

WALLACE-EANNACE ASSOC.

PARTNERS (from left) Doc Eannace, George Wallace and Hank Kunkel purchased Joe G. Kelly Inc. from their former boss in 1970.



EDUCATING THE NEW YORK MARKET

IT WAS SOME TIME AGO THAT salespeople at the Plainview, Long Island-based Wallace Eannace Associates started noticing strange goings-on in their market area.

In the mid and late seventies, the old-time heating experts at the wholesaler and contractor levels began fading rapidly from the scene as scores of them entered retirement or literally died off.

Cropping up in their place were young people totally unknown to Wallace Eannace, particularly

at the installer level. As an accompaniment to this turnover in generations, contracting firms were forming, splintering and reforming, so that not even the company names were familiar.

Naturally enough, the new crop of installers lacked the years of experience of the old-timers. As a result, they had a tendency to bungle heating jobs, creating considerably more headaches for Wallace Eannace. Tales of woe — and “warranty” problems — began drifting back from the field.

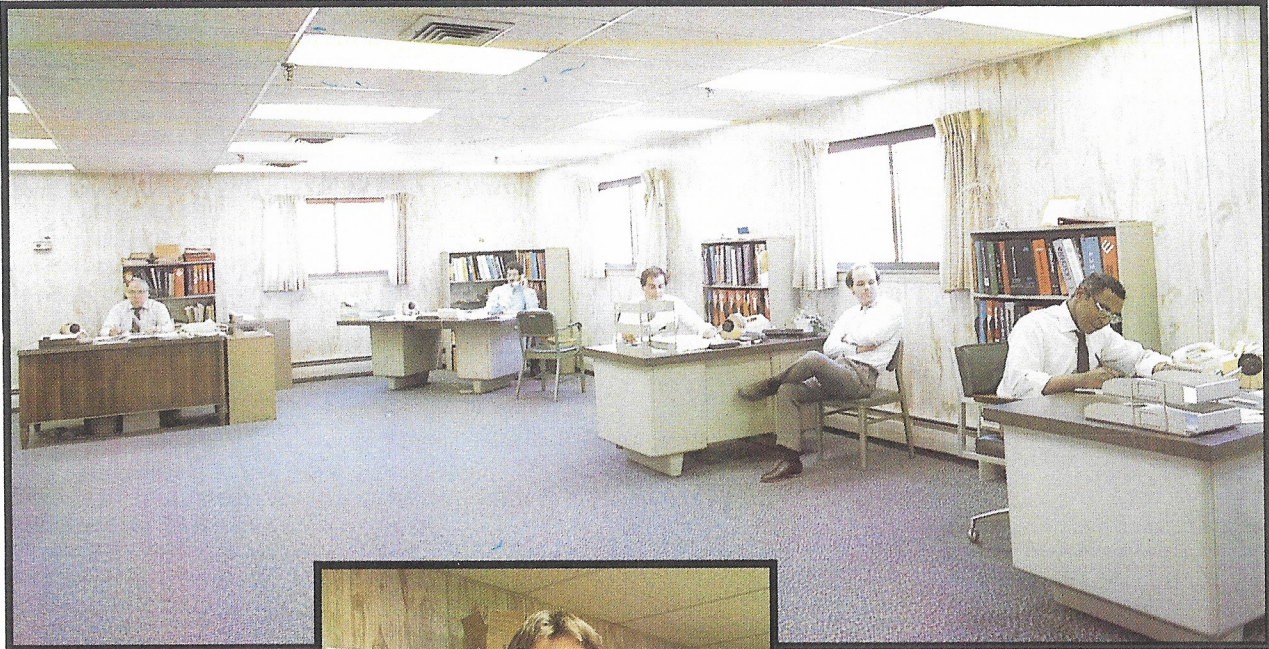
Founded in 1924, Wallace Eannace does a \$25+ million-a-year business in steam and hydronic heating specialties for residential,

□ Industry education can be a powerful tool in secondary-market promotion, according to Wallace Eannace Associates. Read how this \$25+ million-a-year agency uses education to help “pull through” the sale.

