

RECORE *Newsletter*

TRADING COMPANY, L.L.C.

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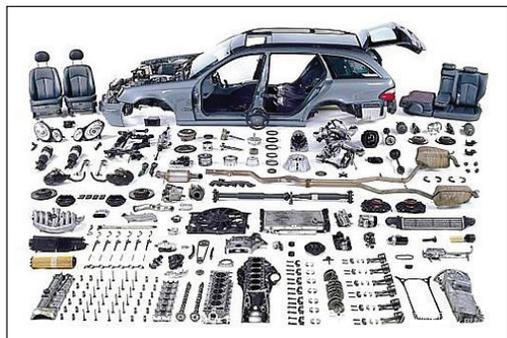
Don Belisle, Sr.
Owner of
Recore Trading
Company, L.L.C.

The More You Think You Know...

By Don Belisle, Sr.

Like many of you, I have been in an auto scrap related business for most of my life. So after more than 40 years you would think that I knew a few things and had a vast bank account of knowledge derived from years of experience to draw upon. Not so. The

world we live in today and especially our industry are nothing like what they were 20, 10, or even 5 years ago! I remember back in the late 70's having a salvage yard was like having a license to print money. Yard owners worked as hard or not so much as they wanted and still made money. Many yards made good money in spite of themselves. We couldn't be bothered with customers with requests for \$10.00 and \$20.00 parts. Today yards have to take every sale they can get just to survive. So with all this experience



we all have, why can't we predict business related things? Which cars should I buy to get the best return on my investment? When will the market be right to crush and sell my cars? Is the

Spring going to be busy enough to hire more help? The answer is we cannot predict any business related things. One of the main reasons is the internet, the Northeast is now affected by what is going on worldwide "The information age". So we must embrace this new world use it as best as we can and hope for the best.

Over 29 years ago I started Recore Trading and it's the same thing in the converter business. The more you think you know, the more you know that you don't know! When Recore started doing in house assays on converters I said this is going to be great. We will take one of each type of converter do an individual assay on it and know exactly what's in it and what we can pay. We will have the most accurate and competitive price lists. Wrong! When the final assays came in on the lots we bought using our

highly refined price lists I was shocked. Some lots we made money, some we lost money on. What happened? We re-assayed the samples from our original converters and they all matched the original numbers. I said let's get a fresh batch of samples and assay them. Guess what? None of the new samples matched their original brothers. Same converter, same code, different value! This was the beginning of our realization that converters cannot be bought fairly using price lists. Price lists average the value to the low side to protect the buyer. Just this week we did a batch of individual converter assays on some old reliable units only to find they have changed dramatically. So much so that a lot of converters that were typically grouped and processed as high platinum are now grouped as high palladium. The largest converter dealers in the world know this. They would never consider selling their converters using price lists. They insist on assay only. This is all fine for the dealer who produces thousands of units and can meet the smelter's minimum lot size (usually 2000 pounds). With the salvage yard in mind, Recore pioneered small lot assay based converter processing. Over the years we have perfected the process. Now a yard with as few as 100 converters can sell like the big guys do and get paid for every gram of precious metals sold. And since everything is done in house the yard does not have to wait 45 days for their money. We know how important cash flow is to yards, so we pay 80% up front and

PRSR STD
U.S. POSTAGE
PAID
FIVE MAPLES

continued on page 2

The More You Think You Know...

Continued from Page 1

the balance in 10-14 days. This is the quickest assay based payment in the industry. Our exclusive knowledge of converter content allows us to group same metal converters together and process them separately. This process picks up an additional 6% over the typical assay. Plus the assay versus piece price gain of 12% to 30% makes it a no brainer. Now if I only knew what the markets will do next week!



With converter prices looking quite good, don't be fooled by the Peddlers who come knocking on your door. Be careful of

the "new converter buyer", this guy who claims that he can beat anybody's prices and has cash in hand. Don't be FOOLED by creative averaging! Usually their pricing is smoke and mirrors, sometimes they are catching a recent market uptick, it is always BS. Understand this, Recore is at the leading edge of the industry, we are the best deal for selling your converters. We will pay you any way you want and at the highest prices. Please call with any questions or concerns; we will take care of you. Having been in the converter business since the beginning of converter recycling, we see this every time the market trends up. The prices go up; the peddlers come out of the wood work. The prices go down they go away.

Happy New Year and thank you for your friendship.

Tell Me About Sam Walton By D.J. Harrington



Here it is again, another New Year. For that, we need new learning skills and a larger appetite for learning. All of us know something about the great, business person, Sam Walton. Here are some facts that I know about Sam Walton.

