

ianews, your connection to Icom America's Land Mobile Division! Keep up with the latest products, news and technical information in this newsletter that's just for Icom America dealers.

IN THIS ISSUE:

- WOW! Walkies On Wheels Prepared to Sell and Service On Site
- Meet Your Icom Team – Steve Parmley Corporate Receptionist
- Accessory of the Month – BC-197 Gang Charger for the BP-232N
- Are You Looking for Marketing Material for Your IDAS Customers?

WOW! Walkies On Wheels Prepared to Sell and Service On Site

“With the Internet, customers have to find you. We’re doing the opposite — we are out finding the customer,” explains Hank Fogelberg, co-founder of Walkies On Wheels, a Lake Elmo, Minn.-based business that literally brings the sales room, the service center, and the warehouse to the customer’s location.

The founders of Walkies On Wheels are no strangers to the two-way radio business. Fogelberg and his brother Scot have successfully operated 123radios.com, an Internet-based radio business, since 1999. This experience has been instrumental in developing the Walkies On Wheels strategy.

“Rather than competing against each other, we use both avenues of selling to complement each other,” Fogelberg says.



The concept is simple: The Walkies On Wheels van makes its rounds across the Minneapolis-St. Paul market, visiting potential customers including schools, manufacturing plants, and retail businesses. Loaded with a full inventory of two-way radio equipment and accessories, “we are prepared to sell on site,” Fogelberg says.



Launched in July, Walkies On Wheels (WOW) still is in the process of building clientele, but Fogelberg says customer response has been very positive. “They like the service and the convenience of us bringing the product to them,” he says. “Schools especially are very busy and they don’t want to go out of their way to get the radios and service they need.”

One customer had a drawer full of two-way radios destined for the scrap pile. With the WOW van on site, Fogelberg was able to get seven of the nine radios back in operation by replacing parts and updating outdated programming. The customer was so happy they added a base station and PA system on the spot.

Continued on page 2

©2010 Icom America Inc.
The Icom logo is a registered trademark of Icom Inc.
The IDAS logo and name are trademarks of Icom Inc. All other trademarks remain the property of their respective owners. All information and specifications subject to change without notice or obligation. 10272

Accessory of the Month

Steve Parmley
Corporate Receptionist



Perhaps you have heard a decidedly different voice on the line the last time you called Icom's front desk? That's because we have welcomed Steve Parmley as our new Corporate Receptionist! Isabel Dominguez has moved into another role in the customer service department (so you will still be hearing her voice if you need help!).

As Corporate Receptionist, Steve Parmley functions at the backbone of our customer service department fielding incoming calls, sorting mail, scheduling conference rooms, mailing invoices, and supporting the customer service department in any way he can.

Steve has many years of office admin and customer service experience. His prior experience on PACCAR's Customer Service Team had him handling well over 100 calls per day, in addition to developing a strong working knowledge of operations and managing multiple projects. We are excited to have Steve as our newest addition to the Icom family.

Congratulations to Steven for recently passing his ham radio exam and achieving his technician class license!

Continued from page 1

WOW! Walkies On Wheels Prepared to Sell and Service On Site



The typical WOW customer is looking to add several new low- to mid-tier radios or accessories to its current fleet of radios. The Walkies On Wheels team can provide radios and accessories directly on site, as well as programming and training.

"Our customers typically want a simple, high-quality radio like the Icom F3011/F4011," Fogelberg says. "They don't want a lot of bells and whistles. They just want to push a button and have the radio work," says Fogelberg, who adds he has had great success marketing the F3011/F4011 line to customers.

"There are a lot of general use customers out there," says Bob Barnett of the Bettis Company, the manufacturer's representative for Walkies On Wheels. "As a dealer, they are doing well. The Icom brand enables them to sell professional grade radios at a competitive price point."

Combining the convenience of the WOW van with the exceptional value of the Icom product is proving to be a competitive business concept that the Fogelbergs plan to expand to additional markets in coming months. The roll-out schedule is still in the development phase, but Chicago is a likely next step, Fogelberg says.



For People Who Make Smart Choices

Meet Your Icom Team

**BC-197
Gang Charger for the BP-232N**



We offer multiple versions of the BC-197 and new adapter cups, now for the BP-232N. When you order the gang charger, it will come with the charger, cups & AC adapter all in one.

Are you looking for marketing material for your IDAS customers? Check out our ever-growing and changing list of IDAS case studies here under IDAS solutions: <http://www.idas625.com/idassolutions.html>



Icom America Inc.
2380 116th Ave NE
Bellevue, WA 98004
Phone: (425) 454-8155
Fax: (425) 454-1509
Customer Service: (425) 454-7619

Icom America Systems
Phone: (425) 586-6363
Fax: (425) 586-6321
ias@icomamerica.com

For People Who Make Smart Choices