



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

The Mills Are Adjusting

By Don Belisle, Sr.

Like every other business auto salvage yard owners seek to get every dollar they can from the products they sell. It makes perfect sense for a yard owner to maximize the return they get for every product they sell. Not only is

this logical, in many instances it is a necessity to keep the bottom line in the black. Nowhere is this more evident than in the sale of the yard's ferrous scrap (crushed or whole car shells). As someone who has been in the business



for decades I have witnessed a dramatic change in the product being sold by yards. Back in the day the yards had made their profit on the sale of parts from the car and the carcass was looked at as found money. Little effort was put into further stripping and separating of metals from the scrap car, the labor didn't justify the return. Today's cars and scrap environment are different. The cars today contain significantly more nonferrous metals than ever before, particularly aluminum and copper.

As buyers of crushed cars, we see a very wide range of nonferrous containing car shells being sold by yards. We see yards who remove every engine, transmission, wire harness etc. Then we get cars from the more parts oriented salvage yards that are missing the saleable parts but no further stripping has taken place. These cars are very rich in nonferrous scrap compared to the empty shells.

Now comes the mills that we sell the scrap to. In many cases these mills are selling the ferrous frag for little or no profit. Their profit comes from the downstream recovery and sale of nonferrous metals recovered from the shredded cars. When the mills look at recovery rates of various suppliers scrap they typically see wide variations of the metals recovered. Well the bottom line is the mills are getting smarter. Some mills actually count the percentage of cars delivered by individual suppliers that have engines. If your loads do not have at least X% cars with engines their rate can be reduced. The mills have the tough task of trying to put a buying price on scrap that averages the quantity of nonferrous scrap contained. By constantly monitoring the return of nonferrous metals they can set a price and make a profit. Obviously when prices are averaged someone wins and someone loses. If you are the guy sending in stripped out shells you are thrilled, if you are the other guy you are not being paid fairly for your product. The mills obviously can't stop the shredder and do each load separately look at the metals returned then price the load. This would be like the way we process catalytic converters, paying based on return. This wouldn't work on crushed cars one load at a time.

The reason I bring this up at all is to prepare yards for what I believe is coming soon, "variable pricing". In the not too

continued on page 2

The Mills Are Adjusting *Continued from Page 1*

distant future I expect mills to adjust their pricing based on the percentage of cars coming in that contain engines. If the load you ship has fewer than 60% motors you will get less. Obviously, this will be a big adjustment for all of us. We will have to wait and see.

As we all know a number of years ago the mills started taking cars with up to 4 tires per car. This was and is a great thing for the yards. Scrap tire disposal is expensive, difficult and has environmental issues to deal with. With everything in life, we have the ones who play fair and we have the abusers. I have a real problem with the yard that stuffs 20 tires into a car then crushes it to hide what they have done. Or the guy who loads cars with dirt, trash or anything else they have around. This is not only unethical



it is stealing! If you represent a load as crushed cars, but you know it is loaded with things other than cars you are attempting to defraud and steal. Let's work together to run ethical prosperous businesses we can be proud of.

Making Money **By D.J. Harrington**

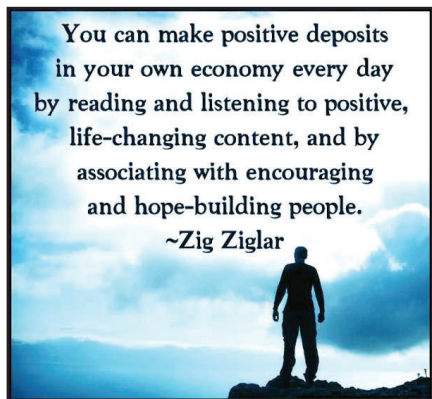


As I travel from convention to convention, I've noticed that some recyclers are making money and some are not. For a self-assessment, which are you? The recyclers making money are doing some things others may not. "Money-making" recyclers keep a closer

eye on expenses backed up by good, record keeping. Better yet, they're street smart. Some recyclers have added profit centers to bring in some extra money. Others use eBay the right way or by selling stuff they retrieve from vehicles.

If you want to make more money, come learn at the convention being held by your local associations. For example, the attendees that went to the last URG (United Recyclers Group) convention heard from some people that are making extra money. I heard them too. I'm referring to guys like Bill Stevens, Mike Kunkel, Mike James, JC Cahill, Jim Counts, Ryan Falco, Rob Rainwater, and so many more, were teaching us how to make more money in recycling. They weren't just talking about ways to make money. They're doing it! Others they heard from were Richard Flint and

You can make positive deposits
in your own economy every day
by reading and listening to positive,
life-changing content, and by
associating with encouraging
and hope-building people.
~Zig Ziglar



yours truly. There's another learning opportunity coming soon.

