

**SPEEDREAD**

the **Signal**

E-NEWSLETTER

# Putting the Pieces Together



## SpeedRead Unveils Co-Op Marketing Program to Distributors

Funds now available for print ads, trade shows, sales literature, etc.

"Co-op program is poised to build dynamic marketing synergies." – Brian Reynolds

## Sharing the Costs

As the above page from a recent Minol USA sales brochure illustrates, Speed-Read is moving full speed ahead with its aggressive Co-Op Marketing Program. All authorized SpeedRead distributors recently received the new guidelines that offer generous subsidies for distributors who agree to feature Speed-Read in their marketing materials. Support for print ads in trade publications, booth design and rental at industry trade shows, imprinted promotional items are all available.

"The key thing to understand is that this program is fully flexible," said Speed-Read COO, Brian Reynolds. "We're ready to work with a distributor on any sort of marketing initiative and customize our support to best meet their needs."

Support typically is available in the form of credits that can be applied to future purchases.

Contact Kenneth or Joe for further details. (see next page)

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Stop by the **SpeedRead Pavillion**  
Booth No. 2237 at the NAA Expo

**2005 National Apartment Association  
Education Conference & Exposition**  
The Gaylord Palms Resort & Convention Center  
June 9 - 11, 2005 - Orlando, Florida

[Education Conference & Exposition - NAA](#)





**Kenneth  
Najvar**

**SPEEDREAD**  
TECHNOLOGIES

## Introducing the SpeedRead Distribution Management Team

I'd like to take the opportunity to introduce myself and the SpeedRead Distribution Management Team. My name is Kenneth Najvar (pron: Nye-var) and I'm headquartered in Jacksonville, Florida. I have been on board with SpeedRead Technologies for about 5 months. I have 8 years experience in the submetering industry, including over six years as the Field Operations Manager and sales associate for Viterra Energy Services. I have personally overseen the installation and maintenance of thousands of meters and AMR systems including nearly all of the RF-based products currently on the market place.

As National Distribution Manager of SpeedRead Technologies, it is my responsibility to ensure that you, our distributors, are getting a level of support unmatched in the industry. Working with me to fulfill this commitment is Joe Wilson in Dallas, Texas.

Joe has been a Distribution Manager with SpeedRead Technologies for approximately 1 year. His experience in submetering includes 4 years with Meter Tex and 2 years with CBSI/ Alliance Data in sales. Together, Joe and I are your primary contacts to SpeedRead. Please feel free to call either of us at any time if there is anything we can do for you. Furthermore, I encourage you to let me know of any ideas that you think would help both of our companies provide better products and services and ultimately more sales.

We are both deeply committed to providing our distributors with the best possible tools and resources and are looking forward to working with each of you.

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**Joe  
Wilson**

**SPEEDREAD**  
TECHNOLOGIES

## The 10 Commandments of Customer Service

**1. Know who is boss.** You are in business to service customer needs, and you can only do that if you know what it is your customers want.

**2. Be a good listener.** Take the time to identify customer needs by asking questions and concentrating on what the customer is really saying. Listen to their words, tone of voice, body language, and most importantly, how they feel.

**3. Identify and anticipate needs.** Customers don't buy products or services. They buy good feelings and solutions to problems. Most customer needs are emotional rather than logical.

**4. Make customers feel important and appreciated.** Treat them as individuals. Always use their name and find ways to compliment them, but be sincere. People value sincerity. It creates good feeling and trust.

**5. Help customers understand your systems.** Your organization may have the world's best systems for getting things done, but if customers don't understand them, they can get confused, impatient and angry.

**6. Appreciate the power of "Yes".** Always look for ways to help your customers. When they have a request (as long as it is reasonable) tell them that you can do it. Figure out how afterwards. Look for ways to make doing business with you easy.

**7. Know how to apologize.** When something goes wrong, apologize. It's easy and customers like it. The customer may not always be right, but the customer must always win.

**8. Give more than expected.** Since the future of all companies lies in keeping customers happy, think of ways to elevate yourself above the competition.

**9. Get regular feedback.** Encourage and welcome suggestions about how you could improve. There are several ways in which you can find out what customers think and feel about your services.

**10. Treat employees well.** Employees are your internal customers and need a regular dose of appreciation. Thank them and find ways to let them know how important they are. Treat your employees with respect and chances are they will have a higher regard for customers.

NEW **SPEEDREAD**  
 DISTRIBUTORS

Welcome

SpeedRead is pleased to announce the following additions to our growing family. The following fine companies have recently signed on as authorized distributors of SpeedRead's product line. We'd like to welcome each company aboard and offer our pledge to vigorously support your AMR sales needs as we chart a very exciting and mutually profitable future together.



Toledo, Ohio



Clayton, Ohio



Lubbock, Texas



Atlanta, Georgia

**Sales & Marketing Material Available from SpeedRead**

Charts, graphs, pamphlets, case studies are all available and much of it can be customized or imprinted with your company's contact information.

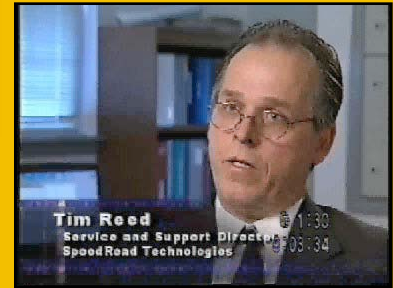
So whether you are targeting the multifamily, manufactured housing, military base, marina or some other market segment, contact Kenneth or Joe and find out what's available to help you make the sale.

**New Apartment Powerpoint Available**

This self-running presentation (with or without narration) is an ideal sales tool that makes a strong case for the advantages of submetering. It is available at no charge for your next apartment developed sales call. Call Brian at (317) 824-4544 and ask for the Controlled Cost Communities DVD.



**Tim's Tech Tips**



by Tim Reed,  
 SpeedRead Director of Technology

**New Advanced V2a Receivers Now Shipping**

You'll notice a change when you receive your SpeedRead equipment shipment for your next installation. The receiver box that interfaces with the antenna and then passes the data on to the Concentrator has a new look. The first thing you'll notice is that the old PVC case is now a rugged anodized aluminum. Like this:



The new V2a SpeedRead Receiver

But beauty is more than skin deep. The new V2a has an external mounting bracket. No more opening the case to install.

The unit is completely programmable so that your site's RF bandwidth can be set by SpeedRead to your spec. This means much faster turnaround delivery times. Antenna input leads have been increased from 2 to 4 for future upgrades. All Concentrators and Repeaters will ship with the new state-of-the-art V2a Receiver. The unit dimensions are 4 5/8 in. x 2 1/2 in. x 5 1/2 in. and weighs 2 lbs. 6 oz. The unit accepts SMA male connections.

Questions? Phone or drop me a line at [tim@speedreadtech.com](mailto:tim@speedreadtech.com)