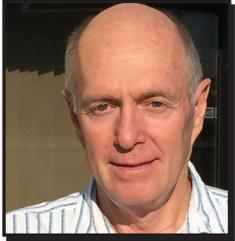


# RECORE *Newsletter*

## TRADING COMPANY, L.L.C.

4 Bridle Bridge Rd. • Hudson, NH 03051  
www.recoretrading.com



Don Belisle, Sr.  
Owner of  
Recore Trading  
Company, L.L.C.

## Here We Go Again!

By Don Belisle, Sr.

Certain aspects of the salvage business are very predictable. We see the same cycles over and over again. When ferrous scrap goes up the back-yard junkies come out of the woodwork! You know the ones I mean, the guys with the beat up old pickup truck and trailer, they run ads on Craigslist and other online venues touting highest

prices paid for junk cars. They don't have salvage licenses they don't have business locations, and they don't prep the cars in an environmentally conscious manner. All the things you have to do to remain on the good side of our regulatory friends. But they compete against you unfairly getting a good portion of the scrap cars. We have all seen this happen time and time again. Then the prices drop and the junkie's go back under their rocks, and the legitimate Salvage yard trudges on.



The other aspect of this business that cycles over and over again is the catalytic converter business. Just like the junk car buyers, when converter prices go up the converter buyers come out of the woodwork. These Johnny come lately's have the same stories, we pay the most, we have the best grading we have thousands of converters on our lists. Sounds good to the newbie yard owner but it is all BS. Those of you that have been around a while usually don't fall for the stories and pie in the sky pricing. But some do. I know these stories sound good but you have heard them all before. Some of the latest tricks; they say

we will take pictures of your converters then send the pics to some far away guru who knows all converters from cell phone pics. He will price them beyond your wildest dreams. Another one is we will access our online catalog of 20,000 converters to get you the super-duper prices. Again BS! Converters maximum value can only be realized by grouping into like metal lots then processing and assaying period. This is what we do at Recore we pay for every gram of precious metals you send us. We don't play games that artificially make you think you are getting more. If you want to play games go to Las Vegas if you want the most for your converters sell to Recore. We buy from the largest producers in the Northeast and beyond, they are loyal for a reason. To our many loyal suppliers we say thank you.

The double-edged sword of a thriving economy

Like most of you I am enjoying our thriving economy and looking forward to more and better things to come. Yes, the process of getting there is trying at times but I am confident we will be in a much better position soon. The one thing most of us are dealing with now is the extreme difficulty in hiring good help. I have been looking for experienced Class A CDL drivers and a loader operator for so long that I have given up. The last 2 loader operators I hired quit after 2 days, both saying "I'm not doing this kind of work". The solution I have come up with is not perfect

*continued on page 2*

## Here We Go Again! *Continued from Page 1*

but it has worked for us at Recore. We find people that would like to do the job but are unqualified. We agree to train them at our expense and in return they must sign a contract agreeing to stay on for a certain length of time. If the employee leaves before the prescribed time limit he must reimburse us for the training. This has worked in a couple of instances and I have hope that it does in the future. We are also looking at trade school graduates and offering the work contracts with training. If you can't find good help you must make good help.



## Taking Advantage Of Facebook And Social Media

Samantha Walton gave a presentation at an ATRA of NH meeting earlier this year on taking advantage of Facebook and Social Media. Here are the main points she made that evening.

**Insights** - Insights will show how many people are looking at your posts and at what times they are looking at your posts. So, to target your audience you can schedule your posts in that time span and it will pop up on their feed as soon as they check Facebook. This will increase your chances of getting people to like your posts and page growing your connections.

**Schedule Post** - You can set multiple posts in advance by using Facebook's Publishing Schedule by selecting the date and time so you're not sitting at your computer at six or eight at night writing posts. This also will help with when your posts go out and target the times your viewers regularly look at their feed.

**Live videos/video posts** - Doing live videos gets a lot of hits from people. People like to see hands on action from the people working in the business and of the products they are promoting. Think of live videos/videos to target your audience.

**Events** - The event section in Facebook is not only to have an event for your business but can be used to promote a sale or specialty products to your followers. Events are sent

directly to follower's notifications and they will be able to look at it and see the sale/promotion without it popping up on their feed. Events can also be made public and will pop up on followers feed for them and their connections to see.

