

SPOT BEAM

On DISH®
Retailers



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Diversification Pays Off for Jason Stanecki of Don-Lors Electronics

When it comes to investing, diversification (or extending your interest to more than one area) can be the key to success, according to oft-repeated financial advice. And, diversification can also lead to business success as well. Just ask Jason Stanecki, owner of Don-Lors Electronics of Livonia, MI, and the 2012 Team Summit DISH Business Retailer of the Year.

Stanecki purchased Don-Lors Electronics in 1996. At the time he had three technicians – one doing TV repairs, one doing VCR repairs and one doing audio repairs. He did satellite-TV installations. But Stanecki quickly realized he needed to concentrate on other business opportunities.

“The future of electronic repair was weak at best and I knew that I needed to diversify to survive.”

So in 1998 he became a DISH Retailer and has not only survived, but has thrived since.

“DISH has taken care of me for a number of years. They’ve afforded me a lifestyle I’d never envisioned.”

Today Don-Lors Electronics sells services throughout the continental United States. In addition to the main showroom and corporate offices in Livonia, MI, it has offices in 11 different markets stretching from Seattle, WA, to Miami, FL, and a staff of approximately 165 employees and contractors.

While Stanecki is the sole owner, other members of his family have joined him at Don-Lors Electronics. His two daughters and son all currently work with the company. Heather handles payroll, the company newsletter and paying bills,

while Shayna works as an administrative assistant on the DNS installation side of the company. Son Dylan works part-time in the warehouse.

To say Don-Lors Electronics is a well-rounded company would be an understatement. In addition to selling satellite-TV service, the company also offers digital signage and alarm systems, as well as home theater installations. In the past they had been an installation contractor for Circuit City, and Best Buy. They also provide services for other Retailers who may need installation assistance, whether with a basic residential sale or a large MDU property.

Even in his work with DISH, Stanecki is diversified: doing DNS installations, residential and commercial sales and installations, as well as PCO sales.

Like many Retailers, Stanecki began with a focus on residential, but has since broadened his company’s horizons by moving into commercial sales.

“We looked around and it seemed not as many Retailers were marketing to commercial. We’ve really increased our presence in commercial in the last few years.”

The most difficult challenge in commercial sales according to Stanecki is finding the decision maker.

“In residential you’re just dealing with a husband and wife and one of them will make the decision.”

It’s not always so simple to find the decision maker in some commercial sales.

“You may need to work your way up the corporate ladder to find that decision maker.”

And that can take time. One of his company’s big commercial sales took two years from start to

Get to Know

Jason Stanecki



DISH Retailer Since 1998

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finish.

"The person who made the decision got laid off, so we had to work our way back down and then work back up to find the new decision maker."

His rule for commercial sales success is two-fold.

"Getting your foot in the door and having the discipline to make the follow-up calls. Keep working at it, it will pay off."

When it comes to advertising, they've used a little of everything: print ads, door-to-door sales, calling, etc. Referrals have also worked really well for them. Don-Lors Electronics pays their technicians for referrals and trains their employees to build a sales mindset.

"We've trained our techs to be more sales oriented."

For example, in a strip mall, when they do an install at a pizza parlor, the technician may get contact names for places on either side of the pizza parlor. Or they may send a salesperson to the pizza parlor for a follow-up call to get more leads.

Whether it's a commercial or residential sale, his technicians also let customers know they are looking for sales referrals by asking, "What are your neighbors watching?"

"That plants a seed in the customer's mind, especially if they mention the DISH Referral (formerly ClubDISH) program to the customer."

Another tool that has worked for them is event marketing – sporting events in particular. Currently they're working with the Detroit Lions and the Detroit Pistons. Last year they set up a tent outside Ford Field and offered hot dogs and demonstrated DISH products such as Tailgater™. This year they'll also be inside Ford Field, showing off the Hopper™.

But they won't be waiting until the kick-off of the first official game for the Detroit Lions. They'll also be at the Lions training camp this year where they'll set up a tent, or maybe a camper, and demonstrate Tailgater and other DISH products.

"Training camps are almost a captured audience. At least you can get a name and phone number for leads, if not an actual sale."

His win this year at the 2012 Team Summit in Orlando, Florida, was a bit of déjà vu as his first Team Summit in 2002 was also in Orlando.

"2002 was my first convention of any kind and at that time it was a stretch just to get the money to attend the summit, not to

mention leaving the family behind for four days. It was an incredible experience as well as an invaluable one!"

Over the years Stanecki says DISH's Team Summit has become almost like a family reunion. He's been able to build on current and past relationships, as well as start new ones. And he's won some awards along the way, not only this year's DISH Business Retailer of the Year Award, but also the Event Booth of the Year Award in 2010.

When he's not in the home office or on the road to one of his other offices, Stanecki enjoys traveling with his wife Lynda, golfing, getting out on the water, and fishing. And he tries to find some time for TV of course.

"My TV tastes are somewhat eccentric because I go from watching the "CBS Sunday Morning" show and "60 Minutes" to some of the reality shows! I enjoy "Modern Family" and if I don't mention "Last Man Standing" my sister will kill me!"

Eclectic maybe, or perhaps it's just more successful diversification for Jason Stanecki.

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Left to Right: Jillian Zaleski, Michael Smith, Hassan Ezzeddine, Jason Stanecki, Thomas Pomeroy, Jeff Conlan and Maureen Green.

"My management style is to surround myself with loyal, dedicated and hard working individuals and to analyze their input prior to making any major decisions. Most of the team has been with me for over 10 years and have been the key to the company's success."