Sam was very inquisitive and eager to learn. In fact, there was nothing he enjoyed more

than going into a competitor's store trying to learn something from his visit. Sam wanted to be the best, and he knew that without continuous upgrades in his merchandising, systems, and products that his competition would pass him by. Frankly, Sam wasn't about to be left behind. To make that happen, Sam had to adopt some strong measures.

Today, the Chairman of Walmart is a man named Don Soderquist. Don met Sam in 1964 when Don was working for Ben Franklin. On a trip to Chicago to meet with them, Sam pitched Ben Franklin, trying to convince them to franchise his discount stores in small towns. Since they thought he was crazy, they gave him a flat, "NO". They didn't expect to see him ever again.

The next Saturday, Don was shopping at Kmart and

happened to see Sam grilling the clerk with questions. "How frequently do you order?" "Uh, Uh", he said between questions. He persisted, "How much do you order...and when does it come in?" With a yellow pad in hand, Sam was writing down her answers like a court clerk. Later, much to his surprise, Soderquist recognized Sam who was down on his hands and knees measuring the aisles and crawling under one of the stock tables. "What in the world is he doing that for?" thought Soderquist. Finally,

Soderquist had to ask. "Sam is that you?" And, Sam looked up from the floor and said, "Oh! Don, what are you doing here?" Don said, "I'm shopping. What are you doing?" "Oh", Sam said, "just part of the education process!"

To those of you who read my column each month, go look at a competitor's place of business. Visit other yards and see what they are doing to bring in the new technology, new methods or new ways of doing business in this very competitive environment.

**Set HIGH GOALS,
ENCOURAGE
COMPETITION,
and then
KEEP SCORE.**
--Sam Walton

If it was good enough for Sam Walton, then why not you? Last year, I spoke about Shannon Nordstrom and Jim Butler. Those men visit other yards and bring those ideas back to their locations to improve their operations. Those business men at the top stay at the top because they're willing to get to the bottom of what makes others successful. Sam Walton was an American original who founded what is today, the largest company in the world. There is no doubt that his competitive edge, spirit, and passion to learn was one of the keys to his huge successful career.

I thank you for reading this article but wish to leave you with a quote from Don Soderquist:

In order to lead effectively, a person must know how to live. To make a difference in their own life, they must learn how to make a difference in other people's lives. And, most importantly, lead to make a difference through ethics and integrity.

Now go make it your best year ever. See you next time. D.J. Harrington can be reached at 800-352-5252, email: dj@djsays.com, website: www.djsays.com.

PRECIOUS METALS KNOWLEDGE

Recore Trading Company has spent years analyzing 1,000's of cats in our 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. With so many NEW catalytic converters, getting paid based on return of the precious metals is the only clear, transparent way to **maximize your profits.**



It's a Noisy World – Why Should Anyone Notice You? 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.

I love marketing. And I love trying to help others understand its importance. As with most things I try to teach, I almost always encounter the same headwinds, "Oh, you don't understand; my business is *different*." It should be a book title! The problems are always the same, and lack of *good* marketing is always at the top of the list.

Marketing is not just advertising. The world is a busy place and folks have lots of options. I've helped banks, insurance agents, auto dealers, lawyers, restaurants, and many other types of small businesses; all of them need help with marketing and finding customers.

The place to start is with a *unique selling proposition*. What makes you special? Why should anyone care about you or your products or services? I don't want to hear that you're

the best, or that your quality is the highest, or that you have the best employees. Those are tired rhetoric, and even if true, people don't believe in them. Work on it. You have to have something that makes you stand out from others. You must be able to write it and speak it in one or two sentences, tops.

Next, how do people even know you are out there? You can't spend enough money to get in front of everyone. You need networking and help. Do you send thank you cards to everyone you meet? Not many folks do; even that's a unique selling proposition. DO you have a well done web site? It's imperative today. If you can identify your target market closely enough, do you make sure you stay in front of them? (This is much harder if your market is too big).

Not long ago, I was helping a musician who wanted to get more gigs, audio and production work, and studio work. He said that he working by word of mouth and networking and that in the music business that was the *only* and best way to handle that because the music business is *different*. Really? I checked the business count for audio and video production companies, studios and musician agencies. Within an easy commute, there were 481. It's a target rich environment in Nashville.

