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OPTEC OPTIMIZER
Powered to Outperform.

The mutual success of Optec Displays and our dealers is realized by Optec providing the best possible sales information to those who sell and service Optec sign products.

www.optec.com Dec, 2007

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OPTEC OBSERVER PROFIT BY ANY OTHER NAME

prof-it (profit) n. 1. An advantage gained or a benefit 2. Financial gain after all business expenses have been met.

To make a profit from a sale is the ultimate success of a commercial transaction. All businesses live or die on the level of profit from their commercial endeavors. At Optec Displays where LED displays are manufactured for resale, its business is also guided by the rules of earning profits. Its "profits" are also measured in other ways than just a financial yardstick.

As Optec Displays sells its LED displays throughout the United States with its dealer network, Optec also earns a 'transcendent' profit from the satisfaction of happy customers who can see that their signs truly do improve the bottom line of their increased business activity. The company also earns a profit from dealer loyalty with their dealer network's association, from customer satisfaction with not only offering a great LED display, but one that is backed up with an excellent five-year parts & labor warranty, and from the public who constantly rely on the advertising and service messages from the installed Optec Displays sign base. Finally there is the profit of the happy Optec sign owner who is able to acquire a continuing education (free training on web, CD internet) about understanding and operating their signs from the Optec Customer Training Program.

Earning a profit from your products is a matter of good business sense, but equally so is getting a profit from your customer satisfaction because of how you are able to respond to post-sales support in keeping their LEDs in the optimal state it needs to be in. The end result, as Optec LED sign owners find they need more LED signs they will return to the Optec Dealer Network for renewed purchases. The greatest success a company can achieve is happy customers. That goal ultimately leads to many kinds of profits, some which may not always show up in the company ledgers,

At the end of the day, it's the satisfied customer that creates the company's greatest profit of all.

Product Announcements

Dear customers, Optec's price changer product line for gas station application now has a standard cabinet depth of 3" for easier installation. This new cabinet design is available for GPC's with 12", 16", 18" 24" and 30" character height! Please click [Here](#) for Shop Drawing

Signing On

WINNING CUSTOMER CONFIDENCE

Bill McHugh, Vice President of National Accounts



Curtsey of Smith Signs

Bill McHugh is the Vice President of National Accounts for Optec Displays. As McHugh works to support Optec's dealers and their customers, his "work" is a constant encouragement of education and enlightenment with the philosophy that there is more to a sign sale than just a price.

"Dealing with customers is always a challenge and the sales cycle from "Hello - I want to buy an LED sign to "Congratulations on your new sign" is a long and arduous path of educating the customer on all aspects of what owning and operating a sign is all about." The dynamics and issue of the sales cycle is a multi-layered strategy the he summed up as follows:

CONFIDENCE

Educating the customer all about the LED sign product he is about to inherit. It's almost like having a new born as the sign owner begins to realize the enormity of owning and operating a sign. The dealer's task is to make the customer realize that they can really own their sign and that it is easier to do than they think.

CHALLENGES

Find out what the hurdles are. Is it financial? Is it permits? Is it the competition? Resolving these issues with the customer goes a long way to them realizing that YOU are the person who can sell them their sign with the service and support they need to make this sign work for them.

CREDIBILITY

The dealer has multiple levels of professional resources to offer the customer. What he brings to the table is his professional experience in needs analysis, delivery of the sign, installing it on site, servicing it and training the customer in operating the sign.

COST

For most first-time sign owners, there is always "sticker shock." Buying a sign is not a commodity product, it is an investment in an advertising medium that the customer will own and operate for many forthcoming years.

CLOSE

You've educated the customer, you've demonstrated the product or you've let them "borrow" it for a trial run. It's time to pop the question and close the sale.

COLLABORATION

Owning a sign is a collaboration between Optec Displays, the dealer and the sign owner. Post sales there is Optics Customer Service (training) Tech Support (maintenance) and a new sense of business ownership for the customer.

COMPLETION

The new sign owner has been empowered with a direct market opportunity to build customer awareness to his business, influence impulse sales and expand new sales opportunities on a daily basis.

In conclusion, McHugh sees sales barriers as customer challenges to resolve. It's about setting comfort levels with customers, educating them and providing pre-sales support, product competence and at the end of the day closing the sale.

Optec On-Site



OPTEC DISPLAYS PROVIDES RING SIGN FOR STERLING BANK
putting a square peg (the tower) in a round hole (the ring sign)

As Optec Displays recently manufactured its first ever United States installed circular sign. The circular or 'ring' sign as it is also known was designed and assembled and installed by General Sign Company (Girardeau, MO) for their customer, Sterling Bank of Popular Bluff, Missouri. The ring sign came about because of Sterling Bank's unique location which placed it aside three converging major roadways that passed directly in front of the bank. Since the bank was also surrounded by other nearby electronic signs, Sterling Bank was challenged that their sign would have a very distinctive look.

