

RECORE Newsletter

TRADING COMPANY, L.L.C.

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Don Belisle, Sr.
Owner of
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A New World

By Don Belisle, Sr.

So here we are in this "new world." This world I speak of is the business environment that exists today in our industry. This world is something few of us predicted and varies greatly from what we all had not too many years ago. Here are a few notables about our new business world:

Ferrous scrap prices are very low but reasonably stable.



Non ferrous prices are a little low but reasonably stable.

Precious metal (catalytic converter) prices are good compared to recent months but low compared to many years ago. These prices are also relatively stable.

Municipal regulation is way more than ever before.

Granted these are just a few of the thousands of changes we all deal with, but the absolute biggest thing to affect the salvage business is the Internet. Some of the effect has been good, some has been bad; but one thing for sure is that it is not going away.

Now I'll start off by saying that I'm one of the dinosaurs that has been somewhat resistant to change and the Internet revolution. Like many of you, when I started in business the bible for all business contacts was the yellow pages. This was also my major avenue for advertising. Back in the day, you would go through the several yellow pages books you had stacked in your office and call the toll free numbers first. Then, if you still had not found what you wanted, you would call the regular numbers. If you didn't find it in the yellow pages, you didn't find it. I looked around our offices recently and could not find a single phone book!



Years ago you could walk into the sales counter of any salvage yard and immediately know how busy they were simply by listening to the ringing of the phones. Back when I was a counter man, the constant phone ringing combined with the "voice line" speaker barking in the background was deafening. But these were all signs of a busy salvage yard. In recent months I have been to some of the most successful salvage yards in New England. I notice the sales people are hustling writing orders, the shipping people are straight out with packaging and loading trucks and the dismantlers are buzzing around with parts and pull orders in hand. The one thing I don't hear is the constant ringing of phones. The common denominator in these yards is

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A New World *Continued from Page 1*

that most of their sales are Internet generated. This Internet sales generator is multi-faceted and includes websites, ebay, Facebook, Craig's List, and sites like Car Part.com, etc. What these yards find is that in addition to the regular items they have sold for years, they are selling parts that in the past they would have been thrown away – such as dash fascias, gas doors jacks, and other odd ball items previously sent to the shredder.

The Internet has had more effect by far on our industry than anything else! I often hear that customers search the inventories of several yards and find many of the common parts, then they become price shoppers. If you want to sell the common parts you must discount them. It's the odd items that now have the demand - the gas door in the right color, the trim panel with the correct option switches, and the fender or other body part that is the right paint code and does not have to be painted. A used fender in the right color is cheaper than buying and painting an aftermarket one.

Even this old dinosaur finds that the first place I search for anything, whether it is an item or information or a service, is on the Internet. Yes, your regular customers



may call you first. That's great, but don't you want more?

Not only at Thanksgiving but all year long I want to extend my sincere Thank You to all our suppliers. I'm most thankful for the many industry wide friendships I enjoy. Thanks!

Words Do Make a Difference *By D.J. Harrington*



Last month, I was the keynote speaker at SCADA, the Southern California Auto Dismantlers Association. It was held in Reno and the turn-out was great. Every year I predict that this association will grow under the leadership that now runs their excellent group of recyclers. Here's why. All of them speak the right words

and are a positive-minded group. Words that we speak to ourselves and others make all the difference in the world.

Our words are like seeds, the more we water them the more they grow. They will produce exactly what we are saying. If you say, "I can't remember names", guess what, after a while you will not remember names. Whatever you think about will come about. You've probably heard me say that line before.

Years ago, I attended a Catholic college in Florida, known today as St. Leo University. One particular day when I was president of the student body, Father Fidelis, taped one of my student government meetings. It wasn't customary to do

that, but he had a purpose. After the meeting, he wanted me to hear what others heard. As I listened, I discovered that I didn't like what I heard. With the same tongue that God gave me, I praised one classmate; and with the same tongue, I cut-down a freshman class president, who I did not like at all, to the core! What's worse, I did it in front of the student government meeting with 70-80 people present.

Words are like electricity. They can be used for light, air conditioning and heating up dinner, but are dangerous if used wrongly. Words can do damage as well, and sometimes the damage from our words can't be undone.

