



# THE ALTERNATE Source

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SERVING THE NEEDS OF THE HEALTHCARE INDUSTRY SINCE 1972

NUMBER 1

## MARKETING & SALES TIPS

### GETTING YOUR FOOT IN THE DOOR

By Dennis Deatrck

Certified Radiation Equipment Specialist (CRES) / President, Mid-Michigan Bio Medical, Inc.

It's mid-week, and you have just finished repairing a centrifuge for a new account. You decide to inquire as to whether they have someone to do regular inspections on their equipment. "Why, yes, we do. We are very satisfied with the service we have," is the response you receive. Having heard this before, case closed, right? Pack up your tools and head off into the sunset? Not so fast. A sales opportunity has just arrived at your doorstep. With a few appropriate questions, you may just land a new contract for safety inspections.

Your questions may go something like this: "Do you mind if I ask you a few questions about the service you already have?" This opens the topic for discussion so you may learn about the service they already have. Next, you may probe them about what they do like and don't like concerning the service they receive. The key is to listen closely to the things that they are not happy with, such as: promptness, pricing, inability to fix the equipment the first time, etc... Here the client is telling you what problem YOU can solve in order to get their business.

Respond further to the information they give you: i.e., "Why is that important to you? What do you dislike most about...? Why is this a problem for you?" The answer to these questions may seem obvious, but they need to be asked in order to determine what is most important about

the service they require and what their dominant buying motive is.

Now, the next step to obtaining their business is to plug in their buying motive which may be, for example, efficient and prompt service. Take this information and formulate a response along these lines, "We service a number of offices such as yours. One of the reasons people like the work we do is because they find that we provide timely service at a reasonable price and are able to service most of the equipment while in the doctor's office. We prefer to do this job as efficiently as possible, and we don't hang around drinking your coffee. Here, I have a copy of our standard service agreement. Why don't we sit down and take a look at it?"

At this point, your foot is in the door.

Handle objections and questions with ease. If your rates are reasonable and you are able to deliver the service they require, you just may have a new account.

This process of problem finding may open new doors of business for you. Your best bet is to formulate a 'sales track' that best suits your needs. Listen to your customers' responses, identify weak points in the current service they receive, and concentrate on their dominant buying motive. Opportunity does not always come to you. You have to go out and find it. By probing current customers, you may find that they need additional services or you are able to solve a current service problem for them.

*Editor's Note:* Dennis Deatrck has been in the bio-medical field for more than 15 years. He was one of the first 100 people to become a Certified Radiation Equipment Specialist (CRES). As a bio-medical technician and a CRES, Dennis worked for several major hospitals. Four years ago, he founded and is president of Mid-Michigan Bio Medical Inc., which currently services over 200 accounts.

Suggested reading: "Nose to Nose Selling" by Phil Kline (\$15.00 plus \$3.00 shipping and handling). To obtain a copy, please write to Dennis Deatrck, Mid-Michigan Bio-Medical, Inc., 1900 South Cedar Street, Room #204, Lansing, Michigan 48910.

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### What's Coming Up?

Coming this Summer!

- ▶ **Air Shields** — Motor assemblies and a hood to fit the C86 & C100.
- ▶ **Air Techniques** — Heater, switches and motors to fit Peri Pro II®.
- ▶ **Beckman** — Introducing a new line of parts to fit the TJ-6 — from feet to switches.
- ▶ **Clay Adams** — Motors and timers to fit Dynac II, Serofuge, and Serofuge II.

### IT'S HERE!

#### THE 1993 RPI CATALOG

Have you received your new RPI catalog yet? If not, please call us immediately — toll-free (800) 221-9723, or fax us your request (818) 882-7028 — and we'll send one free of charge to you. You'll want our new catalog. It includes more than 1,200 replacement parts for medical, dental, hospital and laboratory equipment. What's more, we've redesigned the catalog so it's much easier to locate the parts you need.

If you have received our new catalog and the mailing address information was incorrect, please let us know.

# SERVICE TIPS



By Dale R. Harkins  
President

Alpha Centauri Medical Repair, Ltd.  
Vancouver, Washington

## AMSCO 3000 Stage III Controls

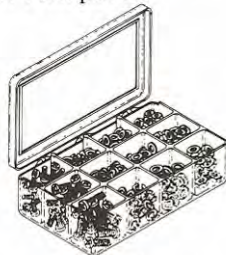
When there is an alarm "Pressure in Chamber" with the door unlocked, the problem is most likely the battery on the RAM chip which holds in memory. What has happened is the zero and span values have been lost from the transducer memory. AMSCO suggests this chip with the battery should be replaced every 2 years as part of the PM process.

*Editor's Note:* Dale Harkins was employed by AMSCO for 13 years, working his way up to service supervisor and then specialist. Several years ago, he founded and serves as president of Alpha Centauri Medical Repair Ltd., located in Vancouver, Washington.