BY MARION HORTON

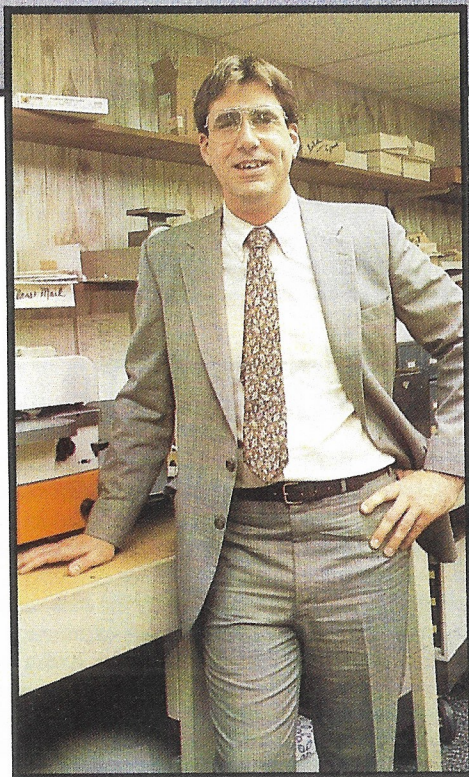
WALLACE-EANNACE ASSOC.

Times Photos



ABOVE: A view of the inside sales office in Plainview. Fast handling of orders and inquiries is one of the firm's key "value-added."

RIGHT: Director of advertising and promotion Dan Holohan poses in the agency's mailing room. Wallace Eannace makes regular mailings to over 7,000 secondary-market contacts.



commercial, and industrial applications. Key lines include Bell & Gossett, McDonnell & Miller, Marshalltown and Ashcroft Instruments, Hoffman Specialty, Domestic Pump, Lawler, O.C. Keckley, Danfoss, Flexonics, Cemline, and A.P.T. Inc.

The firm has always positioned itself as a marketing company, offering not just products but a package of value-added services. A powerful pull-through program and periodic industry education are long-standing company traditions.

Even so, partners **George Wallace**, **Sam "Doc" Eannace**, and **Hank Kunkel** realized that the heavy personnel turnover of the late seventies demanded extra effort. Massive promotional work was needed to make contact with the upcoming group of installers.

In 1979, **Dan Holohan** was the agency's "contractor's man," calling on contractors and fuel-oil dealers. The information he brought back from the field confirmed that younger contractors were in dire need of quality education on heating system basics. Reasoning that direct mail might be the most efficient way to reach the thousands of installers in their market area, the partners asked Holohan to develop an educational newsletter.

Dubbed *The Problem Solver*, the newslet-

PLAINVIEW, NEW YORK

ter combined troubleshooting tips with a serialized course on the fundamentals of heating. The response was overwhelming, as contractors from all over the territory phoned up clamoring to be added to the mailing list. This convinced the partners that education could be fashioned into a powerful form of agency promotion.

Today, Wallace Eannace Associates has one of the best educational programs in our industry, of a scope and quality that even some manufacturers might envy. Headed by Holohan, who now works full-time as director of advertising and promotion, it includes:

□ **Seminars.** Two full-day seminars for installers, "Steam Without Tears" and "Troubleshooting Hydronics," are presented six times yearly to sell-out crowds.

□ **Periodicals.** Now in its eighth year, *The Problem Solver* goes out monthly to 3,000 contractors and fuel-oil dealers in the agency's territory of metro New York, northern New Jersey, and Connecticut. Other periodicals include *News For Consulting Engineers*, going out to 1,200 engineers, and *Focus*, going out to 3,000 area plant managers.

□ **Videos.** Six educational videos have been jointly produced by Wallace Eannace and the Human Resources Department of Brooklyn Union Gas Co., a powerful merchandising utility. The videos are used by Brooklyn Union for training of its service personnel, and by Wallace Eannace for hard-hitting presentations to engineers, installers, and other influentials.

□ **Books.** Holohan has authored two books in his work with Wallace Eannace: *The Steam Book*, billed as "a primer for the non-engineer installer," and *The Problem Solver Guide to McDonnell & Miller*, which packages troubleshooting tips into a "systems approach." Both books are distributed locally to Wallace Eannace customers, and to Reps nationwide by the ITT Fluid Handling Division.