**Promote** - This you do have to pay for but it helps target a certain market area or group of people you want to sell to. This will pop up as an advertisement on people's news feeds that can hit any area or certain radius that you desire. When using this to promote your product make sure you ask customers when they call where they found their information. You can track how many people get it through Facebook or your business, other social media accounts or advertising you may be using. This helps with what may be catching your customer's attention and gives you a better insight to the different ways of promoting and what specifically your customers are responding to.

**Reviews** - Make sure to read and answer all reviews. Always answer a review in a politically correct way so you don't offend the person on the other end. Sometimes you do get a customer who will never be satisfied. Do not go on a rant but just answer them in the best way possible so your other viewers can see how you handled the situation and what your solution was to the original problem any customers may have had. People especially millennials look on Facebook for reviews before they even consider buying or sell a product to a business. In this generation people want to see what type of people work in the business and who owns it? They also want to know what the owner is like? Do they have any pets? What kind of person they are before they buy their product.

**About** - Make sure in the About section everything is filled out. Facebook changes and updates constantly so they might have new information that needs to be updated by you. Check Facebook often to make sure you keep your company information up to date. People like when you post pictures of the business and location. Posting a picture of the office/building of the business will help in case it is hard to find. Customers can then look and get a better idea of where it maybe when driving to the location or what kind of parking you may have. *continued on page 3*



### SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

Recore Trading has the experience, the knowledge, the equipment and the people for buying and processing catalytic converters for maximum return. Selling to us cuts out all of the middlemen and we sell our finished product to an automobile manufacturer. *Call us today! Get MORE at RECORE!*



## Powerful Selling Words and Phrases By Mike French



The story is told of an automotive recycler who had worked in the same business all of his life. It was a good business, but with the passing years, the owner began to tire of it. He longed for change, for something "better." Every day he found a new reason to criticize

some feature of the old place. Finally, he decided to sell, and listed his company with a broker who promptly prepared a sales advertisement. As one might expect, it emphasized all of his company's advantages: its ideal location, its modern equipment, its good inventory, its loyal customers, etc. Before placing the ad the broker called the recycler and read the copy to him for his approval. When he had finished, the recycler cried out, "Hold everything! I've changed my mind. I'm not going to sell. I've been looking for a place like that all my life."

What changed his mind? Well-written words did! Lots of words and phrases are like diamonds in print. They can be dropped into any ordinary ad or sales letter to instantly add value, create sizzle and increase sales.

Incorporate power words to **provoke strong feelings** throughout your sales conversation.

Spirit Hero Magic Stunning Devoted  
Triumph Hope Bravery Mind-blowing Blissful  
Spectacular Amazing Breathtaking Jubilant  
Victory Wondrous Sensational Daring Cheer  
Guts Faith Fearless Conquer

Certain words can really drive people's desire sky high. Here are just a few possibilities that immediately come to mind. But there are hundreds of others!

1. GREAT OPENINGS: This may be the most important letter you have ever received.-Let's brain-storm together.-I've got to get this off my chest before I explode.-What I'm about to tell you will change your life forever.-I want you to be the first to profit from this amazing discovery.

2. POSITIVE COMMENTS: Trusted and tested-Ahead of the curve-Small but mighty-On target-Solutions to your problems-Major breakthrough-A rewarding experience-Shoot for the stars-Cutting-edge-The best of all possible worlds-No guess work-A proven system-You'll

love this-Best in the industry-You can't lose with this

3. GUARANTEES: You must be 100% satisfied-Absolutely thrilled or your money back no questions asked-Satisfaction guaranteed or you don't pay-Test drive it for 90 days, if you're not completely satisfied, we'll buy it back

*continued on page 4*

## Taking Advantage Of Facebook And Social Media Continued from Page 2

case it is hard to find. Customers can then look and get a better idea of where it maybe when driving to the location or what kind of parking you may have.

**Likes** - Inviting people to like your page will make it so whomever they are following will see they have liked it and can get you more followers by it showing up on their feed. Likes will also promote your page on similar business pages and this will get more people to view your page. You may also want to like similar businesses so they can like your page and help grow your followers and connections.