Now, let's bet how many of those folks have any idea who he is? Or what he has to offer? What would be the downside to a nice handwritten note to each of them? How many of his peers have done that? THAT is a unique selling proposition, because no one else is doing it. He was too modest to talk about himself, so he didn't send

the notes. Of the 461 prospects, I bet not more than 20 have any idea who he is. Had he been willing to think differently, nearly all would know him in a way that would separate him from his more timid, traditional peers.

I teach a seminar on how to establish yourself as an expert and gain a unique selling proposition: Write a book. Who do you know who has done that? You can do a book and have 1,000 copies for less than \$5,000, using what I teach and a ghost writer. Most won't even read the book, but they will be honored that you chose them for an autographed copy.

Are you an expert tailor? "10 Secrets Tailors Know about Getting the Perfect Fit." Are you a blossoming contemporary artist? "Understanding Contemporary Art for a Novice." Maybe you do asphalt work? "Understanding Asphalt Work and How to Get It Done on a Budget." How many businesses will that open the door to, helping you get to bid on repaving their torn up parking lot? You think any other contractor will give them a book?

Now, here's a plan for my musician friend; there are only 471 people to give a book to. Do 10 a week; in a year, you will be known by most of those prospects and be enjoying lots of work! "10 Trends in the



Music Business Today."

Read my articles on prospect and customer acquisition cost, and read 5 good books on marketing, starting with Seth Godin's *The Purple Cow*. You will be much smarter. But one thing is for sure, without a marketing plan and execution, it won't matter even if you have a unique selling proposition, you're a small fish in a big noisy sea, and the likelihood you will be noticed is remote.

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.

continued on page 4

MARKET WATCH EMAIL ALERTS!

As the ferrous and nonferrous markets change, we will keep

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www.kitco.com				
Please Press Reload or Refresh to Update				
▼ GOLD	▲ SILVER	▼ PLATINUM	▼ PALLADIUM	▲ RHODIUM
1242.60	14.73	793.00	1237.00	2370.00
-2.40	+0.01	-9.00	-6.00	+0.00

you informed via a blind group email. 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 an email to Pat at: sales@recoretrading.com.**

The Metamorphosis of a Display Ad By Mike French



There are many ways to improve a display ad. Many ads I see really DO need improvement! The following show the usual steps I go through to improve a typical display advertisement. In fact, using any of these steps will likely give you the “edge” over most of the ads you see today. Too many ads miss important selling essentials.

(#1) The **original**. What you typically see in the “Used Auto Parts” section of the yellow pages, or on the pages of most recycler periodicals is an ad that is basically nothing more than an enlarged business card with the company name, logo, address, and phone number. That’s it! There’s nothing there to make a sale! It’s dull and boring. It’s what we call in the advertising business, “me too” advertising.

(#2) Add a **headline**. A headline is usually the most important improvement you can make to an ad. A headline that says, “You Will Save 40% to 80% Off OEM Parts”, offers a huge customer benefit and corrects the biggest mistake made by most recyclers, which is to use the name of their company as a headline. Unless your name is something descriptive like, “Cheap Dependable Parts-R-US,” or you are a major company giant who has previously spent gazillions of advertising bucks on name recognition, there is no selling value to your name.

(#3) Add the words, “**Free Delivery**”. That’s another big improvement that can be made to most ads. Give something away by using the word, “free”. The word “FREE” is the most powerful selling word in existence and should be used as much as possible to improve the pulling power of any ad. Don’t make the mistake of assuming that everyone knows what you offer for free.

It’s a Noisy World Continued from page 3

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



One company owner realized that his sales staff usually gave out a lot of technical information while speaking to customers on the phone. Customers expressed their appreciation for this help, so he capitalized on this by referring to his counter staff as “Parts Experts”. Then he added this free customer benefit to his advertising by saying “Free Technical Support! Our Parts Experts Are Here To Help You!”

(#4) Add a **coupon**. Adding a coupon is another way to give something away free as well as a way to make your ad a keeper. It’s my personal opinion that you should use coupons as much as possible. Even though most customers forget to use them at the point of purchase. Only about 3 percent remember to use them. But coupons dramatically improve the response rate because people keep the ad because of the coupons.

continued on page 5

EQUIPMENT

Recore Trading Company is the only catalytic converter buyer throughout the Northeast and beyond with a state-of-the-art in house precious metals lab, milling and sampling line and de-canning stations. **We have the expertise to sort your cats into categories of similar precious metal content to maximize return.** Then de-cann and process them in house, analyze in our lab and pay you for every gram of precious metals your cats contained. Doing everything in house cuts out all of the middlemen and we sell our product to an automobile manufacturer.



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 New Year!

