

# MARKETING BULLETIN



Athens January 17, 2005

## RE : MARKETING BULLETIN 04-2005

To be distributed within Water Services and Eurochem Organizations.

### WE, AGAINST COMPETITION

As new representatives and sales Engineers are joining our network, we take the chance to remind to everybody our market position and to update the basic strategy approaches.

Don't forget that our priorities are:

- ✚ To solve problems. We are interesting to systems where the competition has not succeeded to solve technical problems.
- ✚ We are trying hard to keep the right prices. But has not any meaning for us to be in competition in an application where it is also acceptable an ineffective treatment.
- ✚ To be logical. Recently in a plant in Turkey, they asked from us during a tender, to guaranty for the success of the microbiological control into a cooling towers system, without supplying the microbiocides!!!!

Please have your comments for improvements till Jan 31, and your feedback at any time.

Regards  
Anthony

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**Water Services LTD**

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Power-Chemicals



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A manager of a large petrochemical plant said 20 years ago:

**"All suppliers are equal, but in many cases somebody is more equal than equal"**

What means that?

The contract will be awarded to the less expensive quotation,  
**AFTER TECHNICAL EVALUATION.**

This means that a technical committee will examine first the technical volumes of your proposal. After approval of your proposal you will participate to the actual competition.

If you are not approved, you will be either disqualified, either you will be so highly penalized, that your participation is a loose of time.

Lets see how the reality is.

To have in hand a call for bid means nothing. Purchasing departments are making a great job, and they prefer to have as many participants as possible into competition. But this is the approach of the purchasing department.

Technical staff has a different opinion. They like to have cost reduction, if earlier:

1. Have their problems solved
2. Use a supplier that they trust and they can easily communicate with.

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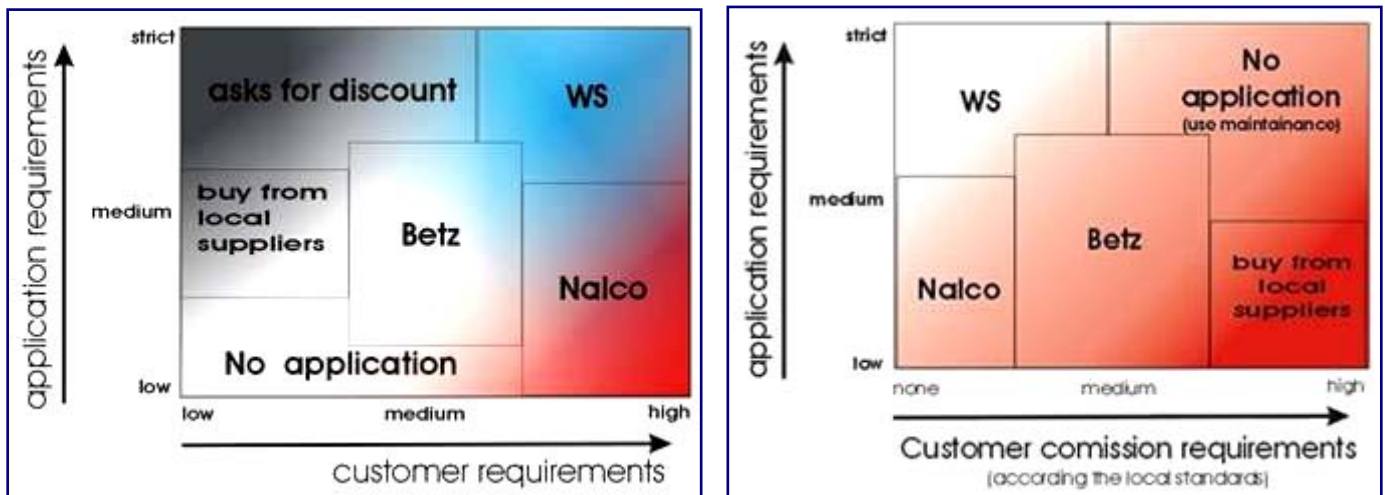
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3. Not make changes that can be dangerous for damages.
4. In some cases to make some extra money for themselves through extra payment agreements.
5. They are suspicious to other suppliers.

In all cases you have to understand what the technical staff prefers. And the best found way is to define the difficulty of the application, which is the current supplier, and the level of the satisfaction of the technical staff to its results.

**An image worth 1000 words.**

As to start on the matter, I attach for you two charts, defining to which company is the customer best positioned.



The first is applicable if he is looking from the technical point, and the second if he is looking for his personal economics.

The co-ordinate is the difficulty of the application. This can be defined by examining the data of the system.

So by defining at your meeting to whom he is friendly positioned, you can immediately can have your conclusions.

I suggest you again. Use the daily service and press them to use us for free for three weeks (no matter which treatment they have in use).

If it is a matter of commissions, they will not accept it. And in such a case it is at your hands to handle it. Our company is not promoting or providing extra payment agreements.

In all other cases it is up to your presentation. If they accept it, we have the good chance to rediculize all competitors.

We can prove that we are very familiar on the subject, serious and we will create confidence, especially in the difficult applications.

The competitors cannot follow.

Regards

**Dennis A. Arvanitakis**

Power Chemicals

A Water Services Ltd division

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Regards  
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