□ **Presentations to other "influentials."** In addition to installers and specifiers, Wallace Eannace offers education to related-industry groups that influence the buying decision. The Energy Efficiency Council of New York, the Apartment House Institute, and the New York Oil Heat Institute are but a few of the associations that have hosted agency presentations to their members.



□ **OEM support.** Upon request, Wallace Eannace supplies educational materials to manufacturers that use its lines in original equipment manufacturing. Weil McLain, Burnham and H.B. Smith are among those that have asked for printed matter or full-day presentations to their personnel.

REACH & CLOUT

Taken together, these programs cost over \$150,000 a year, including salaries. But according to president George Wallace, they've paid off by enhancing the agency's reputation within the secondary market.

"Pull-through" is absolutely vital to the selling of specialty products," explains Wallace. "And what installers and specifiers need most is expert technical assistance and backup. Wholesalers don't supply it because they're busy with such a wide range of product lines. So it becomes the Rep's duty to

ABOVE: Salespeople Joe Thuman (left), Ray Schiele (right) and Ed Murdock (not shown) assist Holohan in putting on the popular steam and hydronics seminars.

WALLACE-EANNACE ASSOC.

supply technical assistance to the secondary market.

"Education is a way of advertising our ability to perform that service. It says, in effect, 'The people at Wallace Eannace really know what they're doing. If you use their products, they'll be able to help out with technical problems that may arise.'"

The partners admit that they have no way of accurately tracking the impact of industry education on sales. But they claim that the agency's reputation and name recognition within the secondary market have grown dramatically over the past six years, particularly among the younger contractors to whom it was previously unknown.

"For us, education has been an efficient and powerful promotional vehicle," says executive vice president Doc Eannace. "And while it's expensive, we look at it as a cost of doing business. Certainly, it's a lot cheaper than trying to achieve the same degree of coverage by putting salesmen out on the road."

TRUTH IN ADVERTISING

The partners also like to point out that education is just an extension of their basic marketing concept. That concept is to sell not only products, but a "total package" that includes:

□ *Value-added services.* Wallace Eannace offers soup-to-nuts services including thorough market coverage from three sales offices (in Manhattan, Plainview, N.Y., and Franklin Lakes, N.J.), warehousing (in Plainview and Franklin Lakes), expert engineering and troubleshooting assistance, fast handling of orders and inquiries, in-house warranty work, and advertising and promotion.

□ *Technical expertise.* Eight of the firm's 18 outside salespeople are degreed engineers. Wallace, himself an engineer, reports that many other members of the inside and outside staff have earned equivalent knowledge through their work with the agency.

□ *Pull-through.* Eight outside salespeople work full-time promoting Wallace Eannace products and services to installers, engineers, and industrial plant managers. The 10 wholesaler-oriented salespeople also spend roughly one-third of their time developing the secondary market.

In addition to making personal calls, salespeople groom the secondary market by conducting group product training sessions in the form of evening meetings,

counter clinics, etc. In addition, the firm participates in 16 trade associations.

Prior to 1979, Wallace Eannace also offered periodic industry education as a service, holding full-day seminars once every two or three years. When the partners noticed that the demand for education was mushrooming, however, they upgraded it into a form of agency promotion.

We'll discuss how the program works. But first, let's see why education is such an appropriate strategy for reaching the New York heating market.

TECHNICAL DIFFICULTIES

New York, New York. Home of Wall Street, Broadway, and one of the largest collections of antiquated steam heating systems in the world.

On Long Island and in nearby New Jersey, most heating is hydronic. Thus it is not surprising that Long Island/New Jersey contractors, familiar with hydronics, are often baffled by the mysteries of steam. City contractors, familiar with steam, are often baffled by hydronics.

"And with good reason," notes Dan Holohan. "Most of the work here is retrofit, repair and remodeling, and the jobs can be real head-scratchers." (At Wallace Eannace, 80% of its sales to the residential market go to 3R applications, as do 60% of its sales to the commercial market. Industrial sales consist of engineered systems applications for existing facilities.)

Holohan, who has done extensive research into the history of heating in his work as director of advertising and promotion, explains why retrofit heating work can pose such a problem:

"The steam era, which lasted from about 1840 to 1930, was the era of the tinkering inventor," begins Holohan. "These systems weren't developed scientifically, as we understand the word today — they were pieced together by guys fooling around in their garages.

