



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

ARA Annual State Legislative Summit

By Don Belisle, Sr.

Back in January I attended the ARA Annual State Legislative Summit in Nashville, TN as the representative from ATRA of NH. This was a full day of discussion and planning for the year ahead. ARA president Chad Counselman led the meeting. ARA was represented by Chad,

Sandy Blalock, Delanne Bernier, and Scott Robertson. Sandy and Delanne work on the Government Affairs Committee. Scott is the first Vice President and will become President later this year. There were a couple of past ARA Presidents there as well. The rest of us went around the room introducing ourselves. Most were presidents or representatives from regional salvage yard associations from across the country, there were also a couple of reps from LKQ, a rep from Copart and Tom Tucker from the Auto Care Association. Auto

Care is an association of auto parts stores like Pep Boys. There were many topics on the agenda; however, the main item was the proposed legislation by the auto manufacturers (OEM's) to restrict approved repair procedures to using only new OEM parts. If passed, in future the insurance companies will only authorize manufacturer authorized repair procedures to be used in the repair of any vehicle being repaired on their dime! ARA wants to be sure recycled OEM parts (as provided by salvage yards) are included in the approved procedures. We know that legislation is going to be proposed in 20 states this year and two new bills have already been filed in NH! A big portion of the meeting was devoted to how we and ARA will fight this proposed upcoming legislation. Scott Robertson and I gave a lot of information related to the fight we had in NH last year where similar legislation passed and was then vetoed by the governor.

In addition to ARA, AAA and AARP are behind our efforts to use recycled OEM parts in auto repairs. The OEM's motives



are obviously driven by the desire to sell more parts at our expense. In my opinion, there is no way they can say a recycled OEM part is unsuitable to repair a vehicle that it was built alongside.

Other points brought up at the meeting:

Going forward, we should all use the term "Recycled OEM Parts" as the way we describe and sell our parts. This is what we are selling and it most accurately describes our product. Recycled OEM will be much more favorable to be included in upcoming legislation.

It was brought up that the OEM's already have "certified repair shops" in certain parts of the country.

ARA continues to fight for rights to repair legislation across the country.

ARA would like an "opt-out" option for the data collection of owners of newer cars. The manufacturer collects all types of data not only about the car but also about your driving style. This goes to the level of whether you are using your turn signals for lane changes! No one has access to this data but them. Who owns the data?

There was a discussion about lithium ion batteries similar to the presentation we had here at ATRA NH last year by Mark Cafree of Umicore.

We discussed carbon credits for recyclers. This effort is on

continued on page 2

PRSR STD
 U.S. POSTAGE
PAID
 FIVE MAPLES

ARA Annual State Legislative Summit *Continued from Page 1*

hold for now.

There was discussion on getting battery location and type in vehicles by VIN. For instance, a new Mercedes has 24 batteries in it. Do you know where they all are in order to recycle them properly? I know we all must sign a document assuring that ALL mercury switches and batteries have been removed before we can scrap a car.

Stormwater and NMVTIS were also discussed.

The issue of recalls was also discussed. I learned that a police officer at a traffic stop can run your VIN and identify any and all recalls!

Near the end of the meeting, Chad asked that we rate all the subjects presented by importance so that ARA could focus their efforts in the coming year. Each subject was given a score between 1 and 10, with 10 being the most important.

The subjects that received 10s are:

- Upcoming legislation regarding OEM repair procedures
- Education on handling, storing and processing of lithium-ion and other new type batteries
- Recalls and access to information regarding the identification and salability of recalled parts

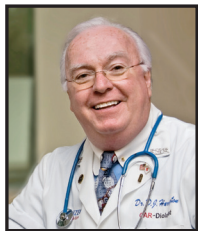
The subject of unlicensed salvage operators was then discussed. For years this has been a major complaint of

licensed operators around the country. The licensed operators do things in compliance with state environmental regulators, local, state and federal municipalities. We are subject to inspections, good record keeping and reporting, whereas the unlicensed operator is not being monitored, not reporting and not keeping records. Sandy Blalock brought a solution she put forth in her home state of NM. I was so impressed by this that I reached out to her for more information to bring back for us in the Northeast. Sandy did one better - she offered to come to our February ATRA NH meeting and present the information herself. I invited the neighboring states associations reps so they could bring back the info to their states.

