



Don Belisle, Sr.  
 Owner of  
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## PGM Markets and More...

By Don Belisle, Sr.

There are some interesting things going on in the PGM (platinum group metals) markets. At the moment, we are enjoying very good pricing for the reclaimed precious metals from converters. It seems as though the

markets are behaving as predicted with very gradual gains overall and some profit taking along the way.

It has been many years since the precious metal markets have reacted mainly to influencers such as supply and demand as opposed to rumor and speculation. Not that this can't and won't happen again but it is refreshing to have the markets we all derive our income from behaving rationally.

At present, half of all global production of PGM's is used for treating exhaust gasses in internal combustion engines. With these things in mind, some have predicted a decline of PGM pricing as electric vehicles may become more popular. As you know, electric vehicles do not use PGM's. This theory does not take into account the hydrogen fuel cell vehicles that many manufacturers are gearing towards. Most of the big auto manufacturers are putting tremendous effort into hydrogen powered fuel cell cars. At present, in California you can buy a Toyota Mirai and get three years free fuel! Honda is also marketing the Clarity in this country. Other car builders are close to putting their fuel cell vehicles on the market.

Used in a different way, hydrogen cars use significantly more PGM's than their gas powered counterparts. Depending on the power output, fuel cell vehicles use between 100% and 1000% more PGM's than gas cars. Instead of using the PGM for a chemical reaction in the exhaust, hydrogen cars use it to initialize the energy producing hydrogen reaction. All things considered, most feel there



will be a continuing PGM shortage in years to come.

This is good news for those of us above ground miners of PGM's who earn our living recycling catalytic converters!

### Have we turned the corner or just adjusted?

I talk to auto recyclers every day and the consistent theme I hear is that they are now doing OK. It was not that long ago that most were complaining that making ends meet was more and more difficult. Yes, everyone talks/complains about the price we have to pay/get for junk cars. This is a fact of the business we are in that we just have to deal with.

Things have changed dramatically and the good old days are not coming back. What I am seeing is recyclers getting more out of their junk cars than ever before. Yes, they are pulling off things they never had to do before, but they are producing a positive revenue stream. No, it is not as easy as it once was, but nothing is the same as it once was. We have lost a few recyclers along the way.

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# PGM Markets and More...

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This is unfortunate.

What are the survivors doing that the others did not do? Change? I think so. The successful auto recycler today looks nothing like the one from 20 years ago. I know we all resist change. I know I do, but I do realize that change is good and must be embraced to succeed. What will the recycler in 2037 look like? I don't know; however, I'm sure he'll look different from today's recycler.



## The Voice of Your Customer By D.J. Harrington



Have you ever listened to your customers? Probably. Digging deeper, I must ask if you've ever asked them how you're really doing? Sometimes hearing the truth can hurt, but it can also help.

So far, it's been a great week. Having just finished speaking at Volvo of Memphis,

located in Memphis, Tennessee. I discovered that Ernie Norcross and his family are "in-tune" with their customers. Ernie isn't afraid to find out how he and his team are doing with their customer base because he knows that he wouldn't have a company without them. Ernie's business is no-different than yours.

Customers are the real reason your company exists. If you can't meet your customer's needs, your company won't survive and furthermore, just meeting his or her needs may not be good enough.

In today's market, we have to exceed the customer's needs. Really over deliver them every time!

The difference between our place and the competitor in the next county is our people. You want to develop a lasting relationship with a customer that empowers you while delighting them. Trust and loyalty are the results of a delighted customer. Together, we can develop increasingly satisfied customers. When delighting every customer is at the heart of all we do, we will be closer to truly generating customers for life.

For over 30 years, I have been telling businesses, "People

buy you first. Your company second and your product and service third...AND they buy in that order!" Here are some helpful "customer building" techniques.

Over the phone, make sure the person that answers the telephone is polite and helpful. Always remember the very first picture they see of your business is through their ear. That's right, their ear. When they hear things, they see things. That picture stays in the mind. Make sure they are seeing a good picture of your place.

While working with the fine group at Volvo of Memphis, I told the team to watch their O. A. I. The O stands for Observation...what do the customers see when they first see your operation? The A stands for Association...customers always remember their experience when it comes to service. They will rehash actions from the past. How do you rate? The I stands for Imagination...a customer's imagination starts and reacts the moment he or she sees the way your business is being conducted.