"Boiler manufacturers, for example, would figure out how much pressure their products could take not by formula, but by just pushing those suckers 'til they exploded. By the same token, heating contractors would tinker around developing 'improved' installation systems, which they could then market under a private label.

"The end result is that there are a lot of highly eccentric, tightly localized varieties of steam heating systems. Troubleshooting these systems can pose a real problem. And

the confusion increased when manufacturers started bringing out new generations of energy-efficient equipment in the late seventies. Now contractors not only had to troubleshoot the old systems, but figure out how to preserve system balance while installing revolutionary new equipment."

According to Holohan, heating apprentices traditionally got their know-how from one of two sources: either from old installer handbooks written during the steam era, or from older contractors who had mastered steam from long experience. But unfortunately, neither source of information is available today. The old handbooks are moldering in dust-heaps and in drawers; the legendary old heating masters faded from the scene before passing on their wisdom to the younger generation.

"I'm not sure how that happened," Holohan admits. "Maybe trades weren't fashionable in the seventies — maybe the younger tradesmen were frolicking in communes at the time. But there was a definite break in the historic transmission of heating know-how. As a result, installers today are in need of steam-system education. There's a huge demand for it."

To a lesser degree, the same problem exists on the hydronic side of the business. The crazy-quilt nature of the territory, the innovations in product design, and the break in the transmission of heating knowledge have left installers hungry for hydronics education as well.

EDUCATION DEFINED

In the Wallace Eannace lexicon, education differs from product training in two ways:

- 1) Training is brief; education is in-depth.
- 2) Training is product oriented; education teaches the operation of the total system, while taking a virtually generic approach to product.

The partners believe that this "systems" approach is what makes education such a potent form of agency promotion. "Installers and specifiers respect the fact that we're giving them information without hype," says financial vice president Hank Kunkel. "That respect forms the basis of future customer relations."

The firm's educational efforts are also distinguished by the fact that they are developed and presented entirely by agency personnel. "We demonstrate that we have resident experts on-staff, on-hand and available for assistance," explains Kunkel.

PLAINVIEW, NEW YORK

Last but not least, agency education is innovative and professional in presentation. "There's no use offering information in a dry, boring or obfuscating manner," observes Wallace. "People won't retain what they learn."

It was this belief, that presentation is as important as content, that lead the partners to develop Dan Holohan as their director of advertising and promotion. It was a fortuitous choice. As the agency's former "contractor's man," Holohan had good understanding and feel for the industry. He was also blessed with a gift of gab and natural writing flair. These abilities were further developed by training at Toastmasters, Dale Carnegie, and most importantly at the American Management Association, where Holohan took a week-long course on professional presentation skills. The result is an educational program with style as well as content.

THE PROBLEM SOLVER

In a real sense, the entire Wallace Eannace educational program developed out of the success of *The Problem Solver*. Let's take a look at its development and format:

In 1979, Dan Holohan was an ambitious young man itching for advancement. So when the partners suggested that he work up an educational newsletter for installers, he jumped at the opportunity. He did background research, pouring over steam and hydronic handbooks, talking to senior personnel, even working with contractors to garner hands-on experience. He worked nights, laboriously updating the company's mailing list by copying names out of the Yellow Pages.

The original concept was to offer a breezy collection of troubleshooting tips. But in 1980, Holohan hit upon the idea of rewriting an old installer handbook as a serialized guide to steam. The steam series was an overnight sensation, as contractors barraged the agency with subscription requests. Subsequent series included new hydronic installations, hydronics troubleshooting, and *The Problem Solver's* current project, which is a question-and-answer exchange between Holohan and his readers.

Written in a straightforward, down-to-earth manner, *The Problem Solver* emphasizes hands-on application over theory. "The idea," says Holohan, "is to give installers news they can use in a tone, or 'voice,' that they can relate to."

The overwhelming success of *The Problem Solver* led to the agency's next project:

full-day seminars for installer and wholesaler personnel. "Steam Without Tears" and "Troubleshooting Hydronics" are each presented six times yearly prior to the onset of the heating season; a \$50 attendance fee is levied, and class size is limited to 30 to encourage participation.

