



There are seven things.....

that set us apart from everyone else in the wireless business. Here they are:

- ★ Our exclusive Price Match plan! Find a better price than ours. We'll match it plus we will throw in your choice of free shipping, an additional years warranty or a surprise gift!
- ★ Our exclusive Dealers Choice product quotation program! We will quote the product of your choice plus two comparable products to help you make the best possible purchase decision. Try it – you'll like it!
- ★ Our Try Before Your Buy program helps you make the right choice without risk – a Falcon Direct exclusive!
- ★ Falcon's Info First program puts you on the cutting edge for the information you need. We tell you when grant money is available and how to get it. We keep you up to date of FCC regulations and changing technology. Our business is taking care of YOU!
- ★ Our Speedy Ship program provide quick shipment on popular brands including ICOM, Midland, Motorola, Relm, Ritron, TEKK and many other popular manufacturers with an emphasis on offering American made products!
- ★ Only Falcon offers a Flat Rate Repair plan that covers all shipping cost, repairs, and use of a loaner radio at super attractive rates!
- ★ Our Refer A Friend program and LINX to Funds program let you earn additional personal or organizational income. Call us for additional information on both programs. You'll be glad you did!

On the following pages, we'll tell you more about us – how we serve, why we serve, and the benefits of our exclusive BEST4U program.

Burch H. Falkner

At your service

BEST4U

Customer Care Program

BACKGROUND

Like most business organizations, we have a lot of competition. Some are ethical, some are not. Some are good money managers, some are not. Some are competent, some are not. The successful ones have learned that the objective for any business that intends to stay in business is to develop a plan that sets that business apart from others offering similar products and services. It's called *positioning*.

You may have seen the ads on TV where one company does their planning by following the lead of others – not a very good strategy! In most cases, the business plan involves beating the competition by lower prices, better distribution, faster delivery, more choices or better service. These are all good considerations, but it not about the competition – It's about the customer, or in other words, YOU!

Considering YOUR needs is what the BEST4U program is all about. It begins with understanding your needs, providing choices, making the purchase experience enjoyable, and then taking care of post sale requirements. As far as our own agenda is concerned, there is only one area where we attempt to influence you, and that is one of supporting American manufacturers whenever possible. When an American made product is not available, we encourage our customers to support our major trading partners with Japan, Korea, Australia/New Zealand, and Western Europe being most preferred.

Our definition of a trading partner means a foreign country that invests in the US and/or a country capable of developing and sharing new technology. If the supplier country offers only low labor cost, we do not feel that is in the long-term interest of the United States of America. If we have no choice but to offer products from these second tier countries, we will offer only those products that are the best in their class.

Now you know what BEST4U is all about – It's about addressing your needs as best we can. Secondly, to support the interest of the USA, and lastly to allow Falcon Direct to position itself as a supplier that stands apart from all the rest.

GETTING TO KNOW YOU

We all have a choice of being reactive or proactive. We chose to be proactive. We frequently get personal, phone, mail, or email requests such as the following:

Hello, I'm interested in getting a quote on two (2) Motorola CP-200 radios. I'd also like to find out what the cost is for the high capacity batteries.....

or

Please provide your best price for a quantity of 30 Motorola DTR550 radios. The best price I've found so far is \$285.....

or

We are interested in wireless notification systems. Please send pricing.....

As you can see, we have the choice of simply responding as requested, or digging a little deeper to determine the real user requirements. Now, let's review our responses.

Motorola CP200 Response

Hello, I'm interested in getting a quote on two (2) Motorola CP-200 radios. I'd also like to find out what the cost is for the high capacity batteries.....

Obviously, we could not properly respond to the request for pricing since we did not know the number of channels desired, frequency band, required accessories, the intended application, or why the preference for the CP200. We went back to the customer for more information. Here is a copy of his response.

Burch, thanks for your reply. Sorry for the lack of information. Let me tell you about my application. I'm a photographer and we often shoot in large stadiums. I need a radio powerful enough to communicate through some thick interiors. For example, Dodgers Stadium in Los Angeles is actually 9 levels. In addition, I need something light and with a stealth in-ear headset. I have a colleague who has a set of CP200s, UHF with the secret service type (clear) headsets. They work very well in the venues that we've used them in. I also don't know if I really need 4 watts or if 2 watts will do for my application.