## HOT PARTS

When in need of nuts & bolts... look no further. RPI offers five convenient hardware kits. Each kit comes with a 12 compartment tool-box size carrying case, which helps keep everything organized and easy to reach. And, RPI kits come with virtually everything you need. For example, the RPK402 Hardware Kit comes with a generous supply of Phillips Pan Head screws, washers and hex nuts.

Other kits available include the ADK110 Socket Head Screw Kit, RPK407 Pozidrive® Machine Screw Kit, RPK408 Phillips Machine Screw Kit and RPK409 Slotted Machine Screw Kit. For details about these kits, please see pages 94-96 in our new catalog (April, 1993) or call us.



RPK402  
HARDWARE KIT

If you haven't already read it, you may want to pick up the March/April, 1993 issue of *Second Source Biomedical* magazine. It features an interview with RPI's president, Al Lapidés. "The founder of RPI waxes philosophic on healthcare and running a business and tells us why it's his job to delegate nightmares."

WE'LL SHIP IT THE WAY  
You Want

We are pleased to offer a new way of shipping parts to you. It's the UPS 3-Day Delivery Service. It guarantees package delivery within three business days throughout the 48 contiguous states. With RPI, you can choose which delivery method is best for you and your budget: UPS next day, second day, third day and regular ground; Federal Express next day and second day; or Priority Mail through the U.S. Post Office. You get your parts when YOU need them.

## CUSTOMER

RPI,  
O It never ceases to amaze me how efficient you people are. I do business  
M — selling and buying all over the country — with suppliers and  
M customers. Some of my suppliers are quite close yet it takes days to get  
E things. You folks are 2,500 miles from me, yet I can always count on my  
N orders being here in two days. And never a back-order! I salute you and  
T your promptness. Thanks!

Sincerely,  
Dan Underwood  
Dan Underwood and Company  
Madison, Alabama

*Thank you Dan. We appreciate hearing from you.*

## RPI To The Rescue Parts to fit the Burdick EK-5A

RPI has parts to fit the EK-5A, so don't worry! Recently, "Siemens Burdick Inc., informed its Authorized Service Agents about a planned 'PHASE OUT' (not total obsolescence) of the EK-5A. All circuit boards assemblies, switch assemblies, and parts used exclusively for the EK-5A electrocardiograph will not be re-ordered."

RPI has just about every part to fit the EK-5A — timing (drive) belt, pilot light, circuit breaker, electrolytic capacitor, switch assemblies, circuit boards, resistors and much more. Please see pages 27-30A in the April, 1993 RPI catalog for details.

from  
the  
desk  
of  
the



Al Lapidés, President

## PRESIDENT

I have been singled out as a major force in turning around the recession. The State of California has nominated me to receive a Presidential Citation for jump starting the economy in Southern California. How, you ask, can a small inconsequential individual like Al Lapidés have any effect at all on the economy, let alone jump start it?

It's easy. If you'll read *From the President's Boss* you'll know that our daughter (Princess Roberta) is being married in May. This simple act sets the entire stage. When we started arrangements in January, I underwent one of the most severe cases of sticker shock known to humanity. I didn't know how inexpensive an E Series Mercedes could seem.

According to Sherry, "nothing is too good for our little girl". And very little seems to be bad. We're even taking dancing lessons so we'll "look good" for the first dance. After that, of course, we'll spend the night circulating among our guests. You can imagine the cost on a per dance basis.

Now you might ask the key question. What has all this to do with me? You can make it happen. You can help me win this great award. Here's how you can help make America great again. Increase your purchases if you're a customer. Buy from us if you're not. Pay up front. At least in 15 days. Buy only from the first column. Return nothing. Take no credits. Don't use our 800 line. Don't ask for any help on anything. Don't look for new products for at least a year.

Working together in this way, I know that we can be instrumental in turning this country around starting here in Southern California. What's good for RPI is good for the country.



Sherry Lapides, General Manager

## from the PRESIDENT'S BOSS

The date is fast approaching. In fact, it may even have passed by the time you are reading this. As I write this article, it is just five weeks until THE DAY. What, I know you are going to ask, is THE DAY? It is the day of our only daughter's wedding.

So I confess to the fact that my mind has not been involved solely with RPI for several months. Wedding plans and preparations have taken up a lot of my time and attention. Thankfully we have some wonderful people working with us who have kept things going.

However, thinking about my daughter getting married, reminds me of how young she was when we started RPI. Robbie and her two brothers, Ira and Larry, would sit in the family room with a TV tray table and label, stuff and stamp envelopes. It



was a good way for the kids to earn some spending money, and it sure helped us. RPI continued to help us as the boys worked here after school during their high school years and we came up with the money for college tuitions.

And, now RPI helps again. I may have to put off retirement longer than expected (years down the line) but as we write the checks to pay the wedding expenses, I will indeed say, once again, "Thank you RPI" and a great big "thank you" to all of you... our loyal customers, who have made it all possible.



