

LINK

Lava I/O News

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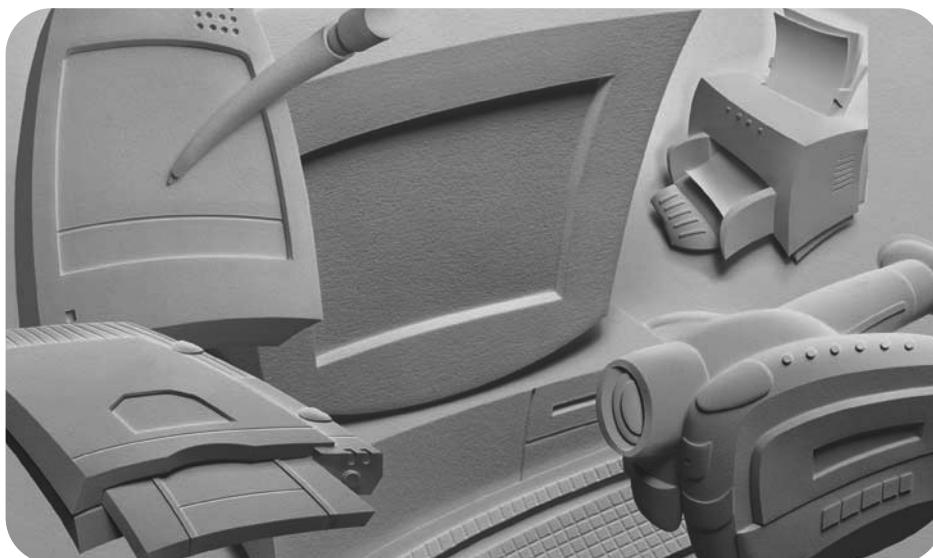
Simplicity, Configurability, Reliability:

How to make invisible adapter cards

Let's start with the obvious: computer users never see expansion ports as ends in themselves. Having an expansion port without a matching peripheral is like having a pot of money on a desert island—it's all just potential. But on the other hand, adding expansion capability is perhaps the best way to ensure a computer's ongoing usefulness. Technology moves fast, and expansion ports can lengthen the useful life of a system considerably.

Let's continue with the slightly less obvious: computer users should hardly think of expansion ports at all. Because expansion ports only exist to let users connect useful devices, users don't want to deal with the ports—they want to use the peripherals. Lava's boards are most successful when they are installed and never seen again until the system is being cannibalized for parts at the end of its life. At that point, many users simply smile, take the Lava card out, and install it into their next system.

For these reasons, Lava makes its ports simple, configurable, and reliable. Installation is simple, and gets simpler all the time. Whether a board has ISA jumpers or is fully PCI plug and play, Lava has always made its products the simplest on the market to install and put to use. While engineering our boards to be this easy to use is not always easy, that's not your problem—if you buy a Lava board, at least. Use our expertise: we've been engineering I/O products since 1984. And, if you do run into a complication, Lava's technical support is a



phone call away. We design and build all the boards we sell, so we know what we are taking about.

Configurability is also essential. Lava boards strictly conform to industry-standard interface specifications and protocols: IEEE 1284 parallel, RS-232 serial, RS-422 serial, IEEE 1394 FireWire®, USB, PCI, ISA, or Ethernet. Standards-based designs ensure the greatest degree of interoperability with other manufacturers' hardware. Moreover, within those parameters, Lava offers the greatest range of configurability possible—broad ranges of parallel port operating modes, the widest ranges of IRQ settings, the most bus options—whatever you need to make the board work in your environment.

Reliability is the remaining key: once a Lava card is in and operating, you're home free. Two things are good to remember here. First, all Lava boards are covered by the Lava Lifetime Warranty. Any Lava I/O product that fails to perform may be returned at any time, no questions asked. Second, each Lava board is individually and comprehensively tested before it leaves the factory. No sample testing or batch testing here. They don't ship if they don't work.