Barry Crumley, account executive of the General Sign Company noted his company's efforts in designing and fabricating this unique circular sign. The LED display ring had a twelve-foot circumference and was attached to a free-standing tower thirteen and half feet from the ground. The sign face was composed of 90 sign cabinets, each being four feet high and 8 inches wide. The sign's circular framework was composed of an upper and lower ring that were attached to each other. The overall LED sign face was a 16 mm pitch and presented as an RGB display in the classic 16.7 million color format.

The assembly of such a unique structure was described by Crumley, "the entire tower and ring structure was fabricated as four separate sign units, including the bottom of the tower section, the ring display, the upper tower segment and the tower cap with its S logo.

To complete the LED display ring, a circular steel double frame was first welded and assembled upon which 45 LED sign cabinets were installed upon the lower ring. The remaining 45 sign cabinets were connected to the upper frame, altogether creating a seamless LED fascia which circled the ring frame.

Assembled at the General Sign Company shop, trickier still was its transportation to Sterling Bank's location. To do so, a custom designed traveling harness was welded onto a flat bed truck that allowed the 12-foot ring to be vertically placed in an upright position on the truck. At that point it was then transported to the bank site, removed from the truck and lifted in place on the tower. The remaining tower parts were also assembled together and all final electrical connections made to completely power the sign.

As for content, the bank uses its sign for promoting all its services and alerting customers to changing interest rates and bank sales promotions as they occur. The sign tower sightline specific so it can either display three separate but identical messages, one for each road that passes it, or it can present a continuous horizontal scrolling message that travels around its ring face.

Crumley noted that when the ring sign went live with all its brilliant color and high definition, the observing local viewers were awestruck at its fantastic text and graphic displays. One could perhaps note, that for Sterling Bank, going in circles is

a sign of progress in promoting themselves.

CONFERENCE CALENDER

Optec Displays, Inc is exhibiting at the USSC Convention (November 29 thru December 1, 2007 Atlantic City, NJ USA). Please visit us at booth # 934.

OPTECT DISPLAYS SIGN INSTALLATION CONTEST



Take photos of your recent Optec LED display installation, fill out the form below, and mail or e-mail them to Optec Displays, Inc. It's that easy to enter the Installation Photo Contest. Enter as many times as you wish!

This contest promotes the latest installations and offers up to \$1000 in cash prizes for the best photos submitted. The winning photos will also be published in our quarterly Optec Optimizer!

Remember these simple suggested tips and criteria:

- Display should show a realistic, eye-catching message or graphic with the surrounding work area free of clutter and installation tools.
- Take a few different shots of the installation at a high resolution. The photograph should be close up and the display should take up most of the frame.
- Mail or e-mail us your pictures! complete the entry form below and send along with your photos. If sending digital photos, please send a CD or disk with images included on it or e-mail it to marketing@optecdisplays.com or you may mail it to the address below
- Total control of how and when your sign content appears to the passing public.
- Advertise to passing public who can view your business message every day.
- Flexibility to change the sign message as needed.
- Can be controlled off-site through the Internet.
- Advertise your sign message to season and holidays for more community appeal.
- If you own multiple signs, it allows you to develop more of a regional approach to branding your business to surrounding community.
- Creates "impulse stops" to attract new customers.

Picture Contest Winners

Place	Sign Company	Name of Installation	Model Name / Matrix
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1st	JNB Signs, Inc.	Kalahari - 190 Sign	2345-5 - RGB - DF - 192x368
2nd	Headrick Signs	Fleet Travel Center	34" GPC
3rd	JNB Signs, Inc.	Kalahari - Hwy 12 Sign	2345-5 - RGB - DF - 112x304
4th	Southeast Message Centers	Poplar Pointe Professional Center	2345-5 - RGB - 64x160
5th	Southeast Message Centers	Blue Grass Army Depot	2345-5 - RGB - 64x160
6th	Lumtec SA De CV	Orizaba Equipo	2040-3 - RGB - 48x144
7th	Epcon Sign Co.	Bob Smith	2220 - RGB - 96x112
8th	JNB Signs, Inc.	Wheels by RT	3028 - Red Mono - 16x64
9th	Precision Signs	ONB	3426 - RGB - 40x128
10th	Victory Sign Industries, LTD	Covenant Bank & Trust	3028 - Red Mono - 32x112
11th	Southeast Message Centers	Stephens Federal Bank	2040-5 - RGB - 48x128
12th	Sign Art, Co. Inc.	Poolman	3428 - Red Mono - 16x112
13th	Central Advertising	Hidden Lake Gardens	3428 - Amber Mono - 16x80
14th	CSN Sign Co.	North Church	2545-5 - RGB - 32x152
15th	Central Advertising	Penway Church of God	2210 - Red Mono - 16x96
16th	Sign-A-Rama	Fair & Expo Center	3428 - Red Mono - 32x64
17th	Southeast Message Centers	Stephens Federal Bank - High Sign	3428 - Red Mono - 24x96
18th	Lumtec SA De CV	San Barr	34mm - Red Mono - 7x80
19th	JNB Signs, Inc.	City of Harvard	3024 - Amber Mono - 48x120
20th	Lumtec SA De CV	Orizaba Equipo	2040-3 - RGB - 48x144

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