

January 28, 2011

Priority News

Red News Updates:

Jeff Thomas Scholarship

Jeff Thomas recently sponsored a scholarship awarded to a Midland Select Baseball Team player in need of financial assistance. The grant covers costs such as registration fees, uniforms & equipment. As a condition, the athlete must maintain an acceptable grade point average; exemplify good sportsmanship, leadership & citizenship. Here are the four 2011 winners: Noah Wagner; Jay Tiemeyer; Jake Ecker; and Jason Sutter.

Dean's List

Chris Young was named to Xavier University's Dean's List for the 2010 Fall Semester. Congratulations, Chris! Keep it up!

Top of Mind:

Service – Superior

Customer Service will be best achieved when we stay committed to two priorities: High Quality Performance & Personal Commitment.

Efficiency – We will

continually strengthen our performance to ensure better execution.

Growth -- We will maintain

steady, sustainable, profitable growth for our Customers & our Company.

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Monday Morning Quarterback Plays....

--Pointers for the Sales Managers



Jeff Thomas, drawing plays, along with Sales Managers Dan Nutaitis, Bryan Jessee, & Nate Reed – in CMH 1/27/11

Our 65 Associates have finished participating in a fun effort where they provided suggestions on how to bring on new accounts. If one of the “plays” results in a “score,” someone will get to walk away with a few bragging rights. Not only that, Sales Managers Dan Nutaitis, Bryan Jessee, and Nate Reed, will be grateful for the interest and “atta-boys” from all 65 members of Priority’s Sales Team. Here are some of the suggestions...

- **Quarterback Sneak:** “Chips for a Click”: At least once a week, hand deliver a dozen “thank you” chocolate chip cookies to a new customer who is ordering online. Or, deliver the cookies with online ordering instructions. Use the time to follow-up and find out what other services we can provide.
- **Clean snap:** Each DC should meet with their area Sales Manager and determine which accounts should be visited monthly, every 2 months, 6 months or once a year. Decide if any of the accounts can be covered by DC personnel – we’ll back-up our quarterback! Then, plan a monthly meeting where the DC personnel can share their experiences with the Sales Manager. (Great Team Effort!)
- **Counter:** CRM....keeping our plays “modern.” Explore lead generation and email listing services for potential local customers. Use the listings for tele-marketing, emailing, and direct mail.
- **Off-tackle:** With tax season coming up, focus on accounting companies, banks and brokers. Drop off a Priority Mug and business card, along with a note that says, “Filing taxes? Priority will pick-up and deliver your important documents 24/7/365.”
- **Reverse:** Priority Service on the Go! When college students come and go, they might need someone to either move or store their furniture. Provide Priority contact info at local colleges and universities.
- **Pocket play:** Ice Melt on-demand. Could we store and deliver this “same-day” for Office Supply companies?
- **Hand-off to the drivers:** Valentine’s Day is coming up and I bet that some local florists could use our help. Drop off a business card and let them know that “There’s no time to spare, when love is in the air. Priority will deliver your most fragrant bouquets’ on time, all day and all night with flair!”
- **Pass play:** Start off the New Year with some new sales plays for existing customers; there are several accounts in the TOL area that have fallen off our radar – perhaps break the area down into zones, and have the whole Sales Team make some group calls for us. Hospice accounts often need help with on-demand prescriptions – let them know we’re the best in the area at providing this type of service.
- **Option play:** Blueprints are difficult to send through the mail, as are posters, maps and paintings. Check out architectural firms and framing companies.
- **Calling a lateral:** When I shop at Wal-Mart or Kroger’s, I’d like to see an all-in-one mail center. Perhaps Priority could offer counter courier service, plus USPS, UPS and Fed-Ex drop-offs.
- **Bootleg:** Overnight “fill a tote” transport service. We provide the tote; the customer drops-off the filled and picks-up the delivery at the specified warehouse location. Tote can be filled to capacity; no weight limit; all for one-low-tote price.
- **Trap:** One of the differences between an old ballplayer and a new ballplayer may be how many teeth they have in their mouth! Dental labs need safe and secure on-demand delivery for accidents and old-timers!
- **Reverse:** Superior Customer Service! When we have too many service errors, deliver a \$1.00 coupon from DQ and let the customer know we have the problem “flicked.”
- **End-Around:** We really like having breakfast and lunch orders delivered to our DC....can we offer our services to pizza, fast food and bakery stores?
- **Sweep Play:** Amazon website ordering affects local retail businesses. A [Retail Delivery Service](#) might fill the gap by providing next-day or same-day service for local businesses so they can compete against the “big guys” around the holidays!

Companies that endure have this in their cheering section: 1) Shared values; 2) Commitment to the common good; 3) Excellent staff engagement; 4) Shared goals for the future. Start today and get to know your local Sales Manager! Assisting our competent Sales Team can only result in more accounts and improve Priority’s bottom line. Priority power...let’s do it!

Priority