

# RECORE *Newsletter*

## TRADING COMPANY, L.L.C.

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

## Is That The Light At The End Of The Tunnel I See?

By Don Belisle, Sr.

As of this writing (April 6), things appear headed in the right direction. I don't want to create any false hope but most indicators are positive. Writing about the markets here is very risky since there

is a 4-5 week delay between the time I write this and the time you get it. Well, I'll throw caution to the wind and give my thoughts. After the worst year in memory, the ferrous market is finally rebounding. This is a big plus since the ferrous market influences almost all the other markets salvage yards deal with. When yards are selling and processing their



crushed cars, they produce aluminum wheels, batteries and catalytic converters, etc. The good news is that prices on all of these items are up as well! Aluminum and lead have started inching up. PGM's (platinum group metals) have shown signs of life with recent increases being notable. As is customary with any market on the way up, there is profit taking along the way. What you see are modest gains



followed by selloffs which stall the market momentarily then the increases continue. OEM PGM demand is strong, new car sales are good. Virgin PGM supply out of South Africa is still iffy, so the potential demand for recycled PGM's should follow. Like you, I hope all these up trends continue. Most of the yards I spoke with this week said business was pretty good. This is good news since most have survived some very tough times this past year. It seems sellers of scrap cars have become comfortable with the lower prices offered and are selling. Cars are coming in, parts are being sold and scrap is being processed. Same situation with the yards - most are selling into the markets and are turning money again. All good things! Here's hoping our visualization of increasing commodity prices continues.

The trade show season is upon us. With ISRI happening now, URG coming soon and others to follow which one(s) will you attend? The information age has impacted all of our businesses greatly and not necessarily in a good way. The same thing seems to be affecting trade shows. Attendance is down. How much more information can you get from a trade show that you can't get by phone, email and internet videos? We all know it is very expensive to take time from



*continued on page 2*

## Bridges To Sales By D.J. Harrington



The need for a bridge has been around for centuries, and various designs and size of bridges have been created to handle every need. Through the years, bridges have been small, big, long, short and fancy. The type of bridge I'm going to describe to you here will help you in your business. Wondering how a bridge can affect your

business might raise an eyebrow. Therefore, let me explain.

Time and progress have changed designs and engineering of bridges. It's the same with sales and selling. Sales and selling have changed, and we find ourselves looking for ways to make more sales. Certain bridges can help your sales too. I call those bridges, "Bridge Words". Several years ago, I was fortunate to be invited to attend a sales training class being facilitated by a friend. Excited to get some training for myself, I was concerned when I realized that the room was filled with sales people from the insurance business. Obviously, I didn't have any insurance experience, but I did learn that I could use Robert's training to help me in my business. What Robert was teaching was easily adaptable to any conversation or sale and could be used inside or outside the insurance business. Robert called the sales techniques "bridge words". The training lasted for several days and was more involved than what I can share with you in this article. Each day of training built upon the previous day. Robert taught us how to use specific words to create and satisfy a need in a conversation. Specific words that he introduced were bridges to sales.

In our business, competition is everywhere. Even though we try hard to get a sale, we don't always get a sale for one reason or another. The customer might leave our place of business without purchasing anything because we may not have the particular item they needed. Sometimes the real problem is that we didn't satisfy the need of the customer because we didn't provide a solution. It's our job to make sure the customer knows why they are buying what we have. If they didn't buy that part from us, then maybe we didn't create the right need



or state our claim correctly.

Asking a customer questions usually puts a person in control of the conversation, but creating a need and providing the customer a solution to their need makes a sale easier and more acceptable. It also makes you a consultant. No one really wants to be sold by a sales person anyway. Be a consultant. Better yet, be a bridge maker! Let's try some bridge words.

I'm going to use these particular words in my example. Focus on these words: **BECAUSE, WHICH MEANS TO YOU, AND THE REAL BENEFIT TO YOU IS**. Stating them exactly and in that order is most important. First thing you'll want to do before using those words is **MAKE a CLAIM**. Let's say you're discussing a particular part with a customer, in person or over the telephone doesn't matter, and you discover that you don't have that part in stock. Intuitively, you know that not having the desired part in stock could mean no sale for you. You decide to offer an alternate option to the person instead of sending them down the street to a competitor.