Sandy did not disappoint. She flew in from DC and gave a great presentation. She spoke about the many things ARA is doing for us and she talked about unlicensed yards and solutions to deal with them. She also spoke of a solution she had instituted in other states allowing yards to report electronically to the state when they scrap cars. Her solution used software that most salvage yards already have and actually saves the state money! Sandy offered to help us here in NH to get this program instituted. If accepted, it will save yards many hours per week of tedious paperwork.

It has been a very busy 2020 so far!

Tips for Paying off Credit Cards



Last month, I covered "How Money Works" and promised to continue educating everyone how knowing more could work best for all of us. Particularly in this issue, I will explain some ways to address credit cards and enormous debt that its consistent use can cause. 80% of American adults are in debt and half of

them own a credit card. The average credit card debt for a household that has a credit card is \$8,284.00.

For many folks, a credit card is the greatest obstacle to obtaining a sound financial future, and it can keep them from becoming financially independent. Debt is a sweeping crisis perpetuated by our society. Frequent use of credit cards has led Americans astray because it offers "instant gratification" that satisfies the immediate desires of our generations and the effects of using them can hang round

By D.J. Harrington

for years. That's a mouthful, but it is true.

You may say, "DJ, how do I get out of debt?" Suckers buy lottery tickets, hoping they win enough to erase their debt. Not a good plan because a person who buys lottery tickets could be using



that money toward paying off debt. Fools wait for a miracle. Wishing for someone to show up at your door with a big check doesn't usually happen. People who know how money really works will take responsibility and face their debt head on. Those people have determination, focus, accountability, and a sound strategy to make it happen. Consider this strategy.

First, Know what you owe. Make a list of all your credit card debts, loans and write down your outstanding balances, interest rates, monthly payments, and monthly due date for each of them. At least once a year, pull your credit report from a FREE online service. Analyze it for accuracy. Peruse the websites of the top credit agencies for suggested credit pointers. Most importantly, don't forget to report errors and discrepancies so incorrect information can be corrected.

Second, Set a goal. Most people don't like thinking about their debt because it can be depressing. However, with some planning it can become easier. After considering your budget and card balance, decide when you want to have

CATALYTIC CONVERTER EXPERTISE

Recore Trading

Company has been in the catalytic converter business since the very beginning of catalytic converter recycling. With over 30 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.



How to Succeed in the Auto Recycling Business - The Secrets By Mike French



I heard a true story about a man who had died under a bridge where he'd been living for a long time. He had died from a combination of starvation and exposure. But when they took his fingerprints to find out who he was, they discovered he was a very wealthy man, only he didn't know it!

He had inherited millions of dollars from a distant relative, but no one had been able to locate him. It's a sad story. But you can say the same thing about businesspeople who don't bother to discover the potential they have in their hands and how to reap its benefits. They hold a fortune in their hands but don't know it. So, they fail.

What To Do

Ask questions and acquire the knowledge you need to succeed

I attended a business seminar a while back where the speaker emphasized repeatedly the importance of asking questions. He said passionately, "You don't know what you don't know!" By asking questions of experienced businesspeople, you can avoid serious mistakes and move



ahead faster with fewer problems. He was certainly right about that! It is important to ask questions! By the way, I know a person who has become very wealthy by buying up failing companies. He fixes them, makes them profitable and resells them. He told me the original owners could have done this themselves had they known what to do. They failed out of ignorance. Most of these owners could

have learned what they needed to know by questioning others in the industry who would have been willing to help them if only they had asked.

Utilize industry consultants

This industry has many consultants available to help business owners discover and fix all kinds of issues. There are workshops and seminars at recycler conventions on every

topic. Contact the leadership in your state auto recycler's association and/or ARA for information.

