



LEADERSHIP The Power of One

January 15, 2002

Mr. Al Kauder
The Optimum Company, Inc.
24 South Olive Street, Suite 201
Waconia, MN 55387

Dear Al,

I retired from Ecolab after 38 years where I began my career as a sales rep. During that period while in California as a Regional Manager, I completed the Track Selling System workshop and was very impressed by its methodology and emphasis on people. Quite frankly, I had personally used the Track Selling protocol as a manager and leader of people as well as a salesperson. Not only in uncovering the needs of customers, but uncovering the needs of our Ecolab associates as well. I then used it to provide answers and solutions to our customers and associates.

The big part of the Track Selling System is that it teaches the sales/service person to be an effective listener and to ask the right type of questions. Frankly, I believe that during the 1970s, it was way ahead of its time. Now it's en vogue to do this thing called "solution selling" which is what the Track Selling System has been. It easily could have been called that, but I'm guessing it was called "Track Selling" is because the creators wanted to drill the focus into the salesperson's head to "stay on track."

We had so much success with the Track Selling System that many years ago we licensed the program and incorporated it into our Ecolab University as an integral part of the curriculum. Ecolab University is a state-of-the-art employee-training center located near our corporate headquarters in St. Paul, and consists of classrooms and meeting facilities. Instead of subjecting employees only to the theory of our products and perhaps some pictures and graphics, we have built a full equipment environment complete with a laundry, kitchens, hotel rooms and hospital rooms for demonstration purposes. That way, we can demonstrate our cleaning and sanitation products and techniques, and thereby teach employees how they are used in the real world.

Although the university's emphasis is on sales, it is used for everyone in the company. We teach customer retention strategies, growth strategies and provide detailed product and customer training. Track Selling System principles are used throughout our training programs in conjunction with Ecolab-specific information. Both new and existing staff takes advantage of the facility.

From my experiences as salesperson, sales manager, and sales executive, I believe it's imperative that a company invests in the training of its people. While product training is obviously necessary, all the product knowledge in the world won't translate into sales without the proper sales and people training. The Track Selling System has filled this need for Ecolab and, I believe, can do the same for any other company.

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"Leadership Using the Power of One"