ATRA NH December Meeting

The ATRA NH annual gala Christmas party and auction was held Wednesday, December 5 at The Puritan Back Room in Manchester, NH. There were over 100 attendees, and from as far away as Virginia. Everyone had a fantastic time.

The auction featured many wonderful items from gift certificates, tools, crafts and added this year was a silent auction where tickets were purchased and placed before the item a person wanted to win.

The big event of the evening was the 2018 raffle which raised money for 3 charities—Breast Cancer, Prostate Fund and the Santa Fund. A total of 4 drawings took place starting with a \$500 prize, then \$1,000 and a \$2500 one. The grand prize was for a whopping \$10,000.



The December meeting had over 100 attendees



Lots of great silent auction items



Becca of Recore Trading helps out with the raffle and auction.

The Metamorphosis of a Display Ad

Continued from page 4

(#5) Add a **“call to action”** statement. Most ads fail to tell readers what to do. Don't assume people know what you want them to do. If you want them to call, say so. If you want them to stop by your place of business, say so. If you want them to write a check, say so. If you want them to fill out a form and mail it, say so. If you want them to ask about your extended warranty program, say so. People need to be prompted into action.

(#6) Add a **toll-free phone number**. This change will make a big difference to customers who don't want to pay for a long distance phone call. In fact, if your ad appears in the same place as your competitor's ad, such as in the Yellow Pages, your ad is competing with theirs. Many readers will instantly scour all the ads looking for companies with toll free telephone numbers and will call **ONLY** the companies with toll-free numbers. A few extra cents for the call is worth it.

(#7) Add a **guarantee**. This helps eliminate buyer fears and buyer resistance. You should use strong guarantees as much as possible. This is not only a good business practice, but it goes along way to combat used part buyer resistance.

(#8) Add a **testimonial**. This is a very powerful addition. A testimonial adds proof to back up seller claims. And it adds credibility. I frequently add a picture with the person's name and the name of his company, to reinforce the credibility of the testimonial.

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SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

As buyers and processors of catalytic converters and a leader within the industry, Recore Trading has specialized in catalytic converters since the very beginning of cat recycling. Maximize your profits at Recore Trading by selling your cats based on the return of the precious metals they contain. Our customers consistently see significantly higher returns for their product. **Get paid MORE at RECORE!**



UNITED We Stand, DIVIDED We Will Fall! By Sandy Blalock

Worried about business? Sales are down? Calls are down? Employee morale is down? So how do you stay grounded and up?



Be engaged on the issues facing the auto recycling industry. It is not enough to show up at your office 5, 6 or even 7 days a week. You have to be more efficient and use your management time constructively. If all your employees know their jobs and can do them effectively, stop telling them how to do their jobs and spend your time really

helping your business.

We've all spent the proverbial bundle trying to analyze business trends affecting our daily numbers. But that may not be a great use of your dollar. We have very effective managements systems built by some of the best minds in the industry managing our numbers and inventory. Let those systems do what they were built to do. Focus on evaluating those numbers and data and use that to affect necessary changes within your organization.

However, those things are not enough. There are, and always will be, external factors that will cause even those sophisticated systems to run amok. We have programs growing around us daily to manage the flow of products and salvage and who can and cannot use our end product, i.e. quality recycled parts. Even scarier, the more we pay for salvage vehicles does not relate to how much we can charge for parts anymore. This is something few other industries face.

Frankly, we have to do more!

There are just not enough recyclers out there willing to stand up for their right to be treated fairly in the marketplace. Sadly, even those few will have less and less impact because their numbers are dwindling. I see this as the challenge facing our industry. It is even more significant than all the environmental and other government oversight that has had influence on legitimate professional automotive recyclers for decades.

Why do we sit back and just let all this happen? Why are YOU not engaged in these important business changing policies being shoved down our throats? Why do we continue discussing issues without taking productive action? One answer is: the average auto recycler simply does not understand what they can do. We need more leadership in our states and communities to help work on these issues for us. But it will not happen if you think keeping your head focused only on what happens daily in your facility is enough. You are mistaken! There is a much bigger threat to our industry that will most likely change who will survive and who will find themselves looking for new avenues for job security.

PEOPLE

Because Recore Trading Company treats others how we want to be treated, we are known for our prompt, courteous and friendly service with immediate cash payment. And most of our customers are not only our suppliers, they are our neighbors and have become long lasting friends. Whether you want to sell 10 catalytic converters, 100 or 1,000's, we welcome the opportunity to earn your business. **Give us a call TODAY!**



Make your voice heard!