Be Persistent

Don't quit! Stay on the job until you succeed! In his book, "Think and Grow Rich" 1960, Napoleon Hill tells the story about how automobile genius Henry Ford came up with the revolutionary plan for a new kind of engine we know today as the V-8. Ford was eager to get his great new

continued on page 4

Tips for Paying off Credit Cards

everything paid off and track your progress. Make sure it's attainable within the timeframe you set. Having a sense of accomplishment each month helps motivate you to settle your debt.

Third, Pay more than the minimum due. With a big balance, it may seem like the credit card company is doing you a favor by letting you pay a reasonable, minimum payment. However, when you pay only the minimum payment each month, interest adds up because only a small fraction of the amount you pay goes toward your principal. Most of it goes toward the interest.

Fourth, No more late payments. This is critical for a good strategy. Paying after your bill's due date hurts your credit score and in turn will generate late fees. To stop late payments, sign up for automatic payments or set alarms on your phone so you're never late again.

Fifth, Target one debt at a time. If you have balances on multiple credit cards, pay down the total balance . . . one card at a time. Pay off the card with the smallest balance or the highest interest rate first. Whichever one you target, pay more than the minimum or as much as possible within your budget. After reaching a zero balance on the first one, start on the next smallest balance or next card with highest interest rate. Include in your payment on that card the amount of monthly payment you were paying on the card that you just finished paying off. Continue that strategy as you pay off each bill, and you'll see balances reduced quicker. Repeat this process until you are credit card, "debt-free".

Finally, Tap into lower interest rates. You can trade the high

Continued from Page 2

interest rates of many credit cards for the more manageable rates of a personal loan. This may or may not be a good strategy for you. Here's why. You will still have to pay interest, but more of your payment can go towards reducing the principal. A word of caution though. Be careful with this strategy so your new loan doesn't throw you deeper into debt.

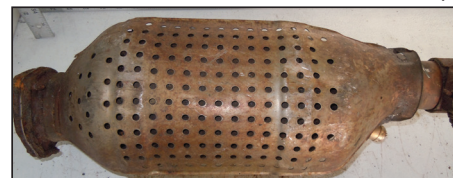
See you at URG, April 16th – 18th in St. Louis. I'm speaking there on the topic, "How Money Works". Until next time.

See you next time.

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

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Maximize your profits at Recore Trading Company!! We do everything in house from de-canning, processing, milling and sampling, and precious metal lab analysis cutting out all of the middlemen. We also sell our end product to an automobile manufacturer for the making of new catalytic converters. Our customers are consistently seeing significantly higher returns for their product. You will get paid **MORE** at **RECORE!**



The Ability to Build a Brand is Dead. Start Selling. By Ron Sturgeon



The first article in this series listed more than 25 tactics to increase your business success, all of them based on my experience. I started with nothing and didn't get to college, so I know you can achieve maximum success, regardless of your education. E-mail me to get the first article (or any of the other articles) in the series. Each takes a closer

look at one of the tactics listed in that first article.

Conventional or traditional advertising for most recyclers, including print and direct mail, has declined in value and ceded ground to the web for most recyclers. The other advertising mistake I see businesses, including recyclers, making is trying to build a brand or just making sure that prospects are seeing their name out in the marketplace.

In 1963, when Quaker Oats (now owned by PepsiCo) created Cap'n Crunch, they spent 10 million dollars on a TV campaign and instantly jumped to a decent market share. Back then, it didn't matter so much about the quality of the product; the most important thing was the box and marketing. Today, you could spend 100 million dollars on TV (or whatever) and not capture much market share

because the ways prospects find out about new products are spread over so many platforms and media outlets.

I would contend that the internet is likely the best way to introduce a new product or service. That said, where on the internet? There are so many venues even on the internet that it's just hard to get in front of your customer. Gaining a decent market share is likely not even attainable. And guess what, customers simply aren't loyal; they are all about what you are doing for them right now and at the lowest price.