The longer you talk in negative terms, the longer you will walk in defeat. Don't use your words to explain your situation, use your words to change your situation! WOW, that was a good line! I might want to "sideline" that phrase to use in an

upcoming talk, seminar or workshop. Great quarterbacks will speak first, "Go 10 yards down, harsh left" and the ball will be there. Like quarterbacks, we must first speak our thoughts and then follow through.

If you really want to change your world, change your words. If you have a negative life, "put a fork in it," and then start over. It will come to pass, BET ON IT! People say things like "I'm so slow I will never be successful." We talk so negative about ourselves. Please stop it.

However, when I was a young man, my dad showed me that a small tug boat could pull a big steam ship liner out to sea. I'm certainly not a sailor or know much about boats. It was an amazing teaching moment between my dad and me. He wanted me to see that a smaller tug boat had a smaller rudder which did all the work on the direction of the boat. Your small rudder is your tongue. Watch what you say because your tongue will dictate how well you do. Watch what you speak. Whatever you talk about will come about!



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We pioneered small lot assay based converter processing so our suppliers could get paid the same as those processing 1,000's of cats. With our exclusive in-house process, you get paid for every gram of precious metals. No waiting on your money and much higher returns=WIN/WIN!! **CALL US TODAY WITH ANY QUESTIONS OR CONCERNS, WE'RE HERE TO ANSWER YOUR QUESTIONS!**





What Are You Doing to Move Your Business to the Web?

By Ron Sturgeon

The first article in this series listed more than 25 tactics to increase your business success. I have used all of them. I started with nothing. I didn't get to college, so I know you can achieve maximum success, regardless of your level of education. E-mail me to get the

first or any of the other articles in the series. Each one after the first takes a closer look at one of the tactics.

How are you using the web to ensure that people using search engines to find parts find you and your business?

My experience tells me that many yard owners still have a simple website, one that was done on the cheap by their nephew. Most owners know that they should have the website redone, but it is not a high priority.

If that's your story, you probably have a website that is not getting much traffic from search engines. That's a costly mistake. Make having your business site redone a priority. Work with a person with knowledge of search engine optimization (SEO).

If you would like to see how close your current design is to being SEO friendly, send me an email with your business websites URL and I will send you free SEO audit report on your site. Please put free SEO audit in the subject line of your e-mail.

In the meantime, here are ten things you should be doing to get more business from your website:

- You should have a list of key words that you want to "own" for your area. You should know the keywords. When someone types these words into Google, you need to appear near the top of the results. You should be looking at a monthly report to see how well your marketing efforts are working and to see how far you have moved up or down in the results for keywords.



- You should be using the keywords or terms in the text and titles for pages on your site. You should have pages with titles that match the valuable terms

- You should be using relevant keywords in your Craig's list ads and all other places that you are sharing content on the web. Make sure your eBay listings are helping your SEO by putting relevant keywords in them and giving them good titles.

- You should have videos posted that include keywords to make sure that they are found and lead potential customers back to your site and you.

- You should issue periodic press releases using the keywords. Put a link on the keyword and point it back at the page for that keyword on your site. I like a service called 24-7 Press releases for these.

- You should be using the keywords on twitter, Facebook, and other social sites where you have content.

- You should make sure that your site displays properly on mobile devices. Can someone using a smart phone or tablet to browse your inventory find what they want and order it easily?

- Make sure your site has a large prominent button that says "FIND PARTS" on the home page. Folks came to buy something. Don't make them scroll past pics of your yard and verbiage. Make it easy for visitors to find the parts they came to buy.

- Stop scrimping on the site. Your nephew is a sweet kid, but a good site done by an SEO pro will start at around \$3,000. Most web designers say they understand SEO, but they really don't, so seek out an expert on SEO. Be more focused on visibility and usability than on how pretty or slick it looks.

- You do not need pay per click (PPC) to be successful. Paying for visitors is a lazy man's way to find limited success. It is a costly way to compensate for a crappy non-

Words Do Make a Difference

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I will close by saying, I hope to see you at the next recyclers trade show or state convention. We need to support our state associations to make our industry great. Thanks for reading my column. See you next time.

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

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PLATINUM GROUP METALS KNOWLEDGE

Don Belisle has spent years analyzing literally 1,000's of catalytic converters in his precious metals lab and has 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 metals content.



