



What makes us **DIFFERENT!**

A large corporate customer recently gave us the opportunity to provide equipment and services. After going through all the normal introductions and exchange of questions, a senior executive asked our least experienced member *what is it that makes Falcon Direct a good choice as a vendor?* I have to admit that this is a good question. It is the type of question that has been the downfall for more than one politician and/or Miss America candidate. It is not the kind of question that should be answered without some thought or a real understanding of what it is that makes Falcon Direct a little different from all the rest.

Obviously, there are the answers one might expect:

Experience with similar customers (List provided on request),

Time in business (Since 1980),

Reputation (Customers around the world including a country wide system in Oman and all US Embassy offices in Mexico),

Achievements (Top sales awards from Motorola, Hytera, ICOM, Midland, and others),

Innovation (developer of the SafeChurch program, the Companion court room security program, and Merchant Alert all of which involve partnerships between public safety agencies and local communities),

Special Services (Falcon Direct is a recognized authority on FCC regulatory issues, grants, and creative financing programs)

Technical competence (Selected by Livermore and Sandia Labs for development of special systems for the Department of Homeland Security)

and the list goes on.....

While we are quite proud of our accomplishments, the fact is that these achievements have nothing to do with what we can do for you! Providing top quality equipment at reasonable cost is a good place to start. Taking care of you after the sale is even more important. Perhaps the information on the following page will explain things a little better.

Having said all that, the real reason for our being "special" is our desire to treat YOU as being special! Hopefully, our response is the answer that you may also be seeking! On the next page, we will share an example.....

Introducing.....

The End of High Cost Radio Maintenance!

I sat in on a meeting the other day where a bid was opened for a couple of 2-way radio repeaters, one VHF and the other UHF which sold for about five thousand dollars each. Bidders were asked to describe their service programs. Company "A" quoted one hundred dollars per month per repeater plus one hundred twenty dollars per hour for after hours, weekend, or holiday service.

Company "B", which happened to be Falcon Direct, quoted two hundred seventy five dollars per on-site service call, flat rate with an exchange radio, power supply, or other defective component substituted on the spot. The surcharge for after hours, weekend, or holiday service added a flat rate charge of one hundred twenty five dollars.

Let's analyze this for a moment. The average requirement for service on a repeater is once about every three years, almost always after normal business hours. The cost for a single repair in three years from Company "A" would be \$3,600 for annual maintenance charges plus a typical labor charge of four hours including travel after hours which would add \$480 for a grand total of over \$4,000 for a single repair! Our charge would be \$375, LESS THAN 10% OF THE COST OF "TRADITIONAL" SERVICE CONTRACT MAINTENANCE!

For what it's worth, we offer similar savings for mobiles and portables. Unlike traditional service shops that base their "contract" rates on a percentage of equipment cost (20% of equipment cost = cost of annual maintenance contract, i.e. a \$500 radio will have a typical annual cost of \$100). We're different! We charge NO annual contract fee during the warranty period. You pay just \$75 per event for pickup of a defective radio and use of a replacement radio while your radio is being repaired. NOBODY gives you better service at less cost than Falcon Direct - NOBODY, NOWHERE, NO TIME, EVER!

The fact is that the cost of service can easily exceed the cost of equipment unless you choose a vendor who has changed with the technology of today. We've made that change with the advent of our unique Time Share Maintenance (TSM) program. TSM is available on every product we sell, rent, or lease.

If you are considering replacement of a base station or repeater to meet the new narrow band requirements, we invite you to contact us for a quote. We'll give you the best product, at the best price, backed by the best maintenance program in the business. Speaking of rental and leasing, have you considered the idea of paying to use versus buying to own?

We can show you how to save a LOT of money while getting better service. Put us to the test - give us a call at 205.202.1269 anytime, 24/7. We are here to serve YOU!

Burch Falkner
and all the Falcon Team!