The benefit of the seminars is twofold: First, they're a highly concentrated form of education, bringing attendees rapidly up-to-speed on heating fundamentals; second, they're a terrific format for showcasing the expertise of Wallace Eannace personnel. Thus Holohan typically shares the podium with salespeople Ed Murdock, Ray Schiele and Joe Thuman, demonstrating a breadth of knowledge within the organization.

Like *The Problem Solver*, the seminars explore heating system basics while taking a generic approach to product. Presentations emphasize application over theory, and are enlivened by slides, videos, and Holohan's entertaining synopsis of heating history.

Again, the response has been overwhelming, with seminars selling out literally within days of announcement. "Dollar for dollar," says Holohan, "seminars are our most cost-effective and sales-effective method of promotion. Many attendees have reported back to us that they've bought our gear simply because of the knowledge they gained at a seminar."

BOOKS

Yet another spin-off from *The Problem Solver* was *The Steam Book*, written as a modern-day version of the old installer guides. Now in its second printing, it is distributed both locally by Wallace Eannace and nationally by the ITT Fluid Handling Division, which co-oped printing costs.

The partners report that the overall effect of *The Steam Book* has been to enhance the agency's prestige, not only among installers but also among other "influentials." The New York City Housing Authority, for example, requested permission to reprint the book for use in its superintendent training program.

The Problem Solver Guide To McDonnell & Miller, which also debuted in 1985, presents troubleshooting data on the line in a format that analyzes the total heating system. The book encourages installers to review carefully system operation and balance before they lay blame on the control.

While *The Guide* departs from the firm's usual "generic" approach to education, it has also produced gratifying results. When

the firm distributed 6,000 copies to installers free of charge last fall, it increased the impact of that season's M&M promotion and helped curtail callbacks later in the year.

VIDEOS

Perhaps the firm's most exciting project is educational video. Wallace Eannace has produced six videotapes to date, including *Boiler Water Level Controls*; *New Boilers On Old Steam Systems*; *The Basics Of One-Pipe Steam Systems*; *An Inside Look At Steam Air Vents*; *Booster Service*; and *Basic Heat Transfer*. Three additional videos are scheduled for production this year.

Had the agency gone through a commercial production house, these tapes would have cost an average of \$1,000 per finished minute. But luckily, the firm developed a symbiotic relationship with Brooklyn Union Gas Co., whereby agency videotapes are produced free of charge at the utility's multimillion-dollar Human Resource Department training facility.

Brooklyn Union is a powerful merchandising utility and a major factor in New York-area heating-equipment supply and installation. In 1981, it began developing a videotape library for training its large cadre of service people. Several equipment manufacturers answered the call to provide salespeople for on-camera product explanations, but Wallace Eannace distinguished itself by coming in with carefully crafted scripts, complete with special effects and humorous flourishes.

"The result," says Holohan, "is an ongoing relationship that is beneficial to both sides. Brooklyn Union gets its training tapes; we use the tapes for agency promotion." Each 10- to 15-minute tape features a member of the Wallace Eannace staff giving a lucidly worded explanation of a heating topic or problem. The speaker introduces himself, his company affiliation, and the product line used in demonstration, but beyond that, the tapes adhere to the agency's preference for "systems" education without hype.

According to Holohan, video training offers some unique advantages. "For one thing," he says, "you can show your subject matter on tape in a way that would otherwise be impossible; for example, making a side-by-side comparison of a new and antiquated boiler.

"Video is also excellent for educating those who don't read well, and those who

(Continued on page 8)

WALLACE-EANNACE ASSOC.

“DANGEROUS DAN” AND HIS AMAZING STEAM SEMINAR

□ In which Wallace Eannace director of advertising and promotion Dan Holohan explains how to put on a dynamite educational seminar.

REMEMBER WHEN YOU WERE in school and hated it because you didn't know the material but were scared to ask questions? At graduation you thought, 'Whew, at least that's over.'

