



# The SOLUTION

A Newsletter from The Hope Group

Component & System Solutions for the Defense Market

## What do we do at The Hope Group?

"At The Hope Group, we distribute and engineer hydraulic and pneumatic components and systems, providing motion control solutions for everything that moves."

## Inside This Issue

- Quotes for Defense Reach \$2.9m.....p 1
- How Top 150 Accounts Were Identified.....p 1
- How I Spent My Summer Vacation.....p 2
- A Blitz is Now Known as a "Pursuit" .....p 3
- Current News at The Hope Group .....p 4

## Fluid Power Specialists Generate \$2.9m in Quotes Targeting Defense Industry

Results from a recent 15-week sales pursuit, focused on the New England-based defense industry, resulted in \$2.9 million in quotations for systems and Parker components according to Tony Cantone, President of The Hope Group LLC.

"Our objective in this sales pursuit was to dedicate five fluid power specialists as team Captains targeting a specified group of accounts that our pre-qualification efforts had singled out for a focused selling campaign," said Cantone.

The constantly evolving fluid power marketplace of the Northeast has always been a challenge for industrial distribution and value-added system and sub-assembly manufacturing, according to Cantone. In view of the decline in New England in machine tool, textile, plastics, paper and pulp and other historically important industries, it has always been important to identify the new markets for The Hope Group's core competencies in

hydraulics, pneumatics, instrumentation, fluid connectors, sealing solutions and automation.

"The growth ahead lies in our densely populated Defense, Life Sciences, Micro Electronics and Power Generation markets, demanding the full bandwidth of Parker's latest generation of technology solutions," said Cantone. "We continue to be market-focused and that has helped us transform ourselves as the world changes around us," he added.

"The growth ahead lies in our densely populated Defense, Life Sciences, Micro Electronics and Power Generation markets" - Cantone

The high-technology corridor from the mid-Atlantic states north through New England continues to expand its requirements for motion and fluid control system solutions. The total hydraulic component and system potential identified among the 127 accounts visited during the sales campaign was \$6 million, according to Cantone.

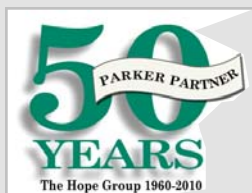
"And we're still tabulating the full identified potential for our other Parker Groups at the 127 targeted accounts," said Cantone.

## Top 150 Defense Target Accounts Identified in New England

The top 150 potential defense systems accounts were identified at the outset of the "pursuit" beginning in June 2009. Assisted by Parker's Darrell Quander and Bill Chisholm, the selection of these accounts began with a review of all available sources including commercial databases, government and industry websites, review of SIC and NAICS code lists.

Starting with a list of 781 "suspect" accounts, the pre-qualification process started with a review of the accounts by the marketing team in Northborough. The list was prioritized based on several criteria and then a telephone survey was made of the highest potential targets. This process netted 248 pre-screened accounts that met the threshold for the Team Captains to select from in

preparing for their sales calls. Each of the five Captains selected 30 accounts, which placed a total of 150 of the 248 pre-qualified targets in play. And according to Tony Cantone, as the sales campaign evolved, some Captains substituted accounts from the pre-qualified list that they thought would be more fruitful. Substitutions were allowed whenever it helped to unlock greater potential.



# The Hope Group Defense Pursuit

## How I spent my summer vacation.... or, how I learned to stop worrying and enjoy making Defense PowerPoint presentations

by Paul Gunn, Fluid Power  
Specialist for RI & Conn.

Without a doubt, the summer of 2009 was an eye-opener for me regarding sales potential in Connecticut and Rhode Island. As a result of the selection and processing of 30 target accounts in the Southern New England territory, the discovery of so many new opportunities was a real surprise.

For example, even though we had been successfully selling to one major military supplier over recent years, it wasn't until we turned our focus to their system requirements that

we discovered their true potential for Parker and ourselves.

The customer I am talking about welcomed our interest in solving some of its complicated system issues, but first we had to be cleared to enter sensitive parts of their manufacturing facility. When they asked about our ITAR certification, I was stumped. No one had mentioned it before at this facility and then

---

With each presentation, I began to anticipate the same response, "We didn't know you did that."

---

I found out why. It's no easy process to become ITAR certified.

With commitment from corporate management, our Engineering, Quality and IT departments went to work and within two months had developed a plan that was

submitted for ITAR compliance review.

With great relief, we discovered that our procedures and processes met the standards they expected and now many new doors opened for us to enter and talk system solutions.

With our ITAR certification established, I began the process of bringing our story (via PowerPoint) to many defense and homeland security suppliers that we had never seen before.

With each presentation, I began to anticipate the same response, "We didn't know you did that." Well now they do and its been quite revealing to discover that over 20 new prospects in our expanded territory have a strong interest in our Parker components, our systems and our engineering capabilities. Yes, 2009 turned out to be a real eye-opener.



Let Me Just Say This About That.....

At the recent Annual Sales Awards banquet, Paul Gunn, fluid power specialist for Southern New England, shared some of his best success stories during the recent 15-week Defense Pursuit sales campaign.

## The “Pursuit” is the new “Blitz” ..... or, how we learned that speed kills when it comes to sales campaigns

By Richard Wright,  
Marketing Manager

Over the past ten to 15 years, Parker and The Hope Group have conducted dozens of corporate-wide sales blitzes and around our five Parker stores with the intention of finding all the new customers we could in the shortest period of time. The strength of a sales blitz was that it created some excitement, some positive competition, and ultimately some new business for our fluid connector and hydraulic sales teams.