## TECH TALK

### Changing Brushes in a Good Motor

By Phil Goldstein

Product Manager

RPI Product Development Department

An Excerpt from "There's More To It Than 'Just' Changing Brushes"

By Ivan L. Frank, C.E.T.\*

Carbon brushes should be changed only in good motors as part of regular PM's or when the length of the brush is one-half of the original size.

Brushes in a good motor have a shiny face and will be free of grooves and edge bevels. Before replacing the brushes, clean out the motor, especially around the brush holders. It is a good idea to use compressed air to "blow out" all carbon deposits. Insert the new brushes so the face bevel or radius makes maximum contact with the commu-

tator. Once installed, the brushes must be run in at 1/4 speed for 1/2 hour to fully seat. Maximum acceleration, speed and braking cannot be achieved until brushes are in 100% contact with commutator and a good electrographitic film is established. If you do not own a VARIAC (Variable Voltage Supply) and the machine does not have a speed control, operate the on-off switch allowing a few seconds on, then coast as many times as required to obtain a shiny brush face.

\*For a free copy of the book "There's More To It Than 'Just' Changing Brushes" by Ivan L. Frank, please call us, (800) 221-9723 or fax us your request, (818) 882-7028.

## ISNI CONFERENCE '93

The second ISNI (Independent Service Network International) is over. It was held in San Diego at the end of February. It was far better than the first meeting, and showed the growth of the organization in its first full year. About 150 people attended, not including exhibitors. While the vast majority were from the U.S., attendees came from the Netherlands, Canada, Australia, and New Zealand.

Why was this meeting so good? Because we've become a real organization. We had classes on marketing, customer retention, ISO 9000, medical breakout sessions, industry updates, and key presentations. The emphasis on this meeting was marketing, and Al Lapides made a presentation on the value of newsletters in customer relations and retention.

Again, time was spent on updating all that is happening in the legal arena that affects all of us: the impact of the Kodak decision, the changes in other cases, the effect or lack thereof on OEMs, the focus on what we can do to use these decisions to our customers' and our own benefit. All of this commanded a lot of discussion as well as direction for action over the coming year.

Some time was also spent with our

lobbyist on what's happening in Washington, and the role we're playing in inputting to the new health care plan.

ISNI is active, it's real, it's helping all of us whether we're members or not. You might want to know more about it. You can call the executive director, Claudia Betzner at 404-816-1610. Please tell her RPI sent you. Hope to see some of you at the third annual meeting next February in Freeport, Bahama.

## W A BIG RPI E WELCOME to...

Rebeca Zambrano, Kim Katz and Ron Cain, the three newest members of the RPI family. Rebeca is new to our Customer Service Department. Kim is with the Customer Service Department as well and works with our Accounts Receivable Department. She's been with RPI for several weeks now. You may already know Ron. He was responsible for RPI's quality control a few years ago. He's back as Product Development Coordinator.



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"The Alternate Source"

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NEW PARTS  
PAGES INSIDE



Hi, my name is Maria Cortez and I'm a native of California. As a mother of four and a grandmother of four, I spend much of my time baby sitting, taking the children to the zoo or a picnic in the park, and "directing traffic" in my living room when the little ones visit. I enjoy every minute of it. In my spare time, that is when I have some spare time, I like to shop.

I came to work for RPI in August of last year on a part-time basis and then accepted a full-time position in the Shipping Department last November.



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Additional copies of *The Alternate Source* may be obtained by calling RPI, (800) 221-9723 or (818) 882-8611.

### What's New You Asked For Them—You Got Them YOUR OPINION COUNTS

In response to your requests, the following parts are available now for immediate shipping — the same day your order is received. Please add the enclosed New Product Update pages to your April, 1993 catalog.

**American Sterilizer** — New parts to fit the Eagle and Medallion Series. See page 18A. Kits, coil, gasket, valve and more to fit the 900 Series. See page 20A.

**Burdick** — Another new part to fit the EK-5A, the Auto Lead Marking Board is now available. See page 30A.

**Introducing DEN-TAL-EZ** — Switches, capacitor and arm screw to fit the JS & VS Series chairs. See page 44A and watch for more to come.

**Introducing Eppendorf** — Three new carbon brushes — one to fit the 5415 S/N 1-3716; one to fit the 5415, S/N 3717 and over, 5415C & 5402; and, one to fit the 3200 & 5412, 5413 & 5414. See page 30A and watch for more to come.

**Instrumentation Laboratory** — More new parts including sample pump winding tubing, needle assemblies and capillary sample adapter — to fit the 1302, 1304 & 1306 Blood Gas Analyzer and the 1312 BGM. See page 52A.

## AAMI'S 28th Annual Meeting and Exposition

Watch for our next newsletter with an update on AAMI'S Annual Meeting and Exposition held in Boston, May 8-13, 1993. RPI will be there and come back with news to tell — especially about the SBET (Society of Biomedical Equipment Technicians) of the Year Award which RPI is proud to sponsor with AAMI by presenting the winner with a \$500 check and an engraved plaque.

SALLY FORTH By Greg Howard and Craig MacIntosh



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