

**What in the world
is an**

OuterCom

System?



and why should you care?



FALCONDIRECT
We Keep You Connected

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What in the world.....

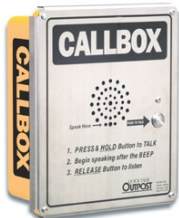
does an *OuterCom* have to do with a mini-warehouse storage facility and for that matter, what in the heck is an OuterCom, and why in the name of sanity do you folks think I need one of these things anyway?

Glad you asked! I had the same question before I learned the OuterCom story. First of all, this OuterCom thing is the brainchild of Burch Falkner, the founder and chief idea man of Falcon Direct.

Burch went to a mini-warehouse one day and found no one there. The gate was closed, the door was locked and after a few minutes he went to another one. The second location had a big banner with a phone number. Nothing else – just a phone number. He assumed this meant he was supposed to call that number for service, so he did – and got somebody’s voice mail. He moved to the third location and found a note on the door, *Back in 15 minutes*. He couldn’t figure out when the 15 minutes started so he came back to the office and put his stuff in the hallway!

He didn’t give the subject another thought until one day we got a call for a mini-warehouse operator in Georgia who had found our wireless call boxes on a special web site just for golf courses. The caller explained that he felt the installation of a call box and a 2-way radio would be good for his business. Burch agreed, and the rest is history. Now the rest of us have the task of telling others about his discovery.

Burch reasoned that an intercom was for use within offices, so a device that was primarily used outside should be called an *OuterCom*. Burch has a rather rich imagination....



Anyway – back to our story. A wireless call box (that’s our most popular model on the left) is a battery powered pushbutton activated wireless transceiver that allows a visitor to communicate directly with a manager anywhere on the premises at the push of a button.

The company that makes these things – an AMERICAN manufacturer if you can believe it, calls them an Outpost XT. That’s a zippy little name isn’t it? Burch says baloney! It’s an OuterCom!

These things are fairly easy to install. Mounting plates are available for pole, post, or flat wall mounting. Most users can do it themselves. If not, we’ve got some professional installers that can do the job for you, at slight additional cost of course...

Speaking of “cost” - an OuterCom system consists of the aforementioned wireless call box and an associated personal 2-way communicator worn by the manager (See picture on the right). This whole package costs a whopping \$1,190. We’ve got less expensive models, but that is a subject for another time. The question now is whether or not this system is worth the investment.



Let’s do the math!

Burch says you should spend \$1,190 and that will be a good thing.

The question is *good for who?* Burch says, *good for both of us*. He says he doesn’t sell stuff – his interest is in developing mutually beneficial relationships.

You've probably already guessed why you think this will be good for us (and you are probably wrong because he wants more than just a sale).

So, let's start with why the purchase of an OuterCom system would be good for YOU! Remember our little story of Burch's quest to find a mini-warehouse? He isn't too much different from others who may be shopping for storage space.

You have a lot of competition. If someone comes to do business with you and you are not available, they simply go to the next place and you lose the sale. An OuterCom system could change a lost sale to a satisfied customer. So what's the value of that?

Let's do a little example. Let's assume that a typical rental unit is \$50 per month. So you lost a potential customer – big deal! It's only \$600 per year and you don't lose that many – maybe just one a month.

Let's look at this another way. If you lose one potential customer per month, you can be losing up to \$7,200 per year. Just two lost customers will pay for the complete OuterCom system. Is this starting to make sense?

We know this thing works. Remember the guy over in Georgia? He is already on his second unit!

Money Back Guarantee

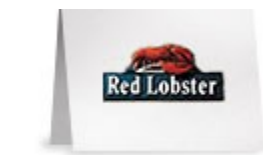
So how do we prove our point to YOU? Simple! A money back guarantee! Purchase an OuterCom system. Use it for 15 days. If you are not completely satisfied, return it to us in undamaged condition for a full refund. Fair enough?

We are pretty confident about the product. It's made by Ritron, Inc. of Carmel, Indiana. Ritron has been making quality communications products since 1977 and back every product with a one-year warranty. Many Ritron call boxes have been in service for over half a decade and they are still going strong, all over the world!

Saving money is one thing. Making MORE money is a whole other subject. Remember we said we prefer developing relationships rather than making a sale? Here's an example.

After you have purchased your OuterCom system, the next thing we do is prepare and issue a press release to the local media and over the Internet to tell the public about your decision to provide better service to your customers. Not only do you have the potential of expanding your local presence, you also benefit by inclusion on the Internet search engines. What do we charge for this? Nothing! This is an absolutely FREE service!

Actually, our proposed relationship is a four step process – we introduce the concept, show you the financial benefits, help you grow your business, and then, we do one more thing!



The Falcon Direct *Lunch for Life Program* is our way of saying "Thank You" to our special OuterCom users. Here's how it works! If you know someone who could benefit from an OuterCom system, mention our name to him or her, and then give us a call. If they become an OuterCom user, we send you a \$25 Red Lobster gift card which should cover lunch for two at any Red Lobster location.



Prefer Italian? No problem, we have the same offer for Olive Garden restaurants all over the USA! Best of all, there is no limit to the number of times you can enjoy a good lunch on us. Make a referral every week if you wish. We'll both eat well!



Rather read a good book than go to lunch? Sounds like a plan to us! If you would rather have a good book valued at up to \$25, we can substitute a gift card with Amazon.com. One of our personal favorites is by Paul Orfalea the founder of Kinko's. Lots of good advice in this book!

Summing it all up – You now have the chance to provide better service to your customers, make more money, eat better, and be well read all at once. Isn't today the day that YOU should become an OuterCom user?

We look forward to working with you! The Falcon Team – *At your service!*