I know you have heard me say this many times: you need to get out of your office, attend your state and national association

meetings and get up to speed with what is happening. Don't just pay your dues, get on board and make something happen. Make your voice heard and be part of the solution. The few professional auto recyclers out there fighting on your behalf deserve to know they are backed up by our industry. Look at the faces of those out there fighting on your behalf. They are just like you.

Despite the sizes of our facilities or our ownership status, we cannot afford to let outside influences divide us. If we allow this, they will conquer us. As in all of history, the weakest of us will fall first. Stop believing the stories that big corporate recyclers are sucking up and are behind these changes. It is simply not true. What most do not understand is some changes that have happened have hurt all recyclers, big, medium, small, full service, self service or hybrid.

Let's circle our wagons and start believing in us once again. Stop talking and complaining and being turtles. That is not going to make change happen. Start working on issues. Help find solutions. If you don't see progress, demand to know why, right now! Leaders are only as effective as those willing to work with them. If you think you can't be one of them, you need to ask yourself, "why?" There are only so many vehicles to go around and daily we see fewer of them entering our industry. When do you think it is time you stood up and demanded an answer? Why are unqualified people allowed to purchase the product you need?

Our industry can't afford rising costs without some respect on the flip side of the coin. We deserve to be treated fairly for our efforts to produce better and higher quality recycled parts that meet an ever-changing repair market. Professional automotive recycling plays a vital role in the automotive repair cycle. We need to protect that ever-shrinking percentage. We all have to participate in cost savings – but not to the extent that it will cause elimination of an entire industry.

Find your allies and support them with everything you can. It may mean the difference between your survival and your extinction. More importantly, find your voice and let it be heard. Cause great things to happen for you, your business and your industry because you dare to confront the challenges and offer better solutions. You will never know what an impact you can have unless you try.

Together we've got this! Keep the faith and keep recycling! I don't see us as dinosaurs just yet! Raise your voices! Grab a friend! Do something! Believe in the REPUBLIC for which we STAND!

Sandy Blalock is the Executive Director of the Automotive Recyclers Association. She can be reached at Sandy@a-r-a.org.



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*Wishing You
All A Very
Happy New Year!*



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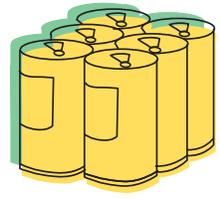
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Laughter is the Best Medicine

A LESSON IN MORALS

One day at the end of class, little Johnny's teacher asks the class to go home and think of a story to be concluded with the moral of that story. The following day the teacher asks for the first volunteer to tell their story.



Little Suzy raises her hand. "My dad owns a farm and every Sunday we load the chicken eggs on the truck and drive into town to sell them at the market. Well, one Sunday we hit a big bump and all the eggs flew out of the basket and onto the road."

When the teacher asked for the moral of the story, Suzy replied, "Don't keep all your eggs in one basket."

Little Lucy went next. "My dad owns a farm too. Every weekend we take the chicken eggs and put them in the incubator. Last weekend only eight of the 12 eggs hatched."

Again, the teacher asked for the moral of the story.

Lucy replied, "Don't count your chickens before they hatch."

Next up was little Johnny. "My uncle Ted fought in the Vietnam war, and his plane was shot down over enemy territory. He jumped out before it crashed but could only take a case of beer, a machine gun and a machete. On the way down, he drank the case of beer. Then he landed right in the middle of 100 Vietnamese soldiers. He shot 70 with his machine gun, but then he ran out of bullets! So he pulled out his machete and killed 20 more. Then the blade on his machete broke, so he killed the last ten with his bare hands."

The teacher looked a little shocked. After clearing her throat, she asked what possible moral there could be to this story.

"Well," Johnny replied, "Don't screw with Uncle Ted when he's been drinking."

LITTLE JOHNNY... FASCINATE

A teacher asks her students to give her a sentence with the word "fascinate" in it. A little girl says, "Walt Disney World is fascinating."

The teacher says, "No, I said, 'fascinate.'"

Another little girl says, "There's so much fascination when it comes to sea life."

The teacher again says, "No, the word is fascinate."

Little Johnny yells from the back of the room, "My mom has such big boobs that she can only fasten eight of the 10 buttons on her shirt."



ROLL OFF CONTAINER AND PICK UP SERVICE

This service is available throughout the Northeast and beyond for all the automotive scrap Recore Trading purchases. We offer prompt, courteous service, immediate cash payment and **our truck drivers are some of the best within the industry.**

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