



Newsletter

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Expect the Unexpected

By: Rebecca Skowyra

This month's front page looks a little different. Don or Jon usually takes the lead here, but after a string of *unexpected* events, I've been nominated (or maybe

volunteered) to write the update. It only seemed fitting to title it Expect the Unexpected.

If you're a small business, chances are your employees and coworkers feel a lot like family. Many of them have been with you every day for years...sometimes even decades. Unlike in the corporate world, there isn't much turnover. You grow together, weather the ups and downs together, and get to know each other on a level that goes far beyond job titles. When someone is sick or needs time away, you don't just post a job listing and move on. You wait, and you do your best to hold things together until they're back. That recently happened here at Recore.

Every employee here has specific tasks. One person might handle the physical work, another crunches the numbers, someone else manages suppliers. And then there's the one who quietly keeps everything running: the Office Manager AKA "Office Mom/Wife," and "Chaos Coordinator" all in one. She's the one who knows where everything (and everyone) is at all times, who keeps track of the daily details most of us never even think about. She kept everything, and everyone on track. Then one day, the unexpected happened: she had a stroke.

It was shocking. We were all left speechless. One day she was here, doing a dozen things at once like always, and the next she was sidelined for a long (but thankfully steady) recovery. The whole office felt off balance. It's funny how many things you suddenly can't find, or forget to do, once the person who runs the show isn't there to remind you.

And as if that wasn't enough, just a couple of weeks later our owner, Don, had an accident at his hangar, falling off a scissor lift *onto* a forklift. (Yes, you read that right.) He managed to break his right hand, wrist, and arm, earning himself a six-hour surgery and some impressive new hardware. Just when we thought he was on the mend, doctors discovered a few days later that he had also broken his left foot when he fell. Because, why not? When it rains, it pours.

And to make things even more interesting, Don is right-handed. So now, he's been forced to do everything with his non-dominant side: texting, typing, eating, signing checks...you name it. I'm sure trying to peck out a text or navigate a mouse with his left hand has been equal parts painful and entertaining. He's getting a crash course in patience and ambidexterity- emphasis on *crash*.

So while one key person was down, another was too. It felt like life just hit "pause" on everything we at Recore were used to. Yet the phones still rang, suppliers kept coming, pickups still happened, and life kept moving. We did what we could- handled the essentials, took care of suppliers, and proved that "business as usual" can survive just about anything.

If there's one thing this season has taught us, it's that you really do have to expect the unexpected. You can plan, schedule, and prepare, but sometimes life has other ideas. When that happens, all you can do is breathe, laugh a little, and focus on what

matters: your people, your health, and the hope that things will eventually find their way back to normal.

I'm happy to report that both Don and our office manager, Suzanne, are recovering, and for that we're extremely grateful!

Through it all, we've been reminded just how much we have to be thankful for. Sure, things got a little chaotic, okay, *a lot* chaotic, but it turns out nothing brings people together quite like a mix of medical equipment, duct tape solutions, and good old-fashioned teamwork. Everyone here wore extra hats (some of them sideways), and somehow kept the ship sailing.

As we roll into Thanksgiving, we're extra grateful for healing bodies from illness or injury, caffeine, and the fact that no one else has ended up in a hospital.

From all of us at Recore, Happy Thanksgiving! May your turkey be juicy, your leftovers plentiful, and your holiday season slightly less "exciting" than ours has been.



H A P P Y Thanksgiving

This Thanksgiving, we're counting blessings...
and doctor visits. Wishing you a safe, happy, and far
less dramatic holiday from all of us at Recore!

We will be closed:
Thursday 11/27 & Friday 11/28





Converter Chronicles

OEM vs Aftermarket



In the past few years, we've seen more and more aftermarket converters that look almost identical to OEM style converters. Here are some examples:



Please submit all questions on our website under contact form!

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Selling More with a Script

By: DJ Harrington



It was a bright, sunny day full of promise when I sent my wife into the doctor's office to get paperwork that was needed to start my new treatments. One action led to another and before I knew it, we were told to go home, relax and wait. They had everything handled. After hearing that they had everything handled, I no longer wanted to play their waiting game.

Upon my arrival at the ER, there were a series of questions that I had to answer before I could take my place in line. Those questions were used to separate emergency situations from secondary needs. That reminded me of when I ran a phone training company, and trained car dealership reps on what questions to ask customers.