So, in the interest of invisibility, this issue of LINK focuses on peripherals, and how they mesh with Lava's product offerings. We've provided a detailed matrix to help match peripherals to appropriate Lava boards. This table will help you to equip your customer with the most satisfying setup for their needs, and at the same time give you a powerful tool for add-on sales.



The Lava Lifetime Warranty embodies Lava's emphasis on reliability.

Focusing on peripherals as a computer reseller boils down to focusing on a customer's needs and wants. In business-to-business selling, the same idea applies. The tips described in the article on page three of this issue of LINK make the connection clear. In both cases, think invisibility!

THE KEY TO SALES: STOP "SELLING" & START "DOING BUSINESS"



The principle of person-to-person business.

An old axiom says, "Companies don't do business together, people do." In recent times, with so many players dropping out, or scaling back, this truism seems more relevant than ever. Ultimately, business people are in business to, well, to do business together. As circular as that statement may be, it underlines the point that business is conducted between people, not faceless entities.

As sales professionals serving customers primarily through B2B channels, we must strive to establish a valid context for doing business. Ultimately, our clients are business professionals too, and their business decisions must make sense from their point of view.

All too often, marketers try to dictate product benefits, as befits their branding formula. Unfortunately for us, and for our customers, such "benefits" have more to do with the marketers' product concept and almost nothing to do with our client's real-world concerns.

As sellers, we have our own reasons to sell and our own reasons why we think our potential clients should buy. However, customers will only make a purchase for their own reasons, not ours. Generally, those reasons may be expected to fall into one of four major business categories:

1. Creates opportunity to increase revenues
2. Creates opportunity to decrease expenses
3. Creates opportunity to gain a competitive edge, or
4. Creates opportunity to increase business efficiency.

As business people on the front lines, our immediate goal is to find the concerns our potential client may have in any of those categories, to explore with our fellow business professional some of the possibilities, and to ask them if our product or service can help them meet those same concerns.

The best way to find out is to use a technique known as "talking business." Stop thinking like a sales person (mental image of used-car salesman in a cheap suit) and start thinking like a business professional. Business people—including your clients—are constantly hunting for new business opportunities and they discover 99% of those opportunities when "talking business" with other business people.

By dealing openly and honestly with your B2B clients and by listening to their concerns in any of the four categories listed above, you will be able to learn if you, personally, are in a position to provide concrete benefits to your clients. Only if the answer is "yes" will you have half a chance of "doing business."

Good Luck & Good Selling!
- Lava Sales

Lava On-line Retail and Mail Order Distributors Nationwide

365USA.com	http://www.365usa.com	Toll free: 877-365-USA1	USA
Buyiocard	http://www.buyiocard.com	Toll free: 888-346-4688	USA
Cables America	http://www.cablesamerica.com	Toll free: 800-348-8724	USA
CDW	http://www.cdw.com	Toll free: 800-850-4239	USA
Cleveland Computers	http://www.clevelandcomputers.com	Toll free: 800-396-7001	USA
Dartek	http://www.dartek.com	Toll free: 800-932-7835	USA
IEC Computer Accessories	http://www.iec.net	Toll free: 800-765-4432	USA
Insight	http://www.insight.com	Toll free: 800-INSIGHT	USA
J&R Computer World	http://www.jandr.com	Toll free: 800-221-8180	USA
Langineer	http://www.langineer.com	Tel: 770-985-9310	USA
Lastar Datacomm	http://www.lastar.net	Toll free: 800-223-6383	USA
NCIX.com Canada	http://www.ncix.com	Toll free: 888-NCI-9888	USA
PC Canada	http://www.pccanada.com	Tel: 905-513-5777	Canada
PC City USA	http://www.pccityusa.com	Tel: 732-542-6880	Canada
PC Connection	http://www.pcconnection.com	Toll free: 888-213-0260	USA
Real Best Deal	http://www.realbestdeal.com	Tel: 203-852-4318	USA
ShopLCI.com	http://www.shoplci.com	Tél: 514-598-1002	Canada
Zing PC	http://www.zingpc.com	Tel: 514-856-9915	Canada