While that approach still has

---

Each initial sales call was called a “launch call” indicating that the campaign at that account had begun.

---

some merit, we have come to terms with a changing marketplace that requires fresh thinking and new ideas.

The classic sales blitz tried to cram as many sales calls into a single day as could be managed without breaking every traffic law along the way. Frequently, a typical day could yield as many as 20 sales visits. Remember, there were even prizes for the sales team that had the most overall visits or the most in a single day. It’s amazing what can happen with a little incentive.

But, in the new “pursuit” style sales campaign, the quality of the call was preeminent. Tony Cantone, President of The Hope Group said “Our objective was to develop a highly targeted list, use a vigorous pre-qualification process and then develop a tailored pre-call plan for each account. This process helped make the face to face presentation as rich and full for the customer as possible. More importantly, it allowed us to truly understand the needs of the target market,” he added.

Each initial sales call was called a “launch call” indicating that the campaign at that account had begun. Follow-up visits, quotes and presentations earned points during the contest only after a “joint” call (launch call) had been conducted at the start. A “joint” call meant that a Parker representative or another sales associate from The Hope Group from a complimentary product line had to be a part of the visit. This built the team approach needed to convince the customer that The Hope Group was different from other suppliers.

During the “Defense Pursuit” sales campaign, the five Captains conducted a total of 127 “launch” calls. They followed-up with 31 more “joint” calls and 43 additional face to face visits for a total of 201 sales calls. The Captains

also issued 72 cross-leads to other Hope Group salesmen, including seal, automation and fluid connector specialists.

The results of the “pursuit” speak for themselves. Over \$6 million in potential hydraulic systems was identified and over \$2.9 million in quotes were written during the 15-week campaign. The pursuit has begun, but it is far from finished. From now on, a sales “blitz” will never be the same at The Hope Group.



And the Winner is.....

During the annual Awards Banquet for The Hope Group outside sales team, the winner of the Defense Pursuit sales campaign was announced. The winner was Ray McCann (second from right) shown standing with Phil Lund, VP for Hydraulics, Tony Cantone, President of The Hope Group and Carey Rhoten, Chairman, THG Corporation.

Ray McCann was one of five Captains competing for the most “joint” sales calls, overall sales calls, most quoted dollars, and most presentations to targeted accounts within the 15-week sales campaign. With a point margin 300 ahead of the next closest Captain, Ray was a “clear winner.” Congratulations Ray.

# Current NEWS at The Hope Group

## Hydraulic Solution Solves Motion Simulator Challenge for Raytheon



Through use of an advanced engineering design incorporating a hydraulic power unit, proportional valves, motion controllers, electro-hydraulic actuators, transducers, sensors and an electronic control cabinet, The Hope Group assisted

Raytheon Corporation with its motion simulator table for the US Navy. Working from an AutoCAD drawing, through on-site construction and final testing, the engineered systems capability of The Hope Group solved the customer's challenges.

## The Hope Group Earns Upgraded Designation to ISO 9001:2008

The Hope Group LLC has successfully had its registrations upgraded from ISO 9001:2000 to ISO 9001:2008. This means that The Hope Group has implemented a quality management system registered by the QMI-SAI Global for distribution of fluid power components and industrial supplies. The Hope Group received its certificate from QMI-SAI Global congratulating them on having its registration upgraded as required.



for any organization that needs to demonstrate its ability to consistently provide product that meets customer and applicable regulatory requirements and aims to enhance customer

The ISO 9001 designation is generally described as an established Quality Management System standard which can be customized into a powerful improvement tool.

ISO 9001:2008 specifies requirements for a quality management system (QMS)

Dan Detweiler and Martin Frye of Parker spoke at the recent Hope Group Awards Banquet to acknowledge the Five Defense Pursuit Team Captains: Paul Gunn, Ron Ruel, Ray McCann, Bill White and Paul Daniels.



## The Hope Group Adds ITAR Certification To Comply with US Export Regulations

In a letter from the US Department of State, The Hope Group was notified on October 19, 2009 that it had been issued a Registration Code certifying it as ITAR (International Traffic in Arms Regulations) compliant.

The ITAR regulations control the export and import of defense-related material and services. Administered by the

Dept. of Defense, ITAR was created to advance US strategic objectives and foreign policy via trade controls.

“This certification is key to our strategic program to support our Military and Homeland security customers to conform to ITAR

regulations and the Arms Export Control Act,” said Joe DeMarco, Quality Assurance officer for The Hope Group.



## Parker and The Hope Group Have Been Partners in New England Since 1960

The Hope Group and Parker will celebrate a very special anniversary during 2010 according to Carey Rhoten, chairman of THG Corp, parent of The Hope Group.

“We have been partners with Parker since 1960 and we can trace our success to mutual growth and cooperation,” said Rhoten. “Together, we have lead the way as an industrial supplier in New England, weathering various business challenges ranging from aggressive competitors, recessions and

evolution in the underlining manufacturing environment of the region,” he added.

Over the years, The Hope Group has expanded its representation of Parker products to become a leading full-line distributor and value-added supplier to the motion and control requirements of its marketplace. The more the market changes, the more The Hope Group maintained its leadership position, according to Tony Cantone, President of The Hope Group.