In November between the 1st and the 4th in downtown Dallas, Texas is the 74th Annual ARA Convention and Exposition. There are over 20 educational sessions facilitated by industry experts and over 100 exhibitors with practical ways to help you make more money. For many Americans, opportunity is knocking on the front door of their home while they're in the backyard looking for four-leaf clovers. Stop looking for clovers and attend this upcoming convention. If you want to know about new issues that are facing this industry today and how to handle them, then you need to be there. I don't care if you are going because of the AAA Texas 500 NASCAR Race at the Texas Motor Speedway...just be there. Our market place is changing, and there are lots of tough issues that need to be addressed. Last month, I told recyclers about NABD.

That group is a Buy Here, Pay Here, TOTAL SCHOOL which is held in Orlando, Florida on October 23rd – 25th at the Rosen Center. If you want to make lots of money, like some of other recyclers are, call me at 770-301-4122. I'll be happy to give you more information and get you the cheapest ticket to the training.

School is NEVER OUT for the Pro. If you want to make more, learn more. URG, ARA, along with state associations, and now NABD are teaching you how to make more money. That's a fact! The recyclers who go to conventions, take plenty of notes, listen intently, and network with other successful recyclers are the ones that come back to their yards and implement successful programs that they learned at certain conventions. Be smart! Hope to see you in Orlando, October 23rd – 25th at the Hyatt Regency in downtown, Dallas for

GET PAID FOR YOUR CATALYTIC CONVERTERS LIKE THE BIG GUYS DO!!

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!**



Making Money *Continued from Page 2*

ARA's 74th Annual Convention. Don't miss this next opportunity to learn more from your peers. Come hear me speak too! That's right. Since I haven't spoken there for 5 years, I have lots of helpful information and strategies to share with you. Or come by the Car-Part.com booth because I am the good

looking, old man in the doctor coat! Zig Ziglar who was a well-known author and seminar leader said it best. He believed folks should continuously educate themselves so they could do better for themselves. I miss him!

D.J. Harrington can be reached at 800-352-5252, email: dj@djsays.com, website: www.djsays.com.

Distractions and Focus: What Should You Do When Your Best Salesperson's Numbers Drop by 50%? **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 level of formal education. Email me to get the first article (or any of the others) in the series. Each of the rest of them takes a closer look at one of the tactics from the article.

Although distractions can affect anyone in a business—from owners to managers to the custodian—this article is primarily about salespeople. Have you ever had a salesperson who consistently delivers high numbers, a top performer, whose sales numbers suddenly plummet?

The cause of the drop can be a real mystery, especially when the person shows up every day, does what he or she has always done, and puts out the same number of quotes. As owners and managers, we usually measure the activity of a salesperson as a predictor of sales. For instance, a salesperson who does an above-average number of quotes is likely to get a strong flow of orders before long. With newly hired salespeople, we know that if they don't quote enough business, they can't make their numbers at the end of the month. Other metrics like calls in or out and average call length can also help you to find the cause of poor performance.

In my career, I have had super salespeople experience sudden drops. On consulting assignments, I have also helped diagnose issues on sales teams. In one of my businesses, I had a top performer's sales drop 50%. When I spoke to him, he blamed it on the economy, on the weather, on price increases, and anything else he could think of. He was angry and offended that I had confronted him about his falling numbers. I think he believed the excuses he was giving me.

After 3 months of dreadful sales, his peers found out he was getting a divorce. While his home life was imploding, he was showing up and working, making the calls, doing the quotes. He sounded like the same talented salesperson on the phone. I am sure that he thought he was not allowing his home life to affect his work. Nevertheless, it was. He was much less effective. Not surprisingly, his sales jumped back up when he found a new girlfriend.



In consulting assignments, I have seen similar distractions—ranging from the health of loved ones to the stress of building and financing a new home—affect the performance of strong members of a client's team. In every case, the employees tried their best to “leave it at the door,” and did not see the way that the extra worry at home was affecting their performance at work.

What to do in these situations is not always easy to determine. You have to recognize the reality and determine whether the distraction will affect the employee's performance temporarily or permanently. It's best if the employee can recognize the distraction and admit it is a root cause of poor performance. From there, you can work together to get back the focus on work.

One way to insulate your company from these issues is make sure that you are using pay-for-performance compensation for as many of your employees as possible. Your salespeople should be on straight commission. You should be paying your delivery drivers per stop, etc. Pay for performance is not the whole solution because an underperforming star will still affect your overall numbers. What such a system does is help alert the employee to the reality that their performance isn't as good and that it is affecting the business. A paycheck that is half what it was is an effective wake up for many people. It can give both you and the employee an incentive to work together to return performance to prior levels.