Here's an example of what you should say to this customer. You state your claim and back it up with your bridge words. ***"Mr. Smith, I'm sorry that I don't have the exact part in stock but I do have something else that can work BECAUSE it's interchangeable with the other one WHICH MEANS TO YOU that you can get it now AND THE REAL BENEFIT TO YOU IS that the interchangeable part is less expensive and its available now."***

Notice that I used all the bridge words in the same order without stopping. That part may or may not have been cheaper, but maybe you could have just said it's in stock right now. I kept going after I stated my claim, used all the bridge words in the right order and then provided a solution to my customer's need. The benefit for the customer is your solution.

Let's go a little further with this. It's time to add a couple more bridge words: **SUPPOSE FOR THE MOMENT, and IN YOUR OPINION, DO YOU FEEL**. In order to create the customer's "buy-in," you need to create in the customer's mind the need to see the benefit you've created for him or her. Example: *You*

*continued on page 7*

## Is That The Light At The End Of The Tunnel I See? *Continued from Page 1*

your business, pay for travel and accommodations. This is more relevant when times are hard as they have been this

### CATALYTIC CONVERTER EXPERTISE

Recore Trading Company has been in the catalytic converter business since the very beginning of catalytic converter recycling. With over 25 years of precious metals experience, we have assay based knowledge to group similar metal content cats together and process them that way for maximum return.



year. Yes, some trade shows offer training and that is good if it benefits you enough to offset the expense. Most yards are asking themselves if it is worth the expense in time and money to attend. I don't know the answers. I do know that Recore's displaying at trade shows is not very cost effective for us. Typically, this is by far the most expensive advertising we do. As such, we are cutting back this year in the number of shows we display at. Word of mouth has been the best advertising we enjoy. And it is the cheapest.

Recently I have been writing articles for Toolbox and Recyclers Power Source magazines. These articles being published nationally cover a broader subject matter than the one I write here. Please take a look at these articles and let me know what you think. Thanks for reading.

# Customer Service You Can Count On By Sandy Blalock



Much of our businesses are run with computers and the latest techno gadgets, but one thing has the most impact yet gets the least amount of attention. No matter how technologically advanced our industry gets, we still rely on human contact with our customers to ensure continued success. Whether it is our

sales staff, whose roles are changing more quickly than most can adapt, or our delivery personnel, whose jobs have new tools available for smooth delivery process, we simply must spend more time and energy on the essentials of customer service.

## Delivered with a smile

All the improvements we have seen in the last several years to help streamline our businesses have not changed the fact that at some point we must address the needs and concerns of our customers face to face. We need to spend time developing a basic protocol to ensure that our customers get what they need when they need it—delivered with a smile on our faces.



The expectations of what a customer is promised at the beginning is where the ball is often dropped in business relationships. Sometimes we simply cannot foresee or predict the outcome every single time, even with all the technological tools at our disposal. There are now, and most likely will be in the future, situations that will cause a bump in the road. This is where we must find the best solution to get us back on track in serving our customers. Technology cannot replace a smile and great attitude when we are faced with an upset to daily routine.

## Failed customer service

Recently I saw one of the worst cases of failed customer service I have ever experienced. I flew into Chicago Midway. The airline got me there on time so I planned to work in the area for the remainder of the day. I planned to visit several recyclers in the northwest part of Indiana. At the car rental facility at Midway I got in line for my vehicle. I was renting from \$ rental instead of my normal Enterprise because the weekly rate was saving our association about \$150. I can now say, vehemently, I will pay the extra



amount next time just to not experience the delay and downright torment I went through with some of the worst customer service representatives I have ever encountered in all my travels. An ensuing customer relations nightmare followed.