Like them, I have no doubt that you have several departments, all with different tasks working at your business. The office staff answers the phone and takes the initial request from the caller. Someone does the shipping while someone else orders what's needed. It's up to that person who takes the call and perhaps the yard staff to easily find what they need if it's not found on the shelf. Certainly, don't panic if it's not readily available. Take a breath and think. Where is it located? If need be, can it be ordered and how quickly can it be in house? You probably order certain parts from specific suppliers, and you might not order from them every day. Perhaps, it's still on a specific vehicle that's located on the back lot, and it needs to be removed before being sold.

When I started that training company, I employed anywhere from 10-26 employees at a time. We did phone training for car dealerships and supplied mystery shopping calls which backed up whether the service writers, parts and salespeople were using the training or not. Sometimes it was an eye opener for the business owner because they could hear recorded audio of calls that we had made that proved the reps weren't using the training. However, most of the time, it was affirmation that they were using the training to secure selling service, parts, and cars because they were getting people to come in for a discovery ride, pick up a part or have service done on a particular vehicle.

Our training involved asking specific questions in a specific order, whether geared toward service, parts or sales, and were formulated so that the person in the dealership could know exactly what each caller needed before they entered the dealership parking lot. Having prior knowledge of customer's arrival gave each representative enough time to find what the customer needed in case it wasn't found on the lot.

Knowing what your people say when your staff picks up the telephone is paramount to your business' success. Always answer each call with something like this. "Thank you for calling ABC Parts, how may I direct your call?"

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Include these types of questions in your interactions with your customers.

1. What part are you looking for?
2. What vehicle is that part needed for? (Year, Make and Model)
3. Do you want a new or a recycled part? (if that applies)
4. When do you need it? (Here are our hours and the days we are open.) We have a truck coming your way tomorrow morning if that works.
5. If not, do you know where we are located? I can text you now so you can easily find our store when heading here. What's the best number to use?

Typical plan for providing automotive parts, if you don't have it in stock.

1. I don't have it on hand, but I can get it for you.
2. It could be here in ____ days.
3. I can call you when it arrives. What's the best number for me to reach you?
4. I will send you a text when it's ready to be picked up so you can easily find our store.

The nice thing is you're creating a client list. Asking these questions will help get a customer's name and phone number so you can enter it into your client list system. If you have other questions to add to what I've stated here, then add them. Finish your call with this statement. "When you are thinking of parts, think of us." You're controlling a series of questions that must be asked to quickly discover what the customer needs before they hit your curb.

No one wants to hear that someone is having a bad day while on the telephone. So, make sure your staff keeps your image and their verbiage positive, professional and upbeat. I've always thought that someone who is tasked with answering the phone shows the customer what can be expected when they step into the store by the tone of voice they use with them over the phone.

Bear that thought in mind when anyone answers the phone. If you need to put a mirror on the counter and smile at yourself, then breath before picking up the phone, then do it each time you answer until you don't need the reminder.

I am feeling much better now that they asked the right questions at the ER. Hopefully, revisiting the right questions before your next phone up, you will bring more repeat customers into your business. If you feel you need help with questions your team should be asking customers, give me a call. I would love to help.

See you on the next podcast!





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LAUGHTER IS THE BEST MEDICINE

Little Johnny returns to school after Thanksgiving break



The teacher asks the class if anyone had an experience they learned from over Thanksgiving Dinner.

The first child raises their hand and says, "I spilled my milk at dinner and I learned not to cry over spilled milk."

The teacher says very good and calls on Little Johnny next.

Johnny launches into a story, "One time in Vietnam my uncle was trapped behind enemy lines with nothing but a bottle of whiskey, an M16 with 30 bullets, and a bayonet surrounded by 50 enemy troops.

First, he drank the whole bottle then shot 30 men then stabbed the last 20 with his bayonet and walked back to his camp."

The whole class was stunned into silence.

Finally, the teacher gets her wits about her and says to Johnny, "That was an amazing story, but what lesson did you learn from that?"

Little Johnny replies, "Don't f**k with my uncle when he's been drinking."

Frozen Turkey



A lady was picking through the frozen turkeys at the grocery store for Thanksgiving Day, but she couldn't find one big enough for her family.

She turned to Little Johnny and asked, "Do these turkeys get any bigger?"
"No, ma'am," he replied. "They're dead."

How do we know when it's done?



Little Johnny asked his father on Thanksgiving, "Dad, how do we know when the turkey is done?"

"There's a timer stuck inside the turkey," the father explained. "When the turkey is finished cooking, it pops."

"Just like Uncle Ted," said the boy.
"Huh?" asked the father, curious.

"A few nights ago, Uncle Ted came over to visit mom when you went bowling," the boy said. "I heard mom yell at Uncle Ted to hurry up and finish, and he said, 'I'm gonna pop any second.'"

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