Forget using advertising to "get your name in front of the customer"; it simply doesn't work the way that it once did. Also, let's examine the loyalty angle. I have a little story I like to tell recyclers who are still selling parts for \$20-\$50, who insist that their customer appreciates these helpful small parts and will be loyal. I get that, and on its face it sounds good. NOW, after you've helped that customer out with small parts, will that same customer call you when



continued on page 5

How to Succeed in the Auto Recycling Business Continued from Page 3

idea into production. He had some men draw up the plans and presented them to the engineers. As the engineers studied the drawings, one by one they came to the same conclusion. Their visionary boss just didn't know much about the fundamental principles of engineering. They told him gently that his dream was impossible. Ford said, "Produce it anyway." They replied, "But it's impossible." "Go ahead," Ford commanded, "and stay on the job until you succeed, no matter how much time is required." For six months, they struggled with drawing after drawing, design after design. Nothing. Another six months. Nothing. At the end of the year Ford checked with his engineers and they once again told him that what he wanted was impossible. Ford told them to keep going. They did. And they discovered how to build a V-8 engine."

Abraham Lincoln's story of persistence

The value of courage, persistence, and perseverance has rarely been illustrated more convincingly than in the life story of Abraham Lincoln!

- Failed in business – at age 22
- Ran for Legislature--defeated – at age 23

- Again, failed in business – at age 24
- Elected to Legislature – at age 25
- Sweetheart died – at age 26
- Had a nervous breakdown – at age 27
- Defeated for Speaker – at age 29
- Defeated for Elector – at age 31
- Defeated for Congress – at age 34
- Elected to Congress – at age 37
- Defeated for Congress – at age 39
- Defeated for Senate – at age 46
- Defeated for Vice President – at age 47
- Defeated for Senate – at age 49
- Elected President of the United States – at age 51

"Nothing in this world can take the place of persistence. Talent will not; nothing is more common than unsuccessful men with talent. Genius will not; unrewarded genius is almost a proverb. Education will not; the world is full of educated derelicts. Persistence and determination alone are omnipotent. The slogan 'press on' has solved and always will solve the problems of the human race." – Calvin Coolidge

Therefore...

Work to discover the potential you already have in your hands! Ask questions from successful recyclers in the industry. Attend recycler conferences and workshops. Hire a consultant if necessary. Be persistent and stay on the job until you succeed! Finally, once you've succeeded, share what you've learned with others!

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Frequency, Reach, & Yield By Chad Counselman



How have you worked to increase your gross sales in the past? Have you sent out mailers? Hired an outside sales rep? Made cold calls? Shared your data through a third-party?

I stumbled across a simple idea a few years ago that changed the way I focus on increasing gross sales. Before I get ahead of myself, let me backup and explain another truth I live

by: You can't improve what you don't measure. By measuring anything, you focus on it and start working to influence it. An example of this would be weighing yourself every morning when you get out of bed. By making a simple, mental note of your weight, you modify what you eat and how much you exercise on that one day. If you weigh on a daily basis, you will probably be working to lose weight or, at least, maintain your existing weight. By measuring it and knowing where you stand, you empower yourself to make minor adjustments on a daily basis that allow you to eventually reach your goal. My goal is 175 lbs and this morning's scale reading was 190.8. Do you think that measurement modified what I ate and how much I exercised today? You bet it did. I have a goal, a plan, and a desire to achieve it. I have a clearly-defined goal, a plan for how to achieve it, and I measure my results on a daily basis. Now, let's use that same idea to influence the gross sales at your facility.

Gross Sales can be broken down to three basic factors:

Frequency, Reach, and Yield. Let me explain what I mean by each of these terms:

Frequency

Frequency is the number of parts that are sold to a specific customer over a set amount of time. I like to use one month as the unit of measurement for this tool. I developed a system that allowed me to measure the number of parts that are sold to each customer over a single month. For example: I sold 8 parts to XYZ Body Shop in March and 2 parts to ABC Body shop in the same month. For this simple example, we will assume that I only had two customers in the month of March - ABC & XYZ. For the month of March, I averaged 5 parts per customer. This is the simple average $[(8+2=10); (10/2=5)]$ of the two results. By knowing this number, I can now start experimenting with ideas to increase it. I found that service and relationships both influence repeat-purchases. I began to work to improve delivery times, quality of the part delivered, and driver training. At the same time I began to work with the sales team. I know that people order parts from salespeople that they like and trust. I started by asking a basic question: do my salespeople KNOW their customers? Do they know the

continued on page 6



The Ability to Build a Brand is Dead. Start Selling. Continued from Page 4

they need, say, a Cummins diesel engine?

