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## Follow-Up Pays!

I stood in the parking lot of the muffler shop waiting. My co-worker pulled up in his brand new Pontiac Sunfire. I opened the door and got in.

"Comfortable seats", I noted. "How do you like the car?"

"I like it he said. You know, this car has a lot of features I didn't know about. My wife and I went to a little party that the dealer put on for customers who have recently bought a new vehicle. It was a simple thing - just sandwiches, a tour of the dealership, and some things about the car's features. I found out that this car even has a stainless steel exhaust system. It probably won't need any exhaust work for at least 8 years".

"Hmm" I thought as he drove me from the muffler shop back to work. "I wish I had a car with a stainless steel exhaust system".

Later, I realized how effective the dealer's little presentation was. For a few sandwiches and a little time the dealer transformed a customer into a roving sales person. He works for free and has paid for his own demo vehicle. No advertising, show room gimmick, or promotion could have affected me as much as my co-worker, the volunteer sales person.

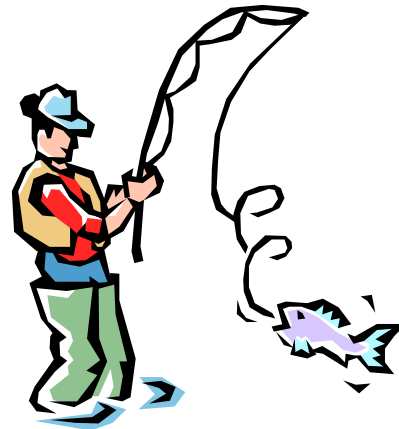
**Follow-up pays!**

### Quotable Quote:

"If you want to catch a fish, keep your line in the water and keep the lure moving".

**Anonymous**

## Happy Holidays!



On behalf of all of us here at **PQA**:

"HAVE A GREAT SUMMER"

We'll be taking a few days off and then working hard to get out our new **2000-2001 Training Catalogue**.

To all of you who attended our workshops in the last half of 1999 and the first half of 2000 - thanks.

We think you'll find our new catalogue and schedule equally as impressive as our last.

### July Workshops

#### Windsor

Failure Mode & Effect Analysis(FMEA)	July 11
Advanced Product Quality Planning(APQP)	July 18
ISO 9000:2000 (Year 2000 Revisions)	July 27

#### Sarnia

Critical Chain Project Management (CCPM)	July 12
Introduction to ISO/QS-9000	July 19

**Call: 800-837-7046**