**Settings** - Messages can be set up in settings to automatically reply to your customers. For example, a customer may ask "I have a question?" your computer will automatically respond saying "Thank you for reaching out to Recore Trading. Someone will answer any questions or concerns you have in no later than one to two hours.". Make sure to answer the customer within a reasonable amount of time so they know that you care about your customers concerns. Make sure to respond to a customer in the end of the conversation with a thank you. This is important especially when people are rating your business. It could end up effecting your review/rating.

**Page rolls** - This allows more than one person to respond and post on the page. So many people within the business

can post, share, and like to help promote your product at any time.

**Sharing** - You should share posts about your community for example, the Hudson community pages to get more people to view and promote your page. You can also share it to your personal page to help promote business.

**Posting Pictures** - Make sure you are posting new recent pictures. People do not want to see photos from six month ago if you are trying to sell or promote a product. Post frequently to let your customers know you are active in the business and care about your customers feedback. People also like to see unique and special posts they can relate to.

### ONLY AT RECORE TRADING COMPANY!!

With our in house precious metals lab, over 5 years ago we pioneered assay based returns on small lots of catalytic converters.

Whether you have 1,000 pieces or 100 pieces, you can get paid for every ounce of precious metals your cats contain with final payment in 7-10 days. **Get paid MORE at RECORE!**



# The Pie Conspiracy



**By Ron Sturgeon**

The first article in this series listed more than 25 tactics to increase your business success, all of them based on my experience. I started with nothing and didn't get to college, so I know you can achieve maximum success, regardless of

your education. E-mail me to get the first article (or any of the other articles) in the series. Each takes a closer look at one of the tactics listed in that first article.

Get over it. Life isn't fair, and you can't change that. But you can make it better. I found in the early days that many didn't attend association meetings as they didn't want to share information. Of course, they also didn't learn anything.

At the time, everyone was worried about competition. I reckon there was a time long ago when we owned the marketplace, but the constant evolving nature of the auto salvage business is much faster and more powerful than any of us can imagine. So, what is the best mindset to take in seeking to maximize your success in getting some of the pie?

My philosophy has always been that you are always going to be farther ahead when you share, participate and learn. Let's get real. There are very few, if any, secrets

in our business.

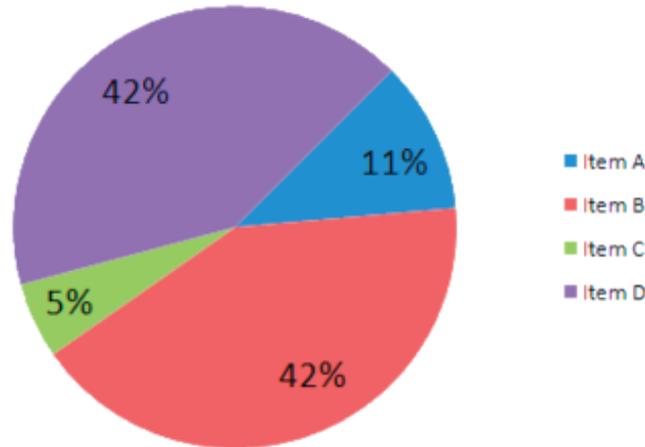
It's mostly about execution. As an industry, whatever industry you are in, you are stronger working together than as an island. You are stronger because you contribute and share and you also take and learn. Consider how much faster yard owners who use peer benchmarking grow when compared to the yard owner that innovates in isolation.

Don't be too afraid of your competitors. Most simply don't care; they are always in a reactionary mode. I wrote the original article about the pie conspiracy in 1990, and it's still true today. A lot of people are afraid that they will lose out by sharing what they know.

As individual business owners trying to work with

others, we spend a lot of time making requests like these:

- Help me get a bigger piece of the pie.
- Stop them from getting any piece of the pie.
- Their piece of pie is bigger than mine. (That's not fair. Make new rules.)
- The person cutting the pie is not being fair. (Make him cut it differently.)



