

## TEAM VALOR MARKETING PLEDGE



Team Valor International makes a pledge to potential new customers that it will never phone you without being invited to do so and will never hustle you to join one of our racing partnerships.

Barry Irwin, president of Team Valor, explains the marketing policy of the stable. "I operate on the principle of the Golden Rule. I don't like being hustled, so consequently I will never bother a potential newcomer to the stable.

"Unlike some of the stables with which we compete for business, Team Valor is first and foremost a racing stable. Everybody that works in Team Valor's office is a horseman or horsewoman, or a racing man or racing women.

"Team Valor is not, never has been nor ever will be a marketing machine, designed purely for the purpose of selling racing partnerships." Team Valor relies on referrals from partners and its informative website to fill its racing partnerships with partners new and old. Rarely will a newcomer be attracted to the stable by an advertisement, because Team Valor does not solicit partners through advertising.

Irwin said "We have learned the hard way through the years that the type of people advertising attracts is not the type of people we prize as racing partners at Team Valor.



*Barry Irwin has been successful in developing Triple Crown runners on a regular basis*

"We sincerely believe that the best way for a newcomer to join a racing partnership is to take a lot of time to research the matter before making a decision. Advertising and phone calls lead to impulse decisions that are regretted both by our stable and the newcomer. Joining a racing stable in many instances is the realization of a lifetime dream and we honor this and take it very seriously. This type of relationship must be entered very carefully and thoughtfully.

"So we take a unique approach. We make it difficult for newcomers to find us. For a newcomer to find Team Valor, they must search the Internet to get in touch with us.

"When a newcomer does contact us with a request for information, we supply it. But we never follow up with a phone call or even an e-mail, unless a newcomer specifically asks to be placed on a list.

"If a newcomer never hears from Team Valor again after that initial contact, it is not because we don't care. The opposite is true: we care so much that we don't want to make a nuisance of ourselves by pestering or hustling newcomers. If you are a member of another racing partnership, we will never call you to hustle you for your business, as we consider this to be unethical behavior.

"If a newcomer likes what they see and wants to get involved, it is up to the newcomer to contact us. If they wait for us to call them, they will be waiting forever!" So this is our pledge at Team Valor: we respect your dreams and your privacy.