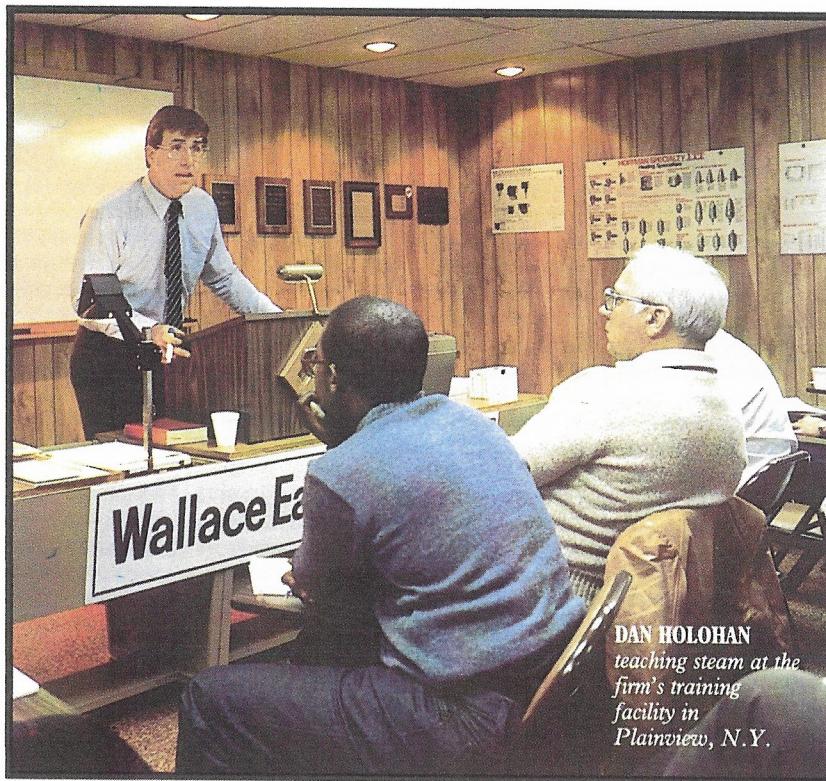
"But it wasn't really over because you got a job, and maybe you didn't have all the skills but were afraid to ask questions for fear the boss would think you were stupid. Then the years rolled on, and you still didn't have all the skills, but were even more embarrassed to ask questions because you'd been on the job a long time.

"So I have a suggestion today. How many of you guys are here with the boss? Okay, you two ask me questions during the break. Everybody else, take this opportunity to learn — ask me lots of questions."

So opened a full-day seminar on steam heating systems put on by the Plainview, Long Island-based Wallace Eannace Associates for contractors, fuel oil dealers, and interested wholesaler personnel. The presenter, agency director of advertising and promotion **Dan Holohan**, used every trick in the book to get the attention and sympathy of his audience. He told jokes, related I-know-what-you-guys-are-up-against anecdotes, and in the guise of introducing his qualifications, even recited an "epic poem," which bounced along to the rhythms of "The Night Before Christmas":

*I'll tell you a story that will keep you spellbound,
of Dangerous Dan and the hole in the ground.
It started out simply on a day just like this,
at a steam seminar no one wanted to miss.
'Specially Peter, who was a plumber by day and
who wanted to come, but his boss said, "No way."
But I wanted him there, 'cus this was Pete's dream:
the plumber by day was a student of steam.*

*So I took up his plight and I went to Pete's boss
and said, "Look at this day as a gain, not a loss.
How valuable Pete will be after this day."
And Pete's boss relented and he said, "OKay
But have him back Friday or you'll take the heat:
I've a steam job to do and for that I need Pete."*



DAN HOLOHAN
teaching steam at the
firm's training
facility in
Plainview, N.Y.

*So I promised sincerely I'd have him back there,
but what I didn't count on was Pete's glassy stare.
Like a small kid at Christmas he was at our place,
and I should have guessed by the grin on his face
that the very next morning not giving a whit,
Pete would call up his boss and just simply. . .*

"Quit!" grunted the audience in unison.
"What, you guys been here before or something?" asked Holohan in mock astonishment and his thickest New York accent.

The poem went on to describe how Holohan, equipped only with knowledge gleaned from old steam handbooks written at the turn of the century, was able to help in Pete's absence and figure the solution to a troublesome heating job. Rollicking along at a brisk clip, the effect of this recital was to jolt the audience wide awake, despite the early hour, as if each attendee had ingested a pint of ice-cold, stiffly seasoned Bloody Mary mix.

"O.K., this is the format of today's program," said Holohan at the conclusion of his epic. "First, we'll see a video, which will introduce the basics of steam heating systems. Next, we'll discuss that material in depth. Last, we'll do a quick review of the

key points.