At the October meeting there were two main areas of discussion, the concrete pads being furnished by the state



and the association's use of media to promote our industry. The NH DES has received in excess of \$80 million dollars in court settlements from the big oil companies as a result of MBTE pollution fines and violations. The MBTE remediation

What Are You Doing to Move Your Business to the Web?

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SEO-optimized site with no supporting strategy. Relying on PPC will cause you to spend \$500 or \$1000 a month forever because you would not spend \$6,000 the first year and much lower ongoing costs.

A robust web strategy is a must if you want to get your small business to maximum success. Starting on yours will put you ahead of some of your competitors. One of my consulting practices is helping business owners use the web to generate leads and sales. In many of my own ventures, we rely on traffic from search engines and SEO to ensure prospective clients find us. We own top positions for our keywords. You can too.

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.

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. We look forward to your call.



agency is using this money to fund water supply costs to homes whose wells have been polluted by MBTE and for prevention of future MBTE pollution. As I reported earlier the first leg of prevention was to furnish (at no cost) to salvage yards car crushers, gas buggies and fuel tank drills. This equipment is by far the most efficient way to handle waste gasoline from cars being recycled. The agency reached out to NH ATRA first, they felt that we were the most organized and best way to get prevention measures in place quickly. We are now in the second phase where the agency is furnishing concrete (non penetrable) pads for salvage yards. These pads can be for use under a car crusher, storage pad for incoming cars, or storage pad for crushed cars. Basically any use that prevents MBTE's from entering the soil. At this point there are 7 pads completed with many more on the schedule. This has been a win-win situation for both the State and the salvage yards and is a perfect example of the state and the salvage yards working together.



The second phase of the meeting was billed as media night. Our new president Dave Wilsuz and Samantha Walton gave us reports on the progress they have made with the association's web page and Facebook pages. Boy have they been busy! Dave's crew have updated the web page tremendously to include member's logos and up to date happenings. The facebook page has also seen a lot of growth with up to date info on the happenings of many of the members. We also had a presentation from WBIN TV station on the ins and outs of TV advertising. This was very informative and included some of the successful formulas of past president Jeff Cantor. All in all a great meeting, good food, and excellent commrauderie.



How to Get Back Lost Customers

By Mike French



"Most companies today don't know how many customers they've lost, much less attempt to bring them back. The average company loses 20 to 40 percent of its customers each year. Nearly half of them don't even know why the customers left or attempt to do anything about it." – Austin Business Journal

A well known survey demonstrates why businesses lose customers: 1% die, 3% move away, 5% switch because a friend or relative introduces them to their preferred merchant, 9% switch because they believe they've found a better product or service, 14% leave because of product or service dissatisfaction, and the most, a whopping 68%, leave because of neglect!

Some of the things on the above list you obviously can't do anything about. For instance, you have no control over customers who die or move away. But, on the other hand, you most certainly can do something about the 14% who have stopped using you because of some problem they have had with your products or services. The answer is so simple it's almost ridiculous. Contact them! That's it! Call them on the phone! Go to their place of business and visit with them face to face. Or you can write them a personal letter. Don't use a form letter!

And what are your chances of success when you use this approach? According to research from Marketing Metrics, a Paramus, N.J., based consulting firm, they say: "Your chances of successfully selling to a former customer is 20 to 40 percent. That's significantly higher than the 5- to 20-percent chance you have of selling to a new prospect. Your chances are better, because former customers already know you and what your products or services can do. Plus, you know them. You know their past buying behavior, so you have a significant advantage over competitors who don't have this information."

So, when you contact your prodigal customer, here's what to say to them: Is there anything wrong? I want to know.

And, of course, you really do want to know the answer to this very important question. Then you can be aware of problems and fix them.

Why does this contacting method work? Think about it for a moment and ask yourself these two questions. First, did you ever stop using someone's products or services yourself because you had a negative buying experience with them? And secondly, did they ever call you and ask why you had stopped ordering from them? If you are like most company owners, the answer to the first question is yes and the answer to the second question is no.

Regarding the second question, let's say they did notice that you'd stopped using them and they did call and ask you what

the problem was. And they were very humble and very sorry about the problem you had with them. Let's say they asked you very earnestly and very sincerely what they could do to fix the problem. Then they asked for your business back. Would you have given their company another shot? If you are like most people, you probably would have! And quite frankly, after their call, you'd undoubtedly have a deeper level of buying relationship with them than you had previously.