There was a total lack of vehicles that had been promised to dozens of customers. Some of us had reserved vehicles for weeks in advance. We were forced to wait in line for well over an hour only to be told that not only did they not have the vehicles we had been promised, but we would be waiting another hour to hour and half before one might be available. When I asked to speak to the manager I was told the manager could not be bothered to speak to me as he was busy looking for vehicles and my insistence to talk

*{ One of the reps gave me an ugly look and stormed off to the back saying "that woman just told everyone we don't have cars". }*

with him would delay all the others waiting for vehicles. I asked why they had not informed us sooner when we had been waiting in line for so long. I got a blank stare and no answer. I then turned around and informed the dozen or more customers waiting in line that there were no cars that we had been promised. One of the reps gave me an ugly look and stormed off to the back saying "that woman just told everyone we don't have cars". When he got back to his seat he still glowered at me. I told him I did what the manager should have done and that the manager's job was seeing to the needs of his customers. He should be dealing with customers personally and leaving the "looking for vehicles" to someone who wasn't qualified to

*continued on page 4*

## STATE-OF-THE-ART 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. Selling to us cuts out all of the middlemen and you will maximize your bottom line.



## Customer Service You Can Count On *Continued from Page 3*

deal with customers.

### We are in a service industry

No matter how many tech tools we have, we can't forget the need to relate to one another on a human level. Things happen, schedules change, parts and services are not always on time. We have to find the proper way to handle glitches so they don't blow up and become a fiasco that impacts our customers so they reconsider using our company. I will NEVER again rent a vehicle from \$ rental cars based on this one experience.



We are in a service industry. We have to be better than our competition and deliver as closely to what we promised as we can or our customers will move on to another company. All the technology available to us will not replace our word. What we promise to our customer is important to them. It is important how we handle the glitches that most certainly will arise. We can use tech tools to assist us but we have to rely on human contact to mitigate delays or problems that crop up from time to time.

### Always tell the honest truth

How should \$ have handled their customer service fiasco? First, no one likes to sit around guessing what is wrong – we simply want the truth no matter how bad it is so we can deal with it in our own way. I would have liked some up front notice that my afternoon schedule was not going to be a reality. No matter how bad, a customer needs to know when there are delays so they can deal with them.

I was conscientiously trying to save my association money.

### PLATINUM GROUP METALS KNOWLEDGE

Recore Trading Company has spent years analyzing 1000's of catalytic converters in our precious metals 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 from \$70 to \$185 based on the precious metal content.



This is often the case with our customers. They are on a budget and we must help them stay on budget. However, that day, I didn't have to answer to a customer or insurance DRP on the delay. We have to be honest and up front with our customers no matter what. They really will appreciate our honesty, even if they are forced to go elsewhere for their parts sometimes.

### Offer solutions

We have to realize our customers are financially hurt by delays we cause when we don't deliver as promised. When there is a delay, get on the phone or show up in person and explain face to face the situation. When you have a solution to the problem, offer it; make sure the customer knows you care about their needs. You alone will determine the future of the relationship you have with your customers. That relationship must be built on trust and consideration. Don't risk your future by hiding behind a computer screen and hoping the customer doesn't call



and raise a fuss. Don't ignore what is staring you in the face. You have an opportunity to show what you are really made of. Whether you pass the test is up to you. You can meet that challenge with a smile.

I saw no smiles that day in Chicago. I got no meaningful apologies for my delay. I felt I was being punished for informing other travelers of the delays. I finally got a vehicle almost four hours after my initial reservation time. The experience essentially killed the working day I had planned. I knew the people I dealt with didn't care what happened to their customers. That is a real detriment in business today. When our customers feel we don't care about their issues that are caused by our delays in product delivery, we will lose customers. We have to make sure all our employees deliver first class customer service and take their jobs seriously. One blooper along the way may be all it takes to cause our reputation for excellent customer service to come tumbling down. Great customer service does not get as much attention as bad customer service. But the truth is, good customer service is absolutely more rewarding for everyone.

*continued on page 6*

# OUR INSURANCE PROGRAM SMASHES THE COMPETITION



**DISMANTLING • RECYCLING • SCRAP METAL**

Our specialized customer service team offers broad, comprehensive insurance coverage from “A” rated carriers for:

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# Customer Service You Can Count On *Continued from Page 4*

## Here are some facts:

78% of consumers have bailed on a transaction or not made an intended purchase because of a poor service experience

- The promise of better customer service is a draw for shoppers: three in five Americans (59%) would try a new brand or company for a better service experience.
- A majority of Americans feel most companies fail

## SELL YOUR CATALYTIC CONVERTERS AS PRECIOUS METALS

Recore Trading Company as buyers and processors of catalytic converters and a leader within the industry 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.