OF COURSE, and because they like you, they will call you FIRST!

Sounds like a win, right?

BUT, will they then check prices at a few other suppliers?

Of course.

And when they find that Cummins diesel engine for a few hundred dollars less, will they come back to you? (There is a pause in your thinking, isn't there?) Sadly, not. And worse, they may even tell the other supplier what you're asking and give them a chance to beat the price, so your loyal customer has just made you the mark. Oh, they likely didn't even have to make more than one call; they just looked online and called the cheapest provider. Because they aren't going to be loyal, if you insist on selling those small hard-to-get parts, just do them a favor and charge them \$100.

Now back to that brand. There are two kinds of advertising, brand advertising and selling advertising. Think about a billboard "Jack Daniel, SMOOTH as glass, next exit, Tom's Liquors". That's brand advertising. Now imagine "Jack Daniels, \$15.99, July Only, next exit, Tom's Liquors. It's clear which billboard will bring in the most revenue. Think like that on all your advertising, from web to print. And if you insist that \$500 to sponsor the little league in your town needs to be spent, know it won't get you customers, but might make you feel good. Your not-so-loyal customer will still buy from the lowest priced provider for that Cummins. (Don't let me dissuade you from giving back to your community in some amount, however.)

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.

His upcoming and last book is titled Homeless to \$100 Million. I've been giving business advice for years, but have never advised on how to build wealth, with an actionable road map. The mantra of the book is to build wealth, not income, because they are not the same.

To inquire about consulting or keynote speaking, contact Ron at 817-834-3625, ext. 232, rons@MrMissionPossible.com, 5940 Eden, Haltom City, TX 76117.

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!



6 February ATRA of NH Meeting

By Rebecca Skowrya

On Wednesday February 5, 2020 at our monthly ATRA of NH meeting in Manchester NH, Recore Trading was thrilled to host Sandy Blalock, Executive Director of ARA. Sandy spoke about legislation which limits your ability to sell recycled parts and what ARA is doing to combat it. The main area of concern is the proposed legislation by the OEM auto makers to eliminate used parts in their approved repair procedures. They plan on proposing this in 20 states this year. If they are successful at getting legislation passed, the body shops will not be able to use any used parts for insurance work. Sandy also discussed in depth about what the ARA is doing to shut down the unlicensed automobile dismantlers. The revenue lost to those who operate licensed businesses is astonishing and of that loss, the millions of dollars in tax revenue is lost to local government. For the auto dismantling industry, it is putting far too many of them out of business.



Sandy Blalock was the guest speaker at the February ATRA of NH meeting.

Frequency, Reach, & Yield *Continued from Page 4*

number of kids they have? Their birthdate? Their anniversary? If they don't know those simple facts about their customer, can I expect that customer to buy more parts from us? Maybe: price is a factor in this example, too. But, for this example I'm going to focus on Service and Relationships. I found that by measuring the frequency of times that a customer buys a part from us and by sharing that measurement with the sales team and the delivery team, they would use that data to treat

the customer differently. By defining a goal of 8 parts per month, when a customer is identified as only buying 2 parts per month, everyone involved with that customer is going to work to help that relationship. You just saw it: because I measured the data, my team worked to improve it. Increasing the frequency that a customer buys from me is only one-third of the formula. Let's look at the next factor.

Reach

Reach is the number of customers that we sell to in a given measurement of time. Again, I always use a month for this measurement. We typically average between 1,100 and 1,150 unique customers per month. I know that number because I measure it. I've gone a step further and actually measure that number for each delivery route. By measuring it to that granular level, I can address issues that may exist with a particular driver. I also measure that number by salesperson. I found that my top producers can handle about 250 unique customers per month before issues started to develop. I was also able to identify salespeople that needed some help to reach new customers. So, I started buying mail lists, mailing postcards, and assigning prospects to salespeople. I challenged salespeople with calling new prospects in an effort to increase the number of customers that they serviced. I empowered each salesperson to send doughnuts, lunch, or promotional items through the delivery drivers in an attempt to gain new customers. It worked. Again, by measuring our reach, I was able to find solutions that allowed us to increase it. I had to measure it before I could influence it though.