That brings to mind a funny story from San Francisco. I was training at a very large RV dealership. I could not open the sliding door to the service department. After trying for 4 to 5 minutes, a mechanic appeared from the inside to help slide the door open. After trying together for another 2 minutes, we finally got it opened. Picture it! Two grown men fighting to open a sliding door. My personal O. A. I. was...if this dealership could not fix their own sliding door to their service department, do you think I would leave my \$460K motor home there to fix the slide on my coach? I don't think so!

Let me end with this important, focal point. Total customer focus means ABSOLUTE COMMITMENT to the CUSTOMER. This commitment to the customer, drives everything, particularly the way individuals think, the way we work and the way each department is managed. Total customer focus can only be achieved when everyone at your company works together.

Oh, by the way, when I revealed the broken sliding door incident to the owner of the RV



### CATALYTIC CONVERTER EXPERTISE

Recore Trading Company has been in the catalytic converter business since the very beginning of catalytic converter recycling. With over 27 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.



# The Voice of Your Customer *Continued from Page 2*

dealership, he had the sliding door fixed before I left his lot. Too bad the owner didn't know it was broken 3 days earlier. You think maybe they lost some business while it was broken? Most assuredly!

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)!*

## Tools for Success - Know When It's Showtime! (Let's All Look Good)

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 of the articles after the first takes a closer look at one of the tactics.

When I was just starting my business career, before I owned salvage yards, I fixed, bought, and sold automobiles. I was fortunate to sell one to very successful local real estate agent. He had been selling luxury homes for most of his life and was buying a car for his teenaged son.

I remember him and the transaction because he was an excellent negotiator, but also because he gave me a piece of advice about building my auto-sales business. He said, "When you're in front of a client, remember, it's show time."

He meant that the appearance that you project to those you want to do business with (or those you are doing business with) matters. I certainly would not have looked the part for my work as a mechanic selling cars dressed in suit-and-tie as he was, but I understood his point: The image that I (and my business) project is an important key to success.

As customers, we make judgements about businesses based upon appearances. The impression made by uniformed parts delivery people in clean trucks is different from the impression made by the same delivery from a sloppily dressed driver in a dirty, rusted truck.

How do the customer-facing parts of your business look? Are you projecting the image that you want to project to your customers?

The other part of projecting a show-time image is how your team members interact with one another when they are in front of customers. Are they working as a team to

make one another perform better and look good in the eyes of the customer?

What does your delivery driver say to the customer if a picker picked the wrong part? What does the parts counter person say about the cradle-to-grave dismantler if a part is in the computer but it isn't where it should be on the shelf when a customer arrives to get it?



The wrong answer is to roll a teammate under the bus. Blaming a teammate only diminishes the business in the eyes of the customer. It does nothing to solve a

disappointed customer's issue.

Your team's answers should be focused on solving the issue for the customer, not on shifting blame for the failure. A consultant I hired reminded me that, when team members support one another this way, it becomes a virtuous circle.

When they are making one another look good, the whole team performs better because every member trusts his teammates to be truthful and tactful with customers, but to keep the focus on solving the issue. When that customer's issue is fixed, and in a place away from other customers, the team can huddle to figure out what went wrong and how to fix it.

One of the tactics that I have used to ensure that those who are serving customers stay in show-time mode is to hire

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### 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.



## Tools for Success *Continued from Page 3*

mystery shoppers to get a snapshot of customer service and find out whether team members are supporting one another when it's show time.

### 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.

## Developing a Borrow File for Ideas *By Mike French*



In advertising, you do NOT need to be original! You can let others create for you!

Companies pay lots of money for original ideas. But you don't need to pay for ideas. And you don't need your ideas to be original! There are already great ideas all around you that you can legally

borrow from.

When you find something interesting, put it in a file that you can draw ideas from later. Use this file to create your own advertising. You need to understand that your borrow file is for ideas only!

You can not steal or plagiarize copyrighted material from someone else's advertising. But when you get dry on ideas, you can go to your borrow file to get your creative juices flowing by looking at what others have done. You can only borrow the essence of an idea!

