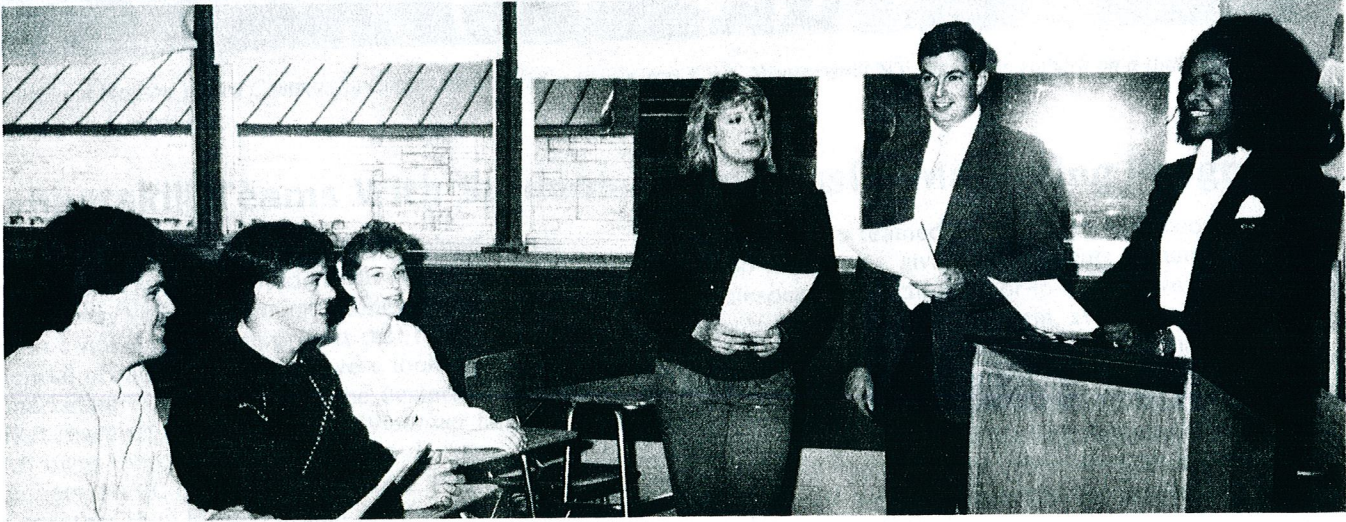


Culligan® Topics

Vol. 53, No. 1

January/February 1991



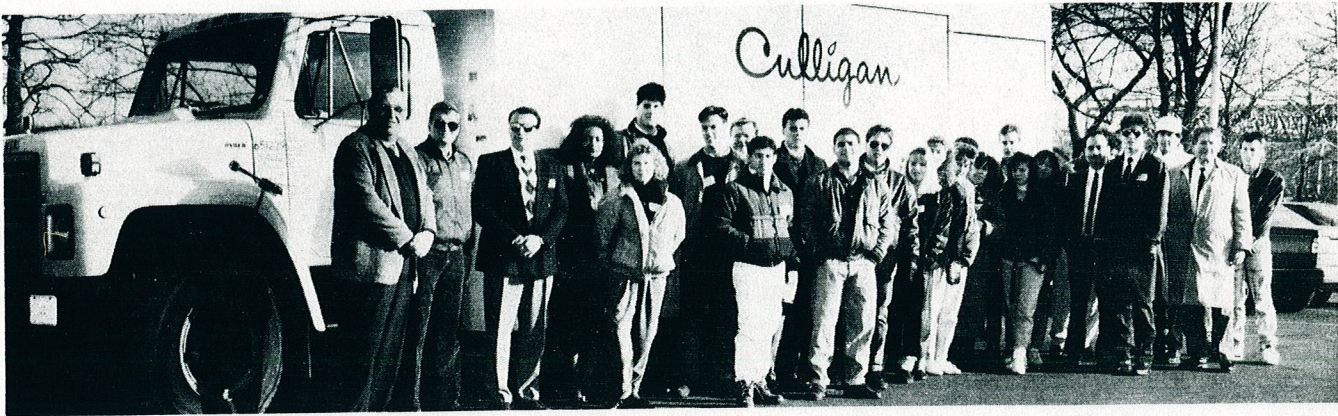
Wynantskill Teams with College Students for Three-Way Win: Sales, Research, Charity

Culligan Dealer Allen Windover and students team up for classwork, (above) then embark on door-to-door market survey (left and right photos). Story on page 7.



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Students from Hudson Valley Community College and Culligan people from CWC Wynantskill NY prepare to embark on a student/business joint marketing enterprise.

Wynantskill Teams With Students In Successful Marketing Program

CWC Wynantskill, New York recently joined with a student group known as Students In Free Enterprise from Hudson Valley Community College in Troy, New York in a novel marketing project that had mutually beneficial results. The students were looking for hands-on marketing experience, while the dealership needed market research information. The Windover family, which owns the dealership, worked with Tamu Chambers, HVCC business teacher and SIFE advisor, and together they formed a plan for the students to conduct a water quality survey in the Wynantskill market.

As Chambers stated, the agreement fit perfectly into the club's goal of enticing firms to sponsor student activities and to share their knowledge with young, aspiring business people. For Culligan, it was a chance to learn more about the water quality needs in the area, to get an insight into homeowners' water concerns, to work with enthusiastic students, and to generate good sales leads.

In return for the students' help in the survey, the Windovers presented a \$500 scholarship to the college, and awarded \$50 to the student who set the most appointments. The dealer also agreed to donate a percentage of the project's profits to the annual SIFE fashion show, which benefits the Bethany Hospital Center, a homeless shelter in Troy.

To get the project underway, Allan Windover, vice president at the dealership, first conducted a class giving the students a background on Culligan and staging in-home demonstrations. The students then created the survey form they used in the program. The form was short but to the point, asking questions such as, a) Are you satisfied with your drinking water?, b) Are you concerned about qualities such as taste or odor?, and c) Are you currently treating your water?

After these questions were answered by homeowners surveyed, they were offered a free water analysis (normal cost \$25.00). The students then asked the homeowner for an appointment with a Culligan water specialist. As an additional incentive, the prospect was offered a \$25.00 coupon for a referral.

SIFE members teamed with Culligan salespeople to develop the survey, giving the students a chance to see salespeople in action. Door-to-door surveying was conducted in Clifton Park, Latham, and Troy.

To promote the project, class advisor Dennis Nagengast contacted newspapers and radio and television stations. An article and large picture appeared in the Times Union, the area's leading newspaper, with articles appearing in several other newspapers. The dealership also provided an article for Capital Ideas, the SIFE newsletter.

District Manager Charlie Fleming, who drove this project, is working on setting up similar cooperative education programs throughout the 40-school SIFE network.

The results of the project were gratifying to all participants. Of the 600-plus homes surveyed, 40 appointments were set, resulting in 12 sales to date, and 19 appointment re-sets. Nearly 100 additional prospects requested further water treatment information.

Every dealer can follow the lead of Wynantskill and develop his or her own co-op education marketing program with area colleges or high schools. The success of this project speaks for itself. Be sure to attend your upcoming district meetings to learn more about using this successful technique in your dealership.



Allan Windover presents \$500 scholarship check to Tamu Chambers, business professor and student advisor.