## 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!

IT IS IMPOSSIBLE TO GET PAID CONVERTERS TRUE VALUE USING PRICE LISTS AND CODE NUMBERS! CONVERTER MANUFACTURERS CHANGE THE CHEMISTRY DAILY DEPENDING ON MARKET CONDITIONS. WITH OUR EXCLUSIVE IN HOUSE PROCESS, YOU GET PAID FOR EVERY GRAM OF PRECIOUS METALS. BOTTOM LINE--EVERY ONE OF OUR SUPPLIERS IS SEEING HIGHER RETURNS FOR THEIR PRODUCT. WE PIONEERED SMALL LOT ASSAY BASED CONVERTER PROCESSING! NO WAITING FOR YOUR MONEY AND GETTING PAID BASED ON ASSAY= WIN/WIN.

WE UNDERSTAND THAT OUR SUCCESS IS YOUR SUCCESS, SO LET'S SUCCEED TOGETHER!

to get the message that service matters.

- Nearly two-thirds of consumers feel companies aren't paying enough attention to service
- Two in five (42%) said companies are helpful but don't do anything extra to keep their business.
- One in five (22%) think companies take their business for granted.

## Small businesses are a notable bright spot

- Four in five Americans (81%) agree that smaller companies place greater emphasis on customer service than large businesses.

## There is of course the multiplier effect:

- Consumers will tell others about their customer service experiences, both good and bad, with the bad news reaching more ears. Americans say they tell an average of nine people about good experiences and nearly twice as many (16 people) about poor ones – making every individual service interaction important to business.
- Customers who have a fantastic service experience say friendly representatives (65%) who are ultimately able to solve their concerns, are most influential.

## An investment in growth

Some think service is a business cost, but research demonstrates superior service is an investment that can drive business growth. We need to invest in quality people and ensure they have the skills, training and tools enabling them to empathize and actively listen to customers. These traits are central to providing consistently excellent service experiences.

With changing dynamics in business, we must be aware of the day to day of our businesses and not hide behind technology. We have to understand our customers and deliver to their expectations if we are to survive. Not only individual companies but our industry faces its fair share of negative publicity. We have to work harder and longer to show we care for our customers.

The following facts are real eye openers that all business owners and managers need to heed.

## Why customers quit:

- 1% die
- 3% move away
- 68% quit because of an attitude of indifference towards the customer by the staff.
- 14% are dissatisfied with the product.
- 9% leave because of competitive reasons

What business can survive a 68% loss? We must strive to do better. Be honest, caring and ready to help our customers get what they want when they want it. This is a necessity for any successful company today.

Reprinted with permission. Sandy Blalock-Blalock Consulting can be reached at 505-281-5418, by fax 866-722-8642 or email [bconsulting4u@gmail.com](mailto:bconsulting4u@gmail.com).

## Bridges To Sales *Continued from Page 2*

state your claim, "Mr. Johnson, SUPPOSE FOR THE MOMENT that I could provide it right now WITHOUT special ordering and/or fees and a higher cost, IN YOUR OPINION, DO YOU FEEL that it would be beneficial for you to look at an interchangeable part?" You're again in control because you're asking a question but you're also providing a solution for not having the exact part in stock. You're not being pushy. You're being informative and using bridge words to encourage the person to get it now.

I remember my wife using some bridge words on my daughter about her tidiness. It worked too! One morning before school, Erin was complaining about stepping on something that she left on the bedroom floor the night before. Erin had been trained better. Without thinking, Sheila said to her, "Erin, SUPPOSE FOR THE MOMENT that you had picked that up before you went to bed last night, IN YOUR OPINION, DO YOU FEEL that you would have hurt yourself on it this morning?" Sheepishly, Erin answered, "No". There was no other way for Erin to answer than "No". If the room had been picked up, Erin wouldn't have hurt herself. What I've described is someone accepting or agreeing with what's logically presented. The Law of Reciprocity is involved. If you research the Law of Reciprocity, you'll see what I mean.

