off at different times depending on need. When EITHER **SPAD** is activated, the 1512e takes that as active flow, then initiates chemical and blowdown controls WITHOUT the need for a electro/mechanical flow switch that can get "hung up" by debris in the pipe. Whether in parallel, in series or in place of, the **SPAD** is an GREAT flow indication solution to intermittent and dirty water systems.





Is your Gatekeeper **TO GOOD** at their job?



"Why didn't you tell me about the Sprite valve? I could have used it to replace those jammed open Solenoids and saved myself a LOT of hassle."

and business enhancing features might not get to the people on YOUR team that would benefit from them the most (automatic phone systems aside..which we DO NOT USE). The one that leads the pack is ...your Gatekeepers are just to good at their jobs! Am I slamming them? No-way. An effective Gatekeeper (Administrative, Technical or Purchasing) can let you execute YOUR business effectively without getting bogged down by a barrage of salesmen/telemarketers trying to hawk everything from copy machine toner to new long distance services with special rates for overseas calls made between the hours of 1:00 AM and 1:15 AM (Smoking deal). These "interruptions" can have little or nothing to do with what you do or what you need on a daily basis to succeed with YOUR customers.



"When did you come out with a LOW COST Sample HOLD boiler controller? Why didn't you stop by and talk to me?"

"What do you mean your Conductivity, pH and ORP combo controllers can communicate over the internet via Broadband? When did that happen?"

"Wait...You ARE an independent company NOT OWNED or associated with GE? When did that happen?"

We get similar calls occasionally. Those of you who are regular readers of this Newsletter already knew the answers to those questions. But we did start wondering about why we get calls with those sorts of questions, so we checked our ACT! Database. We find contacts with "called and got forwarded to voicemail" remarks or "Talked to office manager, but they would not connect me". The one that repeats is "Not allowed to put me in contact with Field Personnel". We also find notes where we are directed to talk to the internal "Equipment Manager". We love those guys and gals, but we also know that some of them are not our biggest fans (yet) and they filter the information about our products, capability, reliability and services to their organizations. I believe the worst of the "Can't get through the wall" calls are the ones where we tried for a few weeks to schedule a visit while we were in their city and could not get put through to the people who would benefit the most from what we had to say or show.

Your Gatekeeper is key to making your day flow. But without specific "exceptions", directions to present specific technical products and guidance from the organization, they can become so effective at turning away ANYTHING they deem a distraction that you are now falling behind the curve, or worse, suffering with a vendor because you are not aware of the alternatives offered. So, Gatekeepers are part of our organizations for a reason, but they can become a bigger asset with some guidance about products and services that CAN set you apart from the competition. The days and weeks spent navigating the ins and outs of an organization COULD BE time spent more effectively putting hi-tech, reliable and flexible bullets in your teams business arsenal.

So, let your Gatekeeper know that if the call is from Lakewood, we are not there to waste your time. We are there to improve your business. Let me be a tool in your arsenal, not "that Tool" in your "he's an Arse" file..



There are a number of reasons "Why" these important technical capabilities product advancements, product demos



