

1st Response - A Pierce Manufacturing Newsletter January 2009



A SUPER BOWL WINNER TALKS TEAMWORK

FORMER FOOTBALL PRO HARRY SYDNEY TELLS
WHAT IT TAKES

“Teamwork is an amazing thing. Things work so well when everyone is on the same page.”

— Harry Sydney

As keynote speaker at the Pierce Service Meeting on Oct. 6, Sydney shared secrets of teamwork that brought him three Super Bowl rings: two as a fullback with the San Francisco 49ers, and one as an assistant coach with the Green Bay Packers.

Sydney struggled for years to make it to the National Football League at age 27, where he played with 49ers greats like Joe Montana, Ronnie Lott, Roger Craig and Charles Haley. What made the 49ers tick, he said, was the teamwork fostered by his coach, the late Bill Walsh.

“Teamwork is about treating everyone with respect,” said Sydney, “Bill Walsh was a genius. He had a way of making everybody feel important. He never looked over one person and talked to another.”

“Part of teamwork is that everyone has to see the big picture. Walsh made sure everybody knew what everyone else’s responsibility was. That way, other players knew if I was doing my job or not. It made me accountable.”

Sydney believes teamwork has value in any walk of life, and that includes business. “You do your job, others do their job, and everybody is happy in the end,” he said. “The important thing is: Whatever you do, do it right.”

Sydney now heads My Brother’s Keeper, a mentoring program for troubled boys and men in Green Bay, Wis. He also coaches a local high school football team. He tries to live by a simple code: “For everything I do, I ask myself, ‘Does this make me a man of integrity?’”

PROGRESS ONLINE

IMPROVEMENTS CONTINUE ON PIERCEPARTS.COM

By Gary O’ Dell

Three more noteworthy enhancements are coming soon at www.pierceparts.com. All aim to increase dealer convenience and improve our mutual service to customers.

Parts look-up. A new parts look-up tool will expand on features found in the current tool. As demonstrated during the Service Meeting, the new tool will show parts in a multi-level presentation. Parts will clearly be shown in a function group/assembly/sub-assembly/service part relationship — similar to the way they were shown on our previous web site. (The current web site only displays items one level at a time.) Individual items will also be depicted with icons to show whether they are assemblies or piece parts.

End user portal. Today, web site guests can view materials such as parts and maintenance manuals and look up assemblies for apparatus. Soon, customers will be able to view additional materials, such as technical service manuals, and receive information about aftermarket products and promotions. It’s another way to serve customers, generate interest in Pierce offerings, and drive more sales to dealers.

Parts integration. At present, dealers order parts and request quotes under a designated Parts tab. The current application has room to grow. In the near future, the parts application will reside under Service Requests where warranty claims are processed. The new



application will be more interactive and will support future automation possibilities.

Specifically, after a dealer representative enters the data and hits submit to place an order or quote request, the information will go directly into the Pierce business system. This will eliminate data re-entry at Pierce, giving our staff far more time for personal service to dealers. Transactions will also be processed faster and more accurately.

Watch for more developments on pierceparts.com, and as always, feel free to offer ideas on how we can make it even better.