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Hedahls Headlines

EMPLOYEE NEWSLETTER

Anniversaries & New Employees

The month of May sees three multiple-of-five work anniversaries for us. **Pat Ramsey** of our Mandan store celebrated five years on May 6. Then we also have two big anniversaries this month. On May 3, **Buzz Benedict** of our Bismarck store celebrated 25 years with Hedahls and just yesterday marked 25 years on the job for **Dale Helfrich** of Headquarters.

Buzz started with Hedahls the same way many before him and many since him have: in the delivery truck. And he did paint mixing too. It was a quick rise then through shipping and receiving, on to the phone room in the Bismarck store, and then to the counter where he has become a stalwart presence. The biggest change Buzz has noticed in the industry is how technical it has become and how broad. "I used to try to memorize the parts," he said, "but I don't even try anymore." Fortunately his is the kind of experience that enables him to negotiate his way through a catalog or a computer screen with ease. Buzz marked his anniversary with a round of golf, but he says he likes to do that every Thursday. It's typical of the steady dependability that customers and co-workers appreciate in Buzz. And what does he say to the thought of 25 years on the job? "It sounds longer than it feels. It's been a good ride with great people. We're having a blast."

When asked about the jobs he has had with Hedahls, **Dale** can't think of them all right off. He needs a couple runs at it and some prompting from others to complete the list. He started in shipping and receiving at the Bismarck store and before long was warehouse foreman. It seems others recognized his talents before he did because when he was asked to move to the counter, he now admits to being scared of it. He thought, "I'll never remember all those part numbers. I'm going to get fired." He didn't get fired. Indeed he quickly developed the reputation as the guy to call on when something needed doing. He's worked counter and outside sales. He's managed stores, in either short-term assignments or long-term. His is a career that makes him feel at home in all of our stores, doing almost every job. And when Dale tells his history, he tells it not so much by his jobs, as by the names of customers and co-workers. Maybe that's why he can say, "It's still fun."

Buzz and Dale will each receive 25-year pins from Dick Hedahl to recognize their years of service. Congratulations to you both, and we hope you continue to have **fun**.

We also have two new employees this month. Please welcome them.

RICHARD BARTH - Richard is working part-time delivery for our Bismarck store.

From Bismarck, Richard enjoys yard work and gardening.

VERN HEDBERG - Vern is back after several years away, working part-time as a technician for BENCO. From Bismarck, Vern is married and enjoys remodeling houses.



Hedahls Featured in Uni-Select USA Newsletter

Our purchase of the new South Dakota stores got a nice half page article in the Uni-Select newsletter, News & Views, in April.

They seem as excited about this move as we are.

Earning Customers the Service Way

Recently while making a sales call with Ron Eisenbeisz from Aberdeen, we were discussing a competitor's program with one of our good customers. The customer said, "At first I thought it was a good program, but I haven't seen their salesman since he presented the program. It's been three weeks and he hasn't even stopped to pick up his cores. The problem with those guys is they don't understand service." The customer went on to explain that he had no intention of buying into the competitor's program because he knew they would never take care of his business needs.

So I looked up service in the dictionary and found nine different definitions. My favorite definition and the most appropriate for our business is this: "The performance of labor for the benefit of another."

Here's a couple of examples of what I'm talking about. Several months ago I was working the counter in Dickinson. A gentleman and his teenage son came in looking for a part for an older Chevelle. Unfortunately we didn't have it. I told him we could have it the next morning, and he said he really wanted it today. I asked him if he'd tried anyone else in town, and he said no. I said, "Rather than running all over town, why don't you let me call the other parts stores for you." He said that would be great. So I called all the other stores in Dickinson and the last one I called had the part. I told the customer they had it and if he could wait or would like to stop back, we would get it for him. He said thanks, but he could get it. I told the counterman at NAPA to set it on the counter for him and he would pick it up. The man and his son got up to walk away and he said, "You know you didn't have the part I needed this time, but after what you went through to find it for me, you can bet the next time I need something I'm coming to Hedahls." I thanked him and he was smiling when he left.