Based on the new information, we responded with complete information, not only on the CP200 but two other alternatives as well. This allowed him to make a decision based on the best available information. That's what putting our customer first is all about! A copy of our response is available on line at www.falcondirect.com/BEST4U/CP200.pdf.

Motorola DTR550 Response

Please provide your best price for a quantity of 30 Motorola DTR550 radios. The best price I've found so far is \$285.....

The Motorola DTR550 and the companion DTR650 are excellent radios. More information is available at www.falcondirect.com/DTR. However, the information provided by the prospective customer didn't tell us anything about the customer expectations except price. To respond on the basis of price alone would not be in the best interest of our prospective user. So, we decided to send him a copy of a very informative report that would allow him to determine if the DTR was truly the best choice. A copy of this report is available at www.info4u.us/CompareDigital.pdf.

Wireless Notification Systems Response

We are interested in wireless notification systems. Please send pricing.....

Responding to this request was easier said than done. There are all kinds of wireless notification systems for all kinds of needs. The basic types range from emergency call buttons for personal protection, to 2-way interactive devices between people, to automated alarm notification. Our task was to provide this information in a simple, understandable format while being as brief as possible without knowing the intended use.

We gave it our best shot! You can review our response on the Internet at www.falcondirect.com/BEST4U/WirelessSystems.pdf. Check it out. If we overlooked anything, or if you have any suggestions for improvement, please let us know.

Summing it all up.....

The more we know about you, the better we are able to respond to your requirements. If you have a need, whether for a specific product, or to accomplish a designated objective; send us an email to sales@falcondirect.com. Tell us what you would like to do, including your budgeted amount if you are willing to share this information, your general expectations, and when you would like to complete the project. We'll take it from there! Now, let's move on to some other Falcon Direct services for YOU!

OUR B.E.S.T. MAINTENANCE PROGRAM

We have long offered extended care service programs as we realize that a warranty is no substitute for service. Case in point – we just received a request for service on a “dead” mobile radio installed in a fire truck. The radio is covered by a factory warranty that covers repairs at a depot repair center. There is no provision for on-site service. So what do we do?

We start by doing the best to educate our customers on the real cost of maintaining their equipment BEFORE we make the sale. Does this cost us some business? You bet it does! Is it the right way to do business? We think it is. You can learn more about our service programs at www.falcondirect.com/service.

There are two other types of service worthy of consideration. One is an extended manufacturers warranty. When available, we generally recommend these programs. For example, most ICOM analog portable and mobile radios can be covered by a 5 year warranty for just \$57. This covers everything except expendables (antennas, batteries, clips, microphones, and mobile power cables) or damage caused by abuse.

Flat rate repair is another good option. Ritron offers an outstanding flat rate repair program as does Motorola on the BPR, CP, and DTR models. We also offer a program of our own that we call B.E.S.T.

B.E.S.T. (Better Emergency Service Turnaround) is ideally suited for existing radios that may not qualify for extended warranty or fixed rate programs. Here's how it works!

Call us when you have a defective radio and send us your check or credit card information for \$129. If it can be repaired, that is all you pay (excluding abuse or expendables). We will send you a UPS pickup tag and a loaner radio. If it can't be fixed, we will refund your money. If it can be fixed, we will return it UPS prepaid with call tags for return of the loaner radio. Compare this with your current service program. You're going to like B.E.S.T!

CUSTOMER RESOURCES

Nobody works harder to take care of our customers than Falcon Direct. We don't just sell equipment. We do our best to provide all the information required to make an intelligent purchasing decision.

For example, we invite you to visit www.falcon4u.com/pickasystemm. This particular web page is especially for those interested in airtime free on-site paging systems. We have similar sites for a variety of products at www.falcondirect.com/products where you can quickly resource information fast and easy!

At www.falcondirect.com/MoStore you will find a listing of our most popular products with quick links to the manufacturer and product of your choice. If you don't find what you need, you can always go to www.info4u.us where information is categorized for quick lookup. At the bottom of the page you can learn all about paging tones, HIPAA requirements for radios, self-programmable radios, and much, much more.

FCC LICENSING

Do you have an FCC license? Have you made changes since it was issued? Have you notified the FCC of completed construction? If not, go to www.info4u.us/FCCInfo.pdf for vitally important information.