Simply explained, The Law of Reciprocity makes someone bound to respond in agreement with someone else's statement. This law coupled with specific bridge words can also work on employees in a business, students in a classroom, friends, neighbors or a room full of business people at a presentation.

Summarily, bridge words help to close a sale. It's refreshingly nice to close a sale without using negative, pushy tactics. Try using these bridge words and the Law of Reciprocity instead.

It's important to use bridge words in your business BECAUSE they'll help you do a better job every day WHICH MEANS TO YOU that you'll sell more recyclable parts AND THE REAL BENEFIT TO YOU IS that you'll have customers coming back to see you personally.

See you next time.

Correspondence regarding this article should go to: Phone Logic, Inc., 2820 Andover Way, Woodstock, GA 30189

D. J. Harrington is an author, journalist, seminar leader, international trainer, and marketing consultant. He works primarily with customer service personnel, and his clients include such world-class companies as General Motors, DuPont, Caterpillar and Damon Corporation.

He may be reached at 800/352-5252. E-mail: dj@djsays.com. 52 weeks a year, we are as close as your telephone. Visit [www.djsays.com](http://www.djsays.com) to order my books ~ "Your Prescription for Life" and "Mastering the Art of Success". Check out my NEW eLearning system on [djsays.com](http://djsays.com)!

### COMMITMENT

Recore Trading Company is committed to and welcomes the opportunity to earn your business. Whether you have 10 catalytic converters, 100 or 1,000's, you can sell your cats cutting out all of the middlemen. You work hard and you deserve to maximize your profits with us.



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## Laughter Is The Best Medicine

### Mike's Confession

Sam goes to his friend Mike and says, "I'm sleeping with the minister's wife. Can you hold him in church for an hour after the service for me?" Mike doesn't like it, but being a friend he agrees.

After the services, Mike starts talking to the minister, asking him all sorts of stupid questions, just to keep him occupied. Finally the minister gets annoyed and asks Mike what he's really up to.

Mike, feeling guilty, finally confesses to the minister. "My friend is sleeping with your wife right now, so he asked me to keep you occupied."

The minister smiles, puts a brotherly hand on Mike's shoulder and says, "You better hurry home. My wife died a year ago."

### What causes arthritis?

A drunk that smelled like a brewery got on a bus one day. He sat down next to a priest. The drunk's shirt was stained, his face was full of bright red lipstick, and he had a half empty bottle of wine sticking out of his pocket. He opened his newspaper and started reading. A couple of minutes later, he asked the priest, "Father, what causes arthritis?"

"Mister, it's caused by loose living, being with cheap, wicked women, too much alcohol, and contempt for your fellow man."

"Well, I'll be damned," the drunk muttered and returned to reading his paper.

The priest, thinking about what he said, turned to the man and apologized. "I'm sorry, I didn't mean to come on so strong. How long have you had arthritis?"

"I don't have arthritis, Father, but I just read in the paper that the Pope has it."

### Talking Clock!

Proudly showing off his new apartment to a couple of his friends late one night the drunk led the way to his bedroom where there was a big brass gong.

"What's that big brass gong for?" one of the guests asked. "It's not a gong. It's a talking clock" the drunk replied.

"A talking clock? Seriously?" asked his astonished friend.

"Yup" replied the drunk.

"How's it work?" the second guest asked, squinting at it.

"Watch" the man said. He picked up a hammer, gave it an ear shattering pound and stepped back.

The three stood looking at one another for a moment. Suddenly, someone on the other side of the wall screamed "You friggin' IDIOT! It's ten past three in the morning!"

### GIVE US A CALL TODAY!

The Recore Trading Company team is always looking for new, innovative ways to earn your business. Customer satisfaction is our utmost concern and we promise you prompt, courteous and friendly service based on our core values—honesty, trust and dependability. After all, most of our customers have become our long lasting friends. So if you've been thinking about calling us, give us a call today!



**With Honor & Gratitude**  
**We Remember**

**Have a Safe & Happy Memorial Day!**

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