

# Innovative Mailing and Shipping Systems is #1 Top Dealer for 2005!

Innovative Mailing and Shipping Systems, Hauppauge, NY started out in business 17 years ago and has been a loyal and successful PFE dealer for the past 12 years.

Co-owners Jim Spates, Ron Keenan and Don Frese have led the company to achieving #1 PFE dealer status for 2005 with PFE retail sales exceeding \$887,000. This included two Automailer 5s and five Maximailer and Maximailer Plus systems.

## Teamwork

Jim attributes much of the company's success to teamwork. In a workforce of 35 people, each plays a significant role to play as a team member - from the initial customer contact, to follow-up and after-sales service. **Jim believes that specialization is key in gaining customer confidence and repeat business.**

The ten sales reps, led by Jeff Moss, sales manager, will prospect for any type of business. When a prospect is uncovered for folding/inserting or document finishing, this is then passed to Steve Weldon who is the document finishing specialist and will handle the lead from there. Should Steve discover that one of his prospects has needs in other fields, he will refer them to Jeff.

## Customer Care

The company has built a strong reputation for customer care and service in the New York City/Long Island area. Managed by Don Frese, dispatcher Kristy Yliharju co-ordinates all new installations in the service area. Their service policy is backed by a money-back guarantee should Innovative Mailing and Shipping Systems fail to meet the customers' needs as specified in the service contract.

Ellen Lanterman, sales support co-ordinator, together with Michelle Brown, assist in all aspects of the sales admin process from managing new leads, to handling direct mail, to organizing open houses and trade shows.

## Trade Shows

In 2005, Innovative Mailing and Shipping Systems attended 12 external trade shows and hosted their first Annual Mailing and Shipping Expo in December. The Expo was a great success and brought in 136 prospects with a significant volume of business generated as a result. To build traffic, three guest speakers were invited and added a great amount of interest. Topics included Freight Auditing, Customer Relationship Management (CRM) and how it relates to mailing services, and impending postal rate changes.

The positive feedback has convinced Innovative Mailing and Shipping Systems to repeat the Expo, with more speakers, later this year. As an active member of the local Postal Customer Council, Jim realizes the importance of staying in tune with the needs of the customer and the changing market of the mailing industry.

## Marketing Investments

Innovative Mailing and Shipping Systems invests heavily in marketing and plans to invest even more this year. **Their goal is to increase their business by a minimum of 30% by the end of 2006.**

They have an inviting and practical web presence, they invest in advertising, and send out approximately 10,000 direct mail pieces monthly. Jim says that direct mail is a great way to maintain their corporate branding and keep Innovative Mailing and Shipping Systems at continuous top-of-mind awareness.

The PFE/Innovative relationship has grown stronger over the last few years. Jim says PFE products offer greater value and performance to meet all customers' needs and is competitive on all levels, including price, especially with the introduction of the Maximailer SE for the low- to mid-volume user.

Congratulations to everyone at Innovative Mailing and Shipping Systems on a great year. We look forward to seeing them build on their success in 2006.

## Future Issues

Please email case studies and pictures to [dan@pfeinc.com](mailto:dan@pfeinc.com). Download printable versions of all bulletins from the dealer section of the PFE Inc website - call or email for the username and password.