Yield

Yield is the average part price for each line item sold. Wow; there are a lot of factors that influence this number: The type of cars that you buy, the amount that you allow salespeople to negotiate, limits you have setup for your inventory personnel - the list could just keep going on and on. I won't even try to cover the ideas I have running through my head here. The point is: by increasing the average selling price of each part while maintaining your Frequency and Reach, your gross sales will increase. Again, the same idea exists here: if you can't measure it or choose not to measure it, how can expect to improve it?

Let's wrap this idea up nice and neat: Frequency x Reach x Yield = Gross Sales. By measuring each factor and deploying techniques to improve them, you can use that data to influence your team towards a clearly-identified goal. Here

continued on page 8

Automotive Recycler Asset Sale

We are an automotive recycling center that currently specializes in dismantling 1999 & newer full size GM trucks, SUVs and vans with \$1.2 Million in annual sales.

\$350,000 +/- inventory (@ retail pricing)

Assets include:

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- Hollander Powerlink 6 Terminal Inventory / Sales System
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- 1 Laser Printer
- 1 Thermal Printer (Tags)
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- 1 - 7,000 LB 2 Post Lift
- 2 - 9,000 LB 2 Post Lifts
- 1 - 12,000 LB 2 Post Lift
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Fire Station

A fireman was working on the engine outside the station when he noticed a little girl nearby in a little red wagon with little ladders hung off the sides and a garden hose tightly coiled in the middle. The girl was wearing a firemen's helmet. The wagon was being pulled by her dog and cat. The fireman walked over to take a closer look and said, "that sure is a nice fire engine." The little girl replied "thanks." The fireman looked a little closer. The girl had tied the wagon to her dog's collar and to the cat's testicles. The fireman said, "Little partner, I don't want to tell you how to run your rig, but if you tie that rope around your cat's collar, you could go faster." The little girl paused for a moment, then replied, "You're probably right, but then I wouldn't have a siren."



Obituary

When her husband passed away, the wife put the usual death notice in the newspaper, but added that he had died of gonorrhea. Once the daily newspapers had been delivered, a good friend of the family phoned and complained bitterly, "You know very well that he died of diarrhea, not gonorrhea." Replied the widow, "Yes, I know



that he died of diarrhea, but I thought it would be better for posterity to remember him as a great lover rather than the big shit that he really was."!

Who Wants To Be A Millionaire?

One Night After Watching Who Wants To Be A Millionaire... A man and his wife went to bed and the man was getting very frisky. He asked his wife if she was in the mood. His wife answered, "Not tonight dear, I have a headache." The man replied, "Is that your final answer?" She said "Yes." "OK, then I'd like to phone a friend." he replied.



Frequency, Reach, & Yield

Continued from Page 6

are some examples of how a single movement on one factor can increase your Gross Sales:

5 Parts per customer x 1,000 customers x \$200 average part price = \$1 Million in Gross Sales

5.5 Parts per customer x 1,000 customers x \$200 average part price = \$1.1 Million in Gross Sales

5 Parts per customer x 1,100 customers x \$200 average part price = \$1.1 Million in Gross Sales

In example 2, the number of parts increased by 10% and it caused the Gross Sales to increase by 10%. In example 3 (when compared to example 1), the number of customers increased by 10% and it caused the Gross Sales to increase by 10%. If we had worked to increase both the number of parts AND the number of customers during the same period of measurement, we could have increased our Gross Sales to \$1.21 Million - a 21% growth.

We often think: How can I increase my sales? You MUST break down your sales and work on smaller issues: Frequency, Reach, and Yield. You can do it. Go for it.

Chad Counselman

President of Automotive Recyclers Association

MARKET WATCH EMAIL ALERTS!

As the ferrous and nonferrous markets 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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