



INDUSTRIAL

CONTACTOR

Volume 2, No. 1

January 1973

PROFIT HUNTER OF THE MONTH

Pack ingenuity with a flair for promotion, mix in a lot of enthusiasm and you come up with the Douw F. Beekman brand of industrial selling. Douw is a new I-5 Elec-Trak dealer here in Schenectady and he's grabbing his share of the marketplace with the same excitement he used to build up a highly successful auto parts business. Here's how he works.

An eager, go get 'em attitude means Douw doesn't wait for customers to drop by. . . he drops by at their office, after setting up an appointment. In fact, when we stopped by to take the photos, he was already on his way to help a potential buyer solve a problem, with a live demonstration to punctuate what he says. And he's leaving his demonstrator for a one-week trial.