MONEY MATTERS

You don't have to go to school to learn the elements of good business. It is the relationship between a consumer with the need, desire, and funding to purchase goods or services from a vendor offering good value, courteous, efficient service coupled with the ability to provide continuing service if needed. The whole transaction works better if there is mutual respect. The conclusion is the exchange of materials or services for money. In reality, things are not so simple, so it is necessary to define policies that assure a good understanding between buyer and seller. The following are a few of our thoughts on this subject.

Trial Option

We recognize the desire on the part of a prospective purchaser to *examine the merchandise* before purchase. For that reason, we offer a trial option program. Here is an overview of the program.

- 1) Most of the products offered by Falcon Direct as well as some of our services such as Constant Contact (eLert) and RapidReach (Enera) are available on a *trial* basis. The term ranges from 15 days on products to 30 days on services.
- 2) We require either a credit card or an evaluation purchase order (corporate and governmental users only) with the understanding that equipment not returned within 15 days will automatically be charged or invoiced as applicable on the 16th day.
- 3) It is the responsibility of the prospective purchaser to return the equipment in original condition with original packaging and printed materials.
- 4) Equipment requiring special set up, such as a crystal type paging receiver is not available on the trial plan unless the prospective user pays for the special set up charges.

Sounds like a pretty simple plan doesn't it? It is, as long as we stick to our own policies. Sometimes, we bend the rules and we pay dearly. Case in point, we recently DELIVERED a firefighter emergency locator system to a prospective user approximately 150 miles from our office. We did not enforce our policy of calling for a credit card, evaluation P.O., or even requiring return of the equipment within 15 days.

The reason we violated our policy was we had determined that this was a *big deal* where the equipment would be passed around to all fire departments in the county, then returned to the EMA office for return to Falcon. We probably don't have to tell you that it was not circulated and not returned.

When we finally contacted the user by phone, he agreed to deliver it to the local City Hall where we could pick it up at 3:30 that afternoon. After driving a hundred miles out of our way on two lane roads shared with log trucks and school busses, we arrived only to find that the equipment had not been delivered on time. It still wasn't there at 4:30 when I left for home. We finally wound up sending a call tag to the City Clerk who returned the equipment.

This violation of our own policy makes US a Ninnyhammer! As some of our readers know (www.falcondirect.com/newsletter/october), we don't like being a Ninnyhammer. This won't happen again – guaranteed! The point is that that if we have a clear understanding, right up front – things go a lot better and that's the way things should be.

We respect you – you respect us. That's what Quid Pro Quo is all about!

Grant Assistance

One of our talents is the ability to read and write (some might say in much profusion). This allows us to find grants, make potential recipients aware of these grants, develop programs that qualify for grant funding, assist in writing the grant narrative and the bid specifications where competitive bidding is required.

We are willing to help anyone requesting assistance with the understanding that the rules of Quid Pro Quo apply. We helped one applicant apply for a sizeable grant only to have a professional grant writer step in at the last minute who changed our specifications to allow another vendor to take the order. That cost us a lot of money. No wonder we were the recent recipient of the Ninnyhammer award! It won't happen again.....

Perhaps the worst example of what can go wrong involved a fire department that had a change of administration after we had helped them acquire a large FEMA grant. We found the money, developed the system, wrote the specifications, won the award and then had to retain an attorney to get paid because some of the board members *didn't understand*.

The message is clear. To avoid problems, there has to be a clear understanding right up front of who does what and a relationship based on mutual respect. If you are comfortable with such an arrangement, we invite you to call Burch Falkner personally at 1.800.489.2611. Helping others is what we are all about.

Payment Terms

You will recall an earlier mention of the fact that the purchase relationship is based on mutual respect and prompt payment upon delivery and/or installation of the specified products or services.

Our normal terms are Net 10 days unless otherwise specified. We accept American Express, Discover, MasterCard and VISA as well as purchase orders from approved corporate accounts and governmental agencies.

If you prefer extended payment terms, we will gladly assist you in term financing with term to suit your requirements.

Summary

We hope we have provided a general overview of what we do, how we do it, and why we feel qualified to earn your consideration as a vendor.

We look forward to serving you!

Burch H. Falkner

Burch H Falkner
and the entire Falcon Team

FalconDirect