Here's what you can do to get back the 68% who have left because of neglect. To begin with, let's consider the very real possibility that many of them didn't leave intentionally. Some kind of personal event in their life or business occurred to distract them from buying from you for a while. They stopped thinking about you during this time of absence. They may have even lost your address or phone number, but the results were the same, they didn't call to place an order from you.

So, here's what you do. Use the exact same approach as described earlier. Call them up and say: Is there anything wrong? I want to know.

And guess what usually happens next? They are embarrassed and sorry that they've completely forgotten about you for so long, especially since you're so

concerned about them.

Then something amazing happens next. The law of reciprocity intercedes and they become even more eager than you to begin doing business with you again. But now it's at a deeper level than before. You've just cemented your relationship with them.

So, just by personally contacting every inactive customer or prospect you have, a wonderful thing will occur; you will get most of them back! And once they start purchasing from you again, there is a high probability they will actually become the most loyal and profitable customers or clients you will ever have!

So, what are you waiting for? Go get those lost customers back!



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change, we will keep 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.

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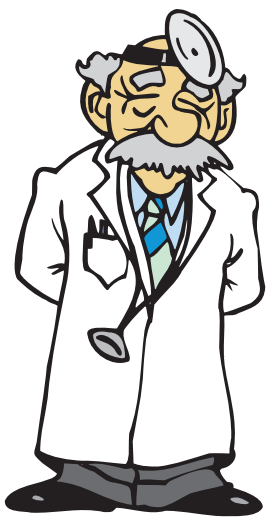
Program Administrators of the Auto Recycling Program

Laughter is the Best Medicine

Two elderly gentlemen, who had been without sex for several years, decided they needed to visit a cathouse. When they arrived, the madam took one look at them and decided she wasn't going to waste any of her girls on these two old men.

So she used blowup dolls instead. She put the dolls in each man's room and left them to their business. After the two men were finished, they started walking home and began talking. The first man said, "I think the girl I had was dead. She never moved, talked or even groaned. How was it for you?"

The second man replied, "I think mine was a witch. When I nibbled on her breast, she farted and flew out the window!"

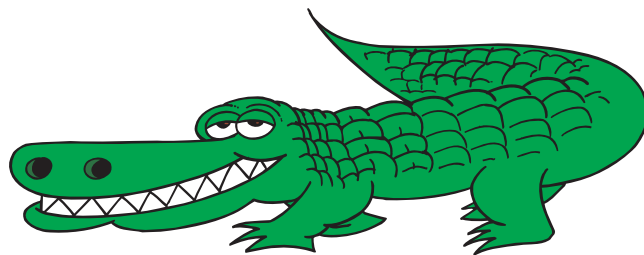


A 90-year-old man said to his doctor, "I've never felt better. I have an 18-year old bride who is pregnant with my child. What do you think about that?"

The doctor considered his question for a minute and then said, "I have an elderly friend who is a hunter and never misses a season. One day when he was going out in a bit of a hurry, he accidentally picked up his umbrella instead of his gun. When he got to the creek, he saw a rabbit sitting beside the stream. He raised his umbrella and went, bang, bang and the rabbit fell dead. What do you think of that?"

The 90-year-old said, "I'd say somebody else killed that rabbit."

The doctor replied, "my point exactly."



An elderly man in Florida had owned a large farm for several years. He had a large pond in the back, picnic tables, horseshoe courts, and some apple and peach trees. When it was built, the pond was properly shaped and fixed up for swimming. One evening the old farmer decided to go down to the pond, as he hadn't been there for awhile.

He grabbed a five gallon bucket to bring back some fruit. When he neared the pond, he heard voices shouting and laughing with glee. As he came closer he saw it was a bunch of young women skinny dipping in his pond. He made the women aware of his presence and they all went to the deep end.

One of the women shouted to him, "We're not coming out until you leave!" The old man frowned, "I didn't come down here to watch you ladies swim naked or make you get out of the pond naked."

Holding the bucket up he said, "I'm just here to feed the alligator."

Moral: Old men can still think fast.

OUR DOCK IS OPEN MONDAY THROUGH FRIDAY

Recore Trading's dock is open Monday through Friday from 7:30 AM to 4:00 PM for drop off with professional buyers available for immediate cash payment.



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