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## Powerful Selling Words and Phrases Continued from page 3

4. BIG AND/OR POWERFUL: Formidable-compelling-turbo-charged-grand slam-enormous-sledgehammer-steamroller-bountiful-massive-huge-whopping-jumbo-unlimited-endless supply of-earth shattering

5. ABOUT YOUR OFFER: One of a kind-once in a lifetime-amazing-most rewarding-world class-on

target-unbeatable-incomparable-little known secret-the absolute best-red hot-irresistible-the one and only-comprehensive-remarkable-sizzling-first-class-the Rolls Royce of-awesome-you can't miss-your solid-gold opportunity-beats the pants off of-take it to the bank-fully loaded-I'm offering this one last time

6. SELLING WORDS: (I have an enormous list of these, but here are a few) Amazing-announcing-at last-bargain-discount-exciting-benefits-bonus-breakthrough-compare-deluxe-enormous-exclusive-extra-free-gift-greatest-huge-hurry-important-jam-packed-jump start-save money-new-immediately-lifetime-valuable-proven-tested-unconditional-offer-sale-reserved-secret-rush-urgent-wanted-warning

You now have at your disposal an AWESOME list of POWERFUL, PROVEN, words and phrases that hold great potential to TURBO-CHARGE your business success. Now, put them to work and PROFIT from them!



### PRECIOUS METALS KNOWLEDGE MEANS MORE CASH

Recore Trading Company has spent years analyzing 1,000's of cats in their lab and have proven time and time again that no grading system will maximize a customer's profits.

The value of just one cat from the same year, make and model vehicle can vary as much as 150% based on the precious metals content and on the PGM market when it was manufactured. Maximize your profits by selling your cats as precious metals. *Get paid **MORE** at **RECORE**.*

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## The Pie Conspiracy Continued from page 4

- The new pie is not as good as the old pie. (Stop the new pie!)

Do what is right for you and your business. Don't be myopic about your competitors. Always have positive energy, with a positive dissatisfaction for results, while being honest, fair, and transparent whenever possible. Offer pie to everyone, and you will always be a winner.

Remember only you can make business great!

Ron Sturgeon, Mr. Mission Possible, has been a successful business owner for more than 35 years. As a small business consultant, he can deliver wisdom and advice gleaned from an enviable business career that started when he opened a VW repair business as a homeless 17-year-old and culminated in the sale of several businesses he built to Fortune 500 companies.

Ron has helped bankers, lawyers, insurance agents, restaurant owners, and body shop owners, as well as countless salvage yard owners to become more successful business people. He is an expert in helping small business owners set the right business strategies, implement pay-for-performance, and find new customers on the web.

As a consultant, Ron shares his expertise in strategic planning, capitalization, compensation, growing market share, and more in his signature plainspoken style, providing field-proven, and high-profit best practices well ahead of the business news curve. Ron is the author of nine books, including *How to Salvage More Millions from Your Small Business*.

To inquire about consulting or keynote speaking, contact Ron at 817-834-3625, ext. 232, rons@MrMissionPossible.com, 5940 Eden, Haltom City, TX 76117

*Happy Thanksgiving!  
To You And Your Family*



### FREE MARKET WATCH EMAIL PROGRAM

As the ferrous and nonferrous markets change, we will keep

you informed via a blind group email. Most yard owners are way too busy running their business to watch the markets all day. How many times have you said I wish I knew the market was dropping/climbing I would have sold or held? We keep an eye on the markets all day and when there is a significant change, up or down, we will let you know. This information can have a direct impact on your bottom line, so sign up today. It is absolutely free and there is no obligation. To get on our list, send your email to Pat at: sales@recoretrading.com. Get paid **MORE** at **RECORE**.

Spot Prices Oct 17, 2018 at 15:34 New York Time				
www.kitco.com <small>Please Press Reload or Refresh to Update</small>				
▼ GOLD	▼ SILVER	▼ PLATINUM	▼ PALLADIUM	◆ RHODIUM
1222.90	14.60	831.00	1065.00	2290.00
-1.60	-0.04	-8.00	-10.00	+0.00



## WHAT SETS US APART?

HERE'S HOW RECORE TRADING IS DIFFERENT THAN ANY OTHER CATALYTIC CONVERTER BUYER!

