

**How to turn your
Home Service Rep
into your #1 Salesman
in no time at all...**



for more Leslie[®] profits.
SPEAKERS

What is a Home Service Rep?

Probably, one of the most important people in your organization — your organ service technician.

He's the man who keeps in touch with your customers after you've made the sale. He's the man who makes your satisfied customers stay satisfied. He's the man who knows when your customers are ready for a Leslie Speaker...or maybe, even when to upgrade the model organ they own.

If you're not making the most of this important member of your team, here is an easy plan that will make your service technician more valuable and add plus-profits right away.

IN HOME DEMONSTRATIONS

Following are the easy requirements for setting up the program:

1. Send a postcard to your entire customer and prospect list. Let them know who your service technician is and that he will be talking to them about a Leslie Speaker for their organ.
2. Put a Leslie Speaker and Demo Kit in your service technician's car so he will be ready at all times to provide a home demonstration when making a service call.
3. Encourage your service technician to make telephone calls to likely prospects and set up home demonstrations during his "free" time.

Selling Leslie Speakers to the organ owner can be a real profit-maker for you. Sixty percent of all Leslie Speakers are sold in the three years following the purchase of an organ. Here is an outstanding opportunity for extra profits from an accessory that practically sells itself.

P.S. Don't let your organ salespeople in on this. They might want to get into the act and then you'd really wind up in a higher tax bracket.

- 1. Zap! One Control Center does it all.**
- 2. Easy to hookup.**
- 3. Do it like a pro—make a (floor) plan.**

The Leslie Speaker Model 130 is a single rotor, solid state speaker system that fits just about every single channel organ made. The flute/tibia and bass voices are channeled through a 12" wide range speaker, while a 3" high-frequency tweeter handles the upper range of the percussion and "complex" voices. And, only one Leslie Control Center (7830) is all that is needed to make the connection.

Sometimes you just need a place to start.

So, here's a partial list of single channel organs that take on new life when a Leslie Speaker is hooked to them. Check your customer file and see who bought one of these single channel organs, then have your service technician start calling.

BALDWIN

124, 125, 127F, 127W, 121F, 123

CONN

304, 314, 280, 281, 307, 315, 400,
410, 500, 510, 530, 531, 532, 540,
600, 610, 621, 625

FARFISA

148, 148R, 150R, 150RK, 151, 154,
248, 250

GULBRANSEN

B, B2, E1, E2, G3A, H1, 2, 3, M4, S,
T100, 200, V

HAMMOND

123, 124, 125, J100, 200, 300,
SunderIII, Piper, VS Series, 9100,
9300, L100 Series, M1, M2, M3

KAWAI

E60, E65, E90, E120, E220, E250

KIMBALL

100-195, 200, 370-395, 470-490, 521-
584, 601-695, 702-760, 809-845, 902-
960, 1021-1030, 1101-1110, 1221-1230,
1504-1516

LOWREY

CH, CHO, CN, FL, FLO, TBO, HR, HR10,
HR88, HR98, Series: DS, IC, LC88, LS,
SS025, TPS, TLO, TS88, TG, TG44,
TG88, TG98, TLOK

THOMAS

102, 130, 131, 132, 150, 151, 163,
164, 181, 183, 184, 186, Series:
250, 260, 280, 1100, 1200, 1300

VISCOUNT

F1, F2, F3, F5, F10, F20, M400, X130,
M600, X300

WURLITZER

44, 400, 419, 430, 4017, 4019, 4020,
4020R, 4022, 4022D, 4040, 4050, 4059,
4060, 4070, 4075, 4080, 4100, 4102,
4140, 4200, 4250, 4410, 4420, 4430,
4460, 4480, 4600, 4602, 4800, Sprite
Series

YAMAHA

A40, A60, B2, B4, B5, B6B, B6D, B7,
B7D, B10, B12, B12R, B40, BK5, BK7,
D2B, D3, D7

FOR A COMPLETE LIST OF ALL LESLIE SPEAKERS AND KITS REFER TO YOUR DIAL-A-KIT

1. Zap! One Control Center does it all.
2. Easy to hookup.
3. Do it like a pro—make a (floor) plan.

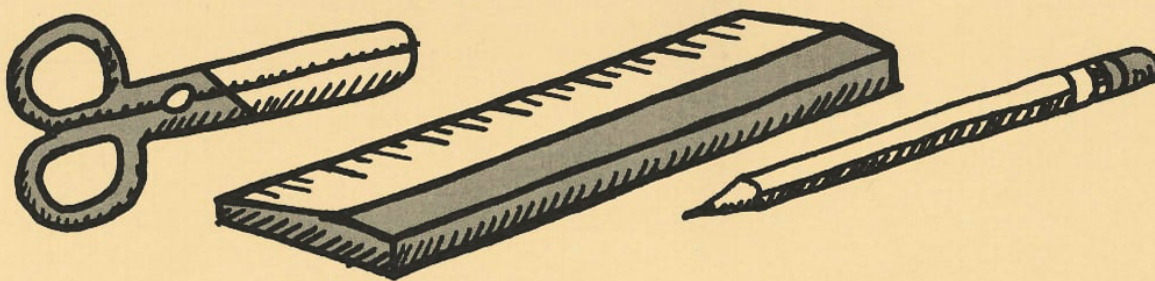
Nowhere else is there a home exactly like your customers'. If you're planning to bring a Leslie Speaker into their home, do it like a pro - make a floor plan.

Get them involved. Don't strain your back (or theirs) moving heavy furniture. Have your customer use the scaled cut-outs and floor plan to select just the right placement. It's far less tiring - in fact, it's fun - to make a floor plan without disturbing the room. Besides, how they go about picking the right location will give you a clue on how close you are to making the sale.

One of your first considerations will be where to place the speaker for the best all-around effect. Most organists prefer the Leslie Speaker near the console so the sound is balanced to their desired level. Restricting the sound dispersal by placing the cabinet against a wall or between large pieces of furniture reduces the effectiveness of the speaker. Sound reflection is desirable, yet in most homes much sound is absorbed by furniture, rugs and drapes rather than being reflected.

The addition of a Leslie Speaker to the organ system helps to overcome absorption problems, as well as provide a moving-sound source. Placing the speaker diagonally in a corner is a good practice. Sound will be reflected off the two adjacent walls, enhancing the beauty, power and dispersion of the music.

So, get out your pencil and scissors and start planning. It will be an enjoyable experience - a harbinger of the pleasure awaiting them when the Leslie Speaker sound comes into their home.



3. Do it like a pro—make a (floor) plan.