"If anyone has questions later, you can refer to this," he said, flourishing a copy of *The Steam Book*. (Written by Holohan and published by the education and training department of the ITT Fluid Handling Division, *The Steam Book* has achieved wide recognition as one of the best available guides to steam heating systems. Each seminar attendee received a copy as a hand-out.)

"And if you still have questions, don't hesitate to give us a call at Wallace Eannace," continued Holohan. "Remember, we're here to help."

SEMINAR FORMAT & CONTENT

Bang. The lights go out and the video goes on. Jointly produced by Wallace Eannace and Brooklyn Union Gas, a local utility, the video features agency salesperson **Ray Schiele**, who describes the basics of one- and two-pipe steam systems in clear, easy-to-understand language.

When the video concludes, Holohan and co-presenters **Ray Schiele** and **Joe Thurman** plunge into their subject matter in earnest. Over the next seven hours, they cover a wide variety of topics, including

PLAINVIEW, NEW YORK

one-pipe steam, two-pipe steam, system analysis, replacement boilers, zone valves, air vents, system piping, system balance, condensate and boiler-feed pumps, vacuum systems, steam traps, boiler-water level controllers, and more.

It's a meaty presentation, delivered with constant reference to system balance and virtually without sales hype (despite the fact that Wallace Eannace sells every component of steam systems except the pipe and boilers). The depth and breadth of knowledge displayed is impressive.

But while the seminar spans seven hours of in-depth technical education, it's not boring. According to Holohan, this is because it was carefully constructed around what he calls "the 10 fundamentals of good presentation." These points are as follows:

#1: KNOW YOUR STUFF

"First of all," says Holohan, "there's no point putting on a seminar unless you're a bona fide expert on the subject matter. Don't even try to fake it, because there will invariably be someone in the audience who knows more than you, or some eager young guy who keeps asking questions you can't answer. The end result is that you'll embarrass the company and yourself."

#2: TARGET YOUR AUDIENCE

For those with a firm grasp of the material, Holohan suggests that the first step is to target the desired audience. The steam seminar is limited to 30 attendees to encourage participation, and to installers only so as to zero in on their specific needs.

In contrast, Holohan recalls when Wallace Eannace used to host giant "mega-presentations" at which all levels of trade — from journeymen installers to consulting engineers — were invited to hear blockbuster lectures on heating theory. "The result was that we lost everybody. The group was so large and unwieldy that people were reluctant to ask questions; the attendees were so diverse that it was impossible to satisfy their different needs."

#3: CHOOSE A "VOICE"

After targeting the audience, the next step is identifying the right "voice" to use in the presentation itself.

The term "voice" refers to both the tone of the seminar and its approach to subject matter. Thus for the installer-oriented steam seminar, Holohan uses a down-to-earth tone laced with good-natured, street-wise humor. His approach to the material

emphasizes hands-on application over theory.

According to Holohan, this voice both establishes a rapport with his audience and addresses their specific needs. It's a very different voice than he'd use in speaking to a group of engineers, he notes: "Engineers appreciate a more concise, technical approach."

#4: TELL A STORY

"When I first started with this company," recalls Holohan, "we hosted a visiting lecturer named Dr. Gunther Klaus. He was spellbinding — everything he said was anecdotal. And when I went home that night, I had a blinding flash of the obvious: that people read books, watch TV, and go to the movies because everybody loves a good story. So if you can apply storytelling in a lecture, you'll have them sitting on the edge of their seats, even if the subject matter is dry as dust."

One way that Holohan works storytelling into the steam seminar is by recounting the development of steam heating. Done poorly, this too might be a bore, but Holohan tells the tale with a combination of wit and historical perspective, rolled up into a tightly written script. The resulting account is consistently popular with the installers in the audience.

#5: USE MIXED MEDIA

In addition to colorful language, Holohan drives his point across by using a variety of media in presentation, including slides, videos, demonstrations, cutaways, and the usual scribbling on the blackboard.

This variety of media is necessary, he says, because different people learn in different ways. "Some people learn best by reading," he notes. "Others absorb information best by seeing a demonstration, by hearing an explanation, or by actually examining a physical object, such as a cutaway. Thus the best way to communicate with everyone in your audience is to express key points through a variety of media."