Another lesson I learned is to always be hiring and interviewing prospective employees, especially salespeople. Waiting until

continued on page 5

MARKET WATCH EMAIL ALERTS!

As the ferrous and nonferrous markets

Spot Prices Sep 07, 2017 at 13:13 New York Time				
www.kitco.com Please Press Reload or Refresh to Update				
▲ GOLD	▲ SILVER	▲ PLATINUM	▲ PALLADIUM	▲ RHODIUM
1343.30	17.99	1012.00	948.00	1050.00
+9.80	+0.14	+9.00	+17.00	+0.00

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.



Just a few of the many services we offer throughout the Northeast and beyond...



- We buy your catalytic converters as precious metals.
- Catalytic converter expertise, with over 28 years of precious metals experience, we have assay based knowledge to group similar metal content cats together and process that way for maximum return.
- We pioneered assay based returns on small lots of catalytic converters.
- Everything done in house— precious metals lab, milling and sampling line, decanning and processing stations, and we sell our end product to an automobile manufacturer, cutting out all the middlemen.
- We offer roll off service.
- We loan our OverBuilt car crusher to yards or for a reasonable fee we will come in and crush your vehicles for you.
- Our dock at 22 Manchester Rd. in Derry, NH is open Monday–Friday from 7:30 AM to 4 PM.
- We offer market watch updates via your email for FREE. As dramatic changes in any of the markets happen, we send out a blind group email with details.
- We offer prompt, courteous and friendly service with immediate cash payment.
- We are ready to earn your business! Whether you have 10,100 or 1,000 catalytic converters, we are committed to and welcome the opportunity to earn your business. We have invested the time and the equipment to make sure you maximize your profits. You **DESERVE** this and nothing less!!

You Get More at Recore!

you need another great salesperson to go look for one is a serious mistake. It diminishes your chances of hiring a truly great one. It cuts into your sales and your profits. Always be scouting talent and gathering resumes so that you can hire the people you need. It sounds cold, but you have a duty to your current employees to keep your company strong and profitable so that they will have opportunities. Your employees' families also count on you to be a good leader and to make the hard decisions to keep your business healthy.

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.

Letter Writing Campaigns **By Mike French**



A recycler called me recently and told me about a problem he was trying to recover from in his company. Apparently one of his long time top salesmen got hired away from him by a huge competitor that had recently moved into his area. The really bad part about this is that the employee did not tell him he

was leaving until the day he left. He had accepted the new job several weeks before but had continued to work for him long enough to steal many of his best customers by telling them that he was going to "a better company that they should use."

This ploy just about killed this recycler's business! He asked me to tell him what to do. I told him to do two things. First, I told him to write a letter to all his missing customers. Tell them that he sincerely appreciated having their business previously, that he misses them, and that he very much wanted them back. He should ask them outright what he could do to regain their trust and business. I told him to include a big offer of something free just for them to try him again. Secondly, I told him to follow up the letter after a week with a personal phone call.

Did this work for him? You bet! He had several advantages over the competition. To begin with, he had the "incumbent" advantage of being their first parts provider. This advantage works best if the person has had some kind of personal relationship with the missing customer that he can build on. Next, he should work to out-service the competition. The big competitor might claim to give better service, but the truth is, they can't. There is no way they can give the personalized kind of service a smaller business or older business can offer. Thirdly, he can develop a Unique Selling

continued on page 6



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

Give us a call today!

603-437-3000

855-647-3267

Persuasive Writing Checklist

- 1 Introductory paragraph - state the argument.
- 2 Use words such as...
Some believe that... In my opinion... Therefore... Moreover...
For this reason... I feel that... Surely... I am sure that... It is certain...
- 3 Evidence - say **why** your viewpoint is right. **Facts!**
- 4 Give reasons **for** and **against**.
- 5 Ask questions to get the reader thinking.

ONLY AT RECORE TRADING COMPANY!!



With our in house precious metals lab, over 4 years ago we pioneered assay based returns on small lots of catalytic converters.

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

Letter Writing Campaigns *Continued from Page 5*

Proposition (USP) that the competitor can't match. (See chapter about developing your USP.) And finally, in time, he can discover and develop smaller niche markets that a large competitor doesn't have time to pay attention to.

A powerful way to make letters work for you is called "compounding" or sending a series of letters to the same prospect. This is the system used very effectively by collection agencies. If the compounding letter method works well for collection agencies, helping them to get money from people who don't have any money, think how much more it will work for those who actually do have money!