Then you can custom tailor it to your own specific needs. That is perfectly legal. Idea borrowing is done all the time and it's not morally or ethically wrong. No one can copyright ideas or formats. This is why you see so much imitation in music, fashion, TV shows, diets, movies, computer technology, consumer products and many other things.

These are a few places to look for the materials for your idea file:

**Junk Mail.** That's right. The first place to look for ideas is

in your own mail box! The US Mail is a gold mine of free ideas you can capitalize on! Begin by thinking differently about junk mail. It is a great resource for free ideas if you know how to glean from them! Big agencies pay millions of dollars each year to top writers and graphic designers who produce that mountain of junk mail flooding your mail box. Even though most of it is fluff and deserves to go into the trash, you will find an occasional nugget you can use. Keep examples of the ones that grab your attention and make you want to buy. Borrow those ideas to produce your own ads.

Use your own headlines and your own photos to make a new piece that is totally yours. After you've done this for a while, you'll develop an eye for what's good, what's bad and what you can use. Remember, the best stuff grabs the reader's attention and answers his biggest self-interested question of "what's in it for me?" It also compels him to act. Keep in mind that there is value in bad stuff, too. Figure out why the bad ones didn't get your attention and begged to be trashed. As a helpful exercise, rewrite and redesign the bad advertisements.



**Magazines.** There is a multitude of great ad ideas to be gleaned from magazines of all kinds. Whenever I go to the grocery store or bookstore or I'm at the airport, I look at magazine racks to see what's new and different. If you do this, don't just stick with the magazines you like, but check out others, too. Find ideas in one industry that you can use in another.

One idea I used a while back I borrowed from the "Got Milk" ads. I borrowed this idea and translated it into an ad for an auto recycler. I stated boldly on the page "Got Parts! Got Guarantee! Got Fast Delivery!" Another idea I

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### 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.



## Developing a Borrow File for Ideas *Continued from Page 4*

borrowed was from a flu medicine ad I found in a sports magazine. The flu ad was designed to be a consumer warning. In big letters at the top of the ad it said, "Flu Alert!" It had four strongly worded facts listed under the headline about the need to be ready for the approaching flu season. It concluded with some compelling reasons to use only their brand of flu medicine. At the top of my ad I used the headline, "Parts Alert!" Like the flu ad, I listed four strongly worded facts below the headline about recycled parts. I concluded with a list of compelling reasons to buy from my client's company.

**Newspapers** are chock full of ads, both good and bad. I think the best ones look like articles. People like to read articles and will read ads that mimic them. Even though newspaper and magazine publishers put the word "advertisement" at the top, studies show that it doesn't diminish the effectiveness of the ad.

**Television** commercials use all kinds of dynamics to get your attention. They use testimonials, trends, humor, and even shocking statements to get your attention. The Geico Insurance ads are great direct response ads to learn from. They never seem to run out of ideas. Infomercials are another great source for ideas, especially when they get to the selling part. Notice how they give you secondary reasons to act immediately. "Ginsu Knives" with their add on "widgets" is a great example of how to get people to place an order right away. They use the added value method

to get people to respond. TV ads are also masters at using celebrity endorsements.

**Radio ads**, such as the Motel 6 spots featuring Matthew Odette, are good examples of effective advertising to study. Odette and Paul Harvey are masters of what is called incident-point-benefit ads. They tell a great story about an incident in order to make a point which dramatically illustrates a huge customer benefit. They are also very good at making ads that don't sound like ads.

**Other sources.** Always keep your eyes peeled for ideas from anywhere you happen to be for your borrow file. You'll find them all around you. Look at ads in your local penny shopper, on billboards, on restaurant tables and even in hotels. I found an interesting ad in my hotel room when I was at a conference. The ad was about the environment and how I could help by allowing the hotel to skip changing my sheets every day. That way they would save water, and soap. The ad said they'd simply remake the bed for me each day. That sounded reasonable, so of course I was glad to give my permission. I took the ad with me when I left to add to my borrow file. I may not know right now how I'll borrow from it, but I do know it was effective.

If you are continually on the watch for good stuff and always adding lots of ad examples to your borrow file, you will never run out of terrific ideas to make your own advertising sing!