1. IN HOUSE PRECIOUS METALS LAB!
2. ASSAY BASED KNOWLEDGE TO GROUP SIMILAR METAL CONTENT CATS TOGETHER AND PROCESS THEM THAT WAY FOR MAXIMUM RETURN! NO ONE ELSE HAS THIS!!
3. IN HOUSE DECANNING!
4. IN HOUSE MILLING AND SAMPLING!
5. WE SELL DIRECT TO THE MANUFACTURER!
6. IN HOUSE CONVERTER PROCESSING WITH RESULTS IN 7 TO 10 DAYS ON ANY SIZE LOAD!

RECORE TRADING COMPANY IS THE ONLY CATALYTIC CONVERTER BUYER WITH EVERYTHING DONE IN HOUSE, CUTTING OUT ALL OF THE MIDDLEMEN.

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WE UNDERSTAND THAT OUR SUCCESS IS YOUR SUCCESS,  
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## Laughter is the Best Medicine

8-year-old Nina brought her report card home from school. Her grades were good, mainly A's and a couple of B's. However, her teacher had written across the bottom:

"Nina is a smart little girl, but she has one fault. She talks too much in school. I have an idea I am going to try, which I think may break her of this habit." Nina's dad signs the back of report card, putting a note on the back: "Please let me know if your idea works on Nina because I'd like to try it on her mother"



A man and his wife were awakened at 3:00am by a loud pounding on the door. The man gets up and goes to the door where a drunken stranger, standing in the pouring rain, is asking for a push. "Not a chance," says the husband, "it's 3 in the morning!" He slams the door and returns to bed.

"Who was that?" asks his wife. "Just some drunk guy asking for a push," he answers. "Did you help him?" she asks. "No, I did not. It's 3 in the morning and it's pouring rain out there!" "Well, you have a short memory," says the wife. "Can't you remember about three months ago when we were



broke down, and those two guys helped us? I think you should help him, and you should be ashamed of yourself! God loves drunk people too, you know!" The man does as he is told, gets dressed, and goes out into the pouring rain. He calls out into the dark, "Hello, are you still there?"

"Yes," comes back the answer. "Do you still need a push?" calls out the husband. "Yes, please!" comes the reply from the dark. "Where are you?" asks the husband "Over here, on the swing" replied the drunk man.

### A LETTER FROM A REDNECK MOTHER TO HER SON

Dear Son,  
I'm writing this slow 'cause I know you can't read fast. We don't live where we did when you left. Your dad read in the paper that most accidents happen within twenty miles of home, so we moved. Won't be able to send you the address as the last Arkansas family that lived here took the numbers with them for their house, so they wouldn't have to change their address. This place has a washing machine. The first day I put four shirts in it, pulled the chain and haven't seen 'em since. It only rained twice this week, three days the first time and four days the second time. The coat you wanted me to send to you, Aunt Sue said it would be a little too heavy to send in the mail with them heavy buttons, so we cut them off and put them in the pockets. We got a bill from the funeral home, and it said if we didn't make the final payment on Grandma's funeral bill, up she comes. About your sister, she had a baby this morning. I haven't found out whether if it is a boy or a girl so don't know if you are an Aunt or Uncle. Your Uncle John fell in the whiskey vat. Some men tried to get him out, but he fought them off playfully, so he drowned. We cremated him and he burned for three days. Three of your friends went off the bridge in a pickup. One was driving and the other two were in the back. The driver got out. He rolled down the window and swam to safety. The other 2 drowned. They couldn't get the tail gate down. Not much more news this time. Nothing much happened. If you don't get this letter, please let me know and I will send another one.  
Love, Ma



**WE WANT TO EARN YOUR BUSINESS!**

Whether you have 10 catalytic converters, 100 or 1,000's, Recore Trading Company is committed to and welcomes the opportunity to earn your business. We've invested time and money in the equipment to make sure you maximize your profits. You deserve this and nothing less! *Get paid MORE at RECORE!*



PROUD MEMBERS OF:



**WE WELCOME YOUR COMMENTS** Please know that any article or information in our newsletter is the expressed opinion of the writer. If you are enjoying our newsletter, we'd love to hear from you and if for any reason you are not, just let us know, and we will remove you from the mailing list. Contact us at [sales@recoretrading.com](mailto:sales@recoretrading.com).