



Why would the nation's largest retail pharmacy choose Falcon Direct as their wireless communications supplier?

The Internet, ruthless competition, and.....

a sick economy have changed the way that many of us do business. It is a buyer's market as dealers try to unload excess stock, manufacturers requiring more sales, and consumers demanding low prices. Not exactly the right time for a dealer to charge higher prices than the competition, or is it? Let us tell you the CVS story, and then you decide if the choice they made could be the right choice for you!

It all began with a phone call from a new manager at the Birmingham distribution center who wanted the same kind of radios that he had used at a previous location. Only one dealer (Guess who?) took the time to honestly explain the product he wanted to purchase was being discontinued within 30 days. That same dealer offered to bring working pairs of radios in the same general price range for a one week evaluation.

That dealer (Falcon Direct, just so you will know) presented the prospective customer with resource material to aid him in making the proper equipment selection with comparisons of both analog and digital radios as well as a choice of brands and models. One of the manufacturers offered complimentary products which the user found to be beneficial for other applications. A copy of this business planning guide is available at <http://pathwayplanner.blogspot.com>. A similar guide for public safety users as well as additional information is also available at this same web site.

Next, we offered CVS the opportunity to choose their price. They had the choice of purchasing at fair prices which allows us to provide incredible customer service or guaranteed lowest pricing based on comparable offerings from other dealers, whether on the Internet, in the media, or by local competitors. In a word, we offered to meet or beat ANY competitor's price for equal products and services. Better yet, we offered our own unique pricing plan with free shipping, free programming, no surcharge for credit card payment, a 100% refund if not satisfied, and a four year warranty program.

We probably don't have to tell you that CVS chose the full service program. Admittedly, our *Best Price Program* may cost a little more than the lowest price offered by some low overhead operation that may not be in business next week. Wise buyers know that the lowest initial price does not represent the overall best value. For additional information on our *Best Price Program*, please visit www.bestpriceradio.com.

We showed CVS several options that included the use of unlicensed radios to reduce operational cost and delays associated with the application and processing of FCC licenses. We make sure that those we serve are totally compliant with applicable FCC, EPA, and OSHA regulations. It's all part of our service! Additional information is available at <http://falconinfo.blogspot.com/search/label/FCC%20Information>.

An earlier reference mentioned specialty products offered by Falcon Direct. Initially, CVS wanted only personal portable 2-way radios. However, when they learned about our wireless call boxes (great for use at gates and loading docks) and other devices built in the USA by Ritron, Inc. they saw the potential of a complete wireless system. Additional information is available at www.usa-radio1.com.

NOW you know why CVS chose Falcon Direct. Call us at 800.489.2611 for more information on how YOU can benefit by working with us!