



# Customer Service, It's what makes us **DIFFERENT!**

A quick review of our web page (See Site Map at [www.falcondirect.com](http://www.falcondirect.com)) will show you that we are not all about price. Not that we don't understand that good prices are a necessary element for success in a competitive marketplace, but we believe that we owe our customers an honest evaluation of available products, facts that will impact the future use of our products, and the best customer care in the business!

The favorite name in communications all over the world is Motorola. However, Motorola is not the only provider of quality communications products. That is why we offer not only Motorola, but BK/Relm, HYT, ICOM, Midland, and TEKK as well. You can learn more about some of our selected models [www.TopChoiceRadios.com](http://www.TopChoiceRadios.com).

We also take a different approach to service (more about this shortly), but for now we would like to tell you why we think it would be to your benefit to do business with US! We regularly review the prices of Internet equipment providers and in particular, the top five that traditionally offer the *lowest* price. What we find is that they rarely offer a price advantage of over 10% compared to the typical selling prices of average sellers. Typically, they will hide some of the cost such as programming, charge excessive shipping charges, or make up for the discount by charging more for accessories or other necessary items.

If a business is to continue as a business, the business must make a reasonable profit. But at that same time, every business has the opportunity to provide value added services. Rather than trying to always offer the lowest price (which is virtually impossible), we choose to offer some unique value added services. We call this the Falcon Direct Gold Star Customer Service Program. Here are five services offered through this program.

It starts with FREE Time Share enrollment. We will not attempt to fully explain the Time Share program except to say that it is a simple and affordable plan to minimize equipment maintenance costs and downtime. Additional information is available at [www.info4u.us/TimeShare.pdf](http://www.info4u.us/TimeShare.pdf). The minimum enrollment charge is \$45 for the typical mobile or handheld radio. When you purchase your radio from us, your enrollment is FREE, a minimum \$45 value per radio value, and that's not all!

As a part of our Gold Star program, we offer our customers a ten dollar discount on replacement or spare batteries and a five dollar discount on speaker-microphones. You have your choice of the original equipment manufacturer's version or a top choice rated aftermarket version by Power Products for additional savings, and that's not all!

On the subject of batteries, we offer a FREE analysis, conditioning, and EPA approved disposal program. If you have a weak battery just send it to us. We will analyze and condition it. Many times that is all that is required for extended battery life. If a new battery is required, you get special Gold Star savings plus free disposal and that's not all!

Lastly, if any radio ever purchased from us requires reprogramming, we'll do it FREE. All you pay is shipping charges. That's just part of what Gold Star service is all about!