The first letter is usually a warning and says what will happen if they fail to respond by a certain date. The second letter is sent fifteen days later if they don't respond and includes everything the first letter had, but it has a stronger warning. The third letter goes into the mail fifteen days later if they did not respond to the first two and has everything the first two letters had, as well as a more threatening letter. "We have sent you two previous letters and you have still not responded . . ."

Use parts of this idea for your business whenever you are planning a big sale or promotion you want folks to respond to by buying, registering, or RSVP-ing to something. You send the first letter that explains the offer and what they get for responding by a certain date. The second letter goes into the mail fifteen days later to those who did not respond to the first. You include everything you had in the first letter with a different cover letter. You restate your previous offer and give them more reasons to respond by adding some secondary incentives to respond to. Fifteen days later you send the information again with a new cover letter and your "final offer". The new letter says something like this, "Dear so and so, I sent you two previous letters telling you about (yada yada), and frankly I'm puzzled. This is a really great offer and I don't know why you haven't responded." Explain your offer, again, with all its benefits and what they will get for responding now. Sweeten the offer by lowering the price slightly, and/or add a promotional item.

You should get a good response from a series of sales letters or a sales letter followed by a personal phone call – whether you have lost a group of customers to a big competitor or not.

Used by permission, Mike French & Company, Inc. All rights reserved. Contact Mike French at 1-800-238-3934, or email at mike@mikefrench.com; or visit his website at www.mikefrench.com.



GET PAID MORE AT RECORE!

Get paid for every gram of precious metals your catalytic converters contain. As decannery and processors of catalytic converters and with the only in house state of the art precious metals laboratory and milling & sampling line in the Northeast, you get paid for every ounce of Platinum, Palladium and Rhodium in each and every cat. This is the most honest, transparent program for selling your catalytic converters and our suppliers tell us they are consistently seeing significantly higher returns for their product. We also sell directly to the manufacturers, not to middlemen. This means even more money in your pocket and has made us the strongest buyer of cats in the Northeast.

Family owned and operated for over 28 years, we have built long lasting relationships through honesty, trust and dependability.

Give us a call today and find out how hard we will work to earn your business.

603-437-3000

855-647-3267

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.



OVERBUILT HIGH SPEED CAR CRUSHERS

Only Overbuilt offers the Highest Opening in the Industry at 10' and the Patented High Speed Oil Bypass System minimizing costs and maximizing production.



**Call Us Now
For Special Fall
Pricing!!**



Our Baler loader has a 20' charge box and 26.5' reach on the crane with a 5000 lb lift at 25', the highest in the industry.



OVB HOLDINGS, LLC

800-548-6469 605-352-6469

www.OverBuilt.com

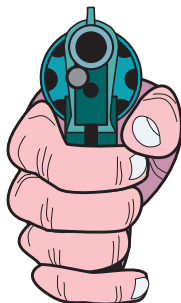
sales@overbuilt.com

Laughter is the Best Medicine

Two men were talking and one said, "I am really scared! I got a letter from a man saying he'll shoot me if I don't stay away from his wife."

The other guy scratches his head and said, "Well, all you have to do is stay away from his wife."

"It's not that easy, he didn't sign his name!"



Grandma and Grandpa were visiting their kids overnight. When Grandpa found a bottle of Viagra in his son's medicine cabinet, he asked about using one of the pills. The son said, "I don't think you should take one Dad, they're very strong and very expensive." "How much?" asked Grandpa. "\$10.00 a pill," answered the son. "I don't care," said Grandpa, "I'd still like to try one, and before we leave in the morning, I'll put the money under the pillow."



Later the next morning, the son found \$110 under the pillow. He called Grandpa and said, "I told you each pill was \$10, not \$110. 'I know,' said Grandpa. 'The hundred is from Grandma!'"

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.



Two ladies, a Yankee and a Southern Belle, are sitting next to each other on a plane. The Southern Belle turns to the Yankee and asks, "So, where y'all from?"

The Yankee replies, "I am from a place where we do not end our sentences with a preposition."

Without missing a beat, the Southern Belle bats her lashes and asks, "So, where y'all from, bitch?"



Two guys are speeding through Texas when a state trooper pulls them over. The trooper walks up to the driver's side of the car, gets out his billy club and smacks the driver across the face. Stunned, the driver asks, "Why did you do that??"

The trooper responds, "You're in Texas now son, you have that license out and ready around here!"

"I apologize sir, I'm not from around here."

The trooper then walks to the passenger side of the car, and taps on the window. The passenger rolls down his window and the trooper takes out his club and smacks the passenger across the face.

"What was that for?" asked the passenger.

"I know your kind," says the trooper, "About two miles down the road you would have looked at your buddy and said I wish that son of a bitch would have tried that crap with me!"

PROUD MEMBERS OF:



Vermont
Auto
Recyclers
Association



MEMBER



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