## Auto Recyclers Northeast Convention & Trade Show

If you haven't been to an auto recyclers trade show recently, you should definitely make plans to attend the Auto Recyclers Northeast Convention & Trade Show. With almost all the New England state associations involved with ARA NY, this is shaping up to be a fantastic show and one you do not want to miss. Recore Trading Company has a double booth—Booth 1 & 26, so please come say hello to us. The convention runs from Thursday, September 28, 2017 through Saturday, September 30, 2017. ARA NY has contracted the new Capital Center & Renaissance Hotel in downtown Albany, NY as the venue for this event.

## Sales/Marketing Person Wanted

Established in 1989, Recore Trading Company located in Derry, NH specializes in the buying and processing of catalytic converters. We also buy aluminum rims, batteries, flattened car bodies and other automotive scrap. We are seeking to hire a highly motivated experienced sales/marketing person with advanced web and social media knowledge.

The right person will have sales experience including the ability to make cold calls and establish relationships with customers via the phone. This full time position is a combination of sales and customer service with some office/clerk responsibilities. If you are a positive, energetic person who loves to close the sale, then you are the right candidate.

We offer excellent pay and benefits. Please submit your resume with cover letter to Pat at sales@recoretrading.com or fax to 603-437-1313. No phone calls please.



**We have several 45' and 48' storage trailers for sale.**

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**855-647-3267**

# 6 ATRA NH June Meeting



The ATRA NH June meeting was held Wednesday, June 7th at The Yard Restaurant in Manchester, NH. The meeting included the annual election of officers and directors and also featured nationally recognized guest speaker D.J. Harrington. The meeting was well attended and D.J.'s program on Team Building Exercises was very well received.

*D.J. Harrington speaks about Team Building Exercises at the June ATRA NH meeting.*



*Many auto salvage yard owners and staff throughout NH and beyond attended the June ATRA NH meeting.*

## Recore Trading Company Host Luncheon with D.J. Harrington



*'Car'diologist D.J. Harrington thanks Don Belisle Sr. at Recore Trading Company for hosting a luncheon program and jokingly listens to his heart.*

The day after the ATRA NH dinner meeting, Recore Trading Company hosted a luncheon with D.J. Harrington as the keynote speaker. Personnel from area yards came to hear him speak and were treated to lunch at Recore Trading Company in Derry, NH. D.J. is a highly

respected, well known 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 is also an author and journalist who has a featured article in our monthly newsletter. Thank you D.J. for putting on a wonderful program for us and our friends in the automotive recycling industry.



*Recore Trading Company hosts a luncheon get-together featuring a training program with D.J. Harrington.*

### 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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## Laughter is the Best Medicine

A man drinks a shot of whiskey every night before bed. After years of this, the wife wants him to quit. She gets two shot glasses, fills one with water and the other with whiskey. After bringing him to the table that has the glasses, she brings his bait box. She says, "I want you to see this." She puts a worm in the water, and it swims around. She puts a worm in the whiskey, and the worm dies immediately. She then says, feeling that she has made her point clear, "What do you have to say about this experiment?" He responds by saying, "If I drink whiskey, I won't get worms!"



It was two o'clock in the morning and a husband and wife were sleeping when suddenly the phone rang. The husband picked up the phone and said, "Hello? (paused for a few seconds) How the heck do I know? What am I, the weather man?" and slams the phone down.



His wife rolls over and asks, "Who was that?" The husband replies, "I don't know. Some guy who wanted to know if the coast was clear tonight."

A couple is out for a drive and get pulled over by a cop.



Cop: Sir, did you realize you were speeding?

Husband: I am sorry officer, I didn't know.

Wife: What the hell, that's a lie I have been telling him for miles!!

Husband: Shut up!! No one is talking to you!!

Cop: OK then, did you know that your license plate has expired?

Husband: No officer, I didn't know.

Wife: He's again telling a lie!! I've been telling him for months!!

Husband: Shut the hell up! Nobody is talking to you!!!

Cop walks over to the wife's side and says: Mam, does he always talk to you this way?

Wife: No. Only when he's drunk.

## Experience Loader Operator Needed in Southern NH

Loading and unloading flattened car bodies on semi-trailers.

Call 855-647-3267

### 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 to us cutting out all of the middlemen. Customer satisfaction is our utmost concern and we promise you prompt, courteous and friendly service based on our core values—honesty, trust and dependability. You work hard and you deserve to maximize your profits so don't settle for anything less; GIVE US A CALL TODAY!



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