#6: DEMAND PARTICIPATION

The learning process is also enhanced when the audience participates by asking questions. For that reason, Holohan typically opens his seminars by flatly telling attendees that he expects them to question and learn as much as possible. He then breaks the ice by saying, "Does that sound good? Okay?" until he literally forces a ver-

bal agreement from the group.

Throughout the seminar, he maintains involvement by asking for help with demonstrations, and by use of several running jokes that draw commentary from the audience.

#7: READ YOUR AUDIENCE

To make sure that information is really being absorbed, Holohan makes a practice of constantly "reading" the audience. By this he means scanning people's expressions to see whether they understand (and for that matter, whether they're listening).

"If someone isn't getting the point, you've got to adjust immediately and express it a different way," he says. "I try several tactics until I get through."

#8: BE FLEXIBLE

Each seminar group is different, notes Holohan. Some have great attention spans, some bore easily; some have a high level of technical knowledge, others are virtual beginners. For that reason, it's necessary for the presenter to remain flexible and ready to adjust as necessary. He may need to pick up the pace, go more slowly, adjust his tone, or hack out whole sections of the lecture, if necessary, to make time for a question-and-answer session or more thorough explanation of some key point.

The trick, says Holohan, is knowing the material well enough to know where to adjust. In the case of the steam seminar, adjustment is facilitated by the inclusion of five 15-minute videos, any one of which can be dropped if necessary.

#9: PRACTICE

According to Holohan, the key to a well-organized, lively presentation is practice. "I'm such a fanatic about this that I practice when to take off my coat, when to loosen my tie, the jokes, everything," he says. "I also make a point of practicing in the presentation room, so that I'm familiar with it and feel comfortable. Then once I get up there, I have nothing to worry about."

#10: HAVE FUN!

Indeed, says Holohan, practice is what frees the seminar presenter to be effective. "Relieved of any possible anxiety, you're free to really interact and have fun with the audience. This keeps the presentation fresh, eliminates the 'canned' feeling, and helps you communicate with the people and actually teach them something." □

WALLACE-EANNACE ASSOC.

learn best through visual demonstration.

"Last but not least, video is flexible and efficient. Combined with different types of introductions, the same tape can be used for presentations to engineers, installers or building managers. And in each case, the presentation can be made with only a fraction of the effort normally required."

For small-scale "video seminars," Wallace Eannace has purchased a 13-inch color monitor and portable VHS. For larger meetings, it has two Sony "Vidimagic" portable projection systems.

OTHER PROGRAMS

Wallace Eannace also offers education to the New York engineering community. There are two aspects to the program:

1) *The annual symposium.* Each year since 1984, Wallace Eannace and the ITT Fluid Handling Division have co-sponsored a symposium for engineers on a complex topic such as "The Engineering Of

Hydronic System Balance" or "Traditional Centrifugal Pump Specifications." FHD personnel join Wallace Eannace salespeople in making the presentation, which last year drew 91 attendees.

2) *Support literature.* The symposium is followed by a battery of agency mailings. Printed under the logo *News For Consulting Engineers*, the mailings consist of a brief cover letter followed by speakers' notes, related technical articles, or FHD product literature. Included in the package are reply cards, asking if the recipient would like to be visited by a Wallace Eannace sales engineer for further explanation of the topic.

Since 1982, Wallace Eannace has also offered a publication for industrial plant managers, including both "classical" accounts such as chemical companies, and "soft" accounts such as hospitals and universities. Thus far, *Focus* has gone through two stages: first, an introduction of Wallace Eannace and its services; second, a

mailing of the entire FHD catalog, one piece at a time, to the firm's industrial mailing list of roughly 3,000 offices.

OTHER PRESENTATIONS

As its reputation continues to grow, Wallace Eannace receives an increasing number of requests to educate related-industry associations; for example, the Energy Efficiency Council of New York, the Apartment House Institute, and the Board of Cooperative Educational Services.

While none of these groups have direct input into the buying decision, they can be influential in "pulling through" the sale:

"In this complicated territory of ours," notes George Wallace, "it helps to have connections. Becoming known at all levels of the construction-industry network can only help our agency in its quest to become a preferred supplier. And becoming the supplier of preference is really the name of the game." ■