know-how, or you wouldn't still be operating today. But I have studied your problems and believe we have a machine that will reduce your tunneling labor costs by 25 percent.

Reed: Well, at the present, I have two horizontal boring machines and two three-person tunneling crews, and can't see how your boring machine will benefit me at all. I did like your demonstration yesterday, but, of course, the tunneling operation is only one category of work and I have the crews and the equipment to get it done.

Jane: That's true, Mr. Reed, but remember that the new CAT-1 can easily produce two times the rate of your current equipment. What's more, the CAT-1 requires only one two-person crew. Believe me, we can get the dirt flying. Isn't it true that the tunneling operation must stay on schedule in order to bring the job in under budget.

Reed: Yes.

Jane: Well, the CAT-1 is capable of operating 2,000 hours at 80 percent capacity without maintenance. Two operators versus six is a significant savings. There is no loading or unloading to consume time that runs up the cost. The loading and unloading operation has been automated. The CAT-1 is ready to go.

Reed: I don't see how your product can live up to all of those specs.

Jane: Let's see. You will get two times the production rate and save two-thirds of your estimated labor cost. This savings goes straight to the bottom line.

Reed: That does sound interesting, but you have no real data to support your claim. You are aware that all projects are different.

Jane: I have factored all of those concerns into my calculations. The numbers never lie.

Reed: Numbers don't lie, but productivity can't be predicted. If the CAT-1 is so good, why do my competitors not use it?

Jane: In the demonstration yesterday, you were able to see that dirt flying. Dirt flying is productivity.

Reed: How long does it take to train a crew on the CAT-1?

Jane: It takes approximately two days to train an experienced operator on the CAT-1.

Reed: I understand that there is a comparable boring machine sold by one of your competitors. I will call them tomorrow for a demonstration. How does your machine compare to the B-34?

Jane: Yes, there are other machines we compare with. However, ours can compete with all of them. It is efficient and productive. Most of the other machines have some of our features but not all of them. Our machine is appropriate for your project.

Reed: Well, Jane, the CAT-1 certainly sounds economical.

Jane: It is economical, Mr. Reed. Two people operate the CAT-1 generally. The machine has digital hydraulic controls and a wide-vision cab that gives the operators clear vision and maximum flexibility at all times. It has a 350-horsepower GMC engine that operates at five different speeds. Perhaps the maintenance efficiency is also an attractive feature. There is a computerized cylinder cooling system that prevents damage to the