



How To Exhibit Salamander Elements

by: Deitz Kracker

I recently received a request from a distributor to help them exhibit our elements at a trade show. This request confused me a little, as I was not quite sure what “help” meant. I thought that surely as a distributor, they knew how to “sell” a product, so I assumed that they needed help with acquisition of the products themselves, what I thought was important to display, and any assistance I could give in the display itself. Then I thought, if one distributor has this need, maybe others do too. If I am putting together a “plan” for exhibiting for one distributor, I might as well share it with all of them.

The following suggestions can be used not only at trade exhibitions, but showrooms, demonstrations in the field, or any place where more than words are needed to sell Salamander ceramic heaters.

I need to make one thing clear. We no longer offer “samples”. Requests for “sample” heaters became so large that it was not fiscally possible to send any more out. I learned the hard way that offering your product free of charge for examination, does not help you make the sale. Many times, the person requiring the sample only needed one heater in the first place. Our product is worth someone paying to consider buying it. I would suggest that distributors adopt the same policy.

Because of this, there is no point in asking for “sample” heaters to use for your showroom or exhibition. Every distributor should have a variety of ceramic heating products for use as selling tools. You have computers, telephones, and fax machines to help you sell, why shouldn't you have “not-for-sale” examples of the product available to let the customer see and feel what he is considering buying. Display products can often speak for themselves, are good attention-getters, and often lead to questions about the product. (I am assuming you already know the answers.)



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The "kit" will fit on a minimum of a 4 foot table top and should fit easily into one container for either storage or transporting. Red or black material on the table offsets the products nicely. Both color heaters should be displayed. I would suggest that the entire kit be purchased, even if you have never sold some of the particular type of elements. Not having them on display will not help you sell them. Having this varied selection keeps you prepared for any sales opportunity.

A kit may be ordered for a discounted price of \$219 or £149 with shipment immediately upon ordering. Orders may be sent to either Infrared location using the product description **Display Kit**.

Display Kits are available as kits only, and only 1 kit is available per company. The discounted prices are only available when you buy a complete or partial kit, and the other parts are not available at these prices later. Replacement parts are also not available later.

The recommended **Display Kit** is listed below with individual prices for those not interested in buying a whole kit. There is a minimum billing of \$100 or £68 for partial kits, so you must select at least enough parts to total that amount. **If you would like the complete kit, simply check the box below.**

* I would like to order the complete **Display Kit** including all of the parts below _____

I would like to order a partial **Display Kit** with parts as checked below:

A good **Display Kit** would include all of the following:

| | | | |
|---|-----------|---|-------------------|
| <input type="checkbox"/> 1- HTE heater (Yellow) | \$8.12 | <input type="checkbox"/> One terminal block of each size | \$3.10 |
| <input type="checkbox"/> 1- FTE heater (White) | \$10.81 | <input type="checkbox"/> An example of one and two piece clips | \$0.50 |
| <input type="checkbox"/> 1- LTE heater (Yellow) | \$17.36 | <input type="checkbox"/> 1 large laminated poster of our brochure cover | \$28.62 |
| <input type="checkbox"/> 1-ESE heater (White) | \$16.24 | <input type="checkbox"/> 100 brochures | \$0.00 |
| <input type="checkbox"/> 1- SWB/R/A/1 reflector | \$10.80 | <input type="checkbox"/> 1- CRP Panel (Shell only) | \$71.95 |
| <input type="checkbox"/> 1- SWB/1 reflector | \$31.07 | <input type="checkbox"/> 1-Interchangeable thermocouple | \$20.91 |
| <input type="checkbox"/> Laminated photos | \$0.00 | <input type="checkbox"/> Training Manual | \$0.00 |
| Total: | \$_____ + | | \$_____ = \$_____ |

Please send the **Display Kit** to:

Name _____

Company _____

Address _____

City, State, Zip _____

Country _____

Payment for the **Display Kit** will be:

Invoice me Charge COD

Credit Card # _____ Expiration Date _____ / _____

Contact either of our sales locations:

www.InfraredHeaters.com

Infrared Internationale of North America, Ltd.

Sales Office:  Electric Heating Assoc., Inc.
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