Another example also at the Dickinson store. A gentleman came in with a box of bearings, seals and races from a New Holland swather. We had them all except one bearing and one seal. I told him that I could have the parts in the morning. He said he wanted to put it back together today. Once again I offered to find the parts in town. I called every parts store and bearing supplier in Dickinson and one of the bearing houses had the bearing and seal he needed. I told him where I found the bearing and seal he needed. He looked at me, smiled and said "What time tomorrow did you say you could have the parts?" I told him about 8:30am and he replied. "Go ahead and order them. Anyone that works that hard to take care of their customers deserves to have the business." I thanked him and billed out all his parts, including the ones that came in the next morning.

I'm not telling you these stories to brag about myself. I only did what I was trained by Hedahls to do and what I've seen so many of our counter people do many, many times over the years.

The definition of service is "The performance of labor for the benefit of another." But it should really be "The performance of labor for the benefit of everyone involved." Thanks, Dale

IDEAS FOR BETTER SELLING:

SALES



TOOLS

PARTS PLUS

Hedahls personnel met with the marketing people from Parts+Plus in April to get a preview of the training and promotional programs Parts+Plus is providing. The bottom line is that the programs are comprehensive, national, and already proven. Being a member

of Parts+Plus brings us training, national advertising, retail and wholesale sales aids and circulars, yellow pages, insurance programs, national "worry free" warranty, merchandising and specialty items, store layout and design services, credit card, dealer programs, and more - all on a level we have not enjoyed before. The ride gets exciting from here! As we told you last month, we'll be implementing the changeover from Auto-Mate to Parts+Plus in stages, beginning with our new South Dakota stores since we have to change their signs now anyway.

CALL PAUL



Freight Charges:

Have you ever had to charge a customer only a freight charge on an invoice, but were not quite sure how to do it? Well, here's how.

Get to the first line of the invoice where you start entering part numbers. Instead of putting a part number on this line, put the letter "C" and hit the ENTER key. The letter "C" is for Comment, so now write a comment explaining why the customer is being charged only freight on this invoice. Is it because you neglected to charge freight on a previous invoice? The more explanation you can give the more time it might save down the road when someone questions what this freight charge is for.

Now get to the bottom of the screen to CHANGE WHICH LINE? and enter the letter "I" to take you to the next screen. This is where you enter the freight amount on line #3. After entering freight, your cursor will again go down to CHANGE WHICH LINE. Here you have two options: "A" to add a part to the invoice or the letter "I" to immediately invoice.

Your freight invoice will now be at your invoice printer.

Identify Unavailable Inventory:

With our computer system, we can see all store inventories and have access to transfer merchandise from one store to another. Any parts or products received by a store that is for store use or held for a customer and not available for sale should be billed out to a store use account or to the customer, or at least it should be put on a Pick Ticket to take it off availability for other stores. This will prevent a store from wasting time looking at a store that has a part showing as available when it really is not.



ASE Certification has been a part of our employee recognition program since 1987. Dozens of our Hedahls Employees have passed the ASE Certification test over the years.

Randy Holler of Hettinger suggested

that we tell people about our accomplishments by displaying an ASE Certification sign in our stores and have those who qualify for the patch wear them on their Hedahls Shirts. Great suggestion, Randy. It makes you the winner of the \$100 Bonus for April.

Deb Aberle from our Beulah store suggested that we print a Pick Ticket at both the buying store (TO) and the sending store (FROM) when we initiate a store transfer from a store. If a transfer is requested by a store without a Pick Ticket in the requesting store, the parts may get to the store without anyone recognizing that it is for a pre-sold customer order. Or if the part is not sent for any reason, the buying store can be looking for it with the Pick Ticket and inquire why it did not ship. By printing a Pick Ticket the receiving procedure can include matching it with all Pick Tickets. Deb gets our May \$100 Suggestion Bonus.

We're still looking for good ideas. Please send your suggestions to Larry Lysengen at Headquarters. We will be continuing to award \$100 each month to an author of a suggestion we implement.

Burnout Busters

People who give excellent service are often also the most vulnerable to job burnout. Dartnell's Customers First newsletter notes that people who enjoy their jobs most are the ones most likely to suffer from burnout. The article goes on to suggest five tips to protect yourself from burnout.

1. Don't take work personally.

Customer frustration is rarely meant for you personally.

2. Don't take problems home.

Keeping work and home separate reduces job-related stress.

3. Find ways to reduce stress.

Exercise, play, develop a hobby—whatever works for you.

4. Get help from others.

Co-workers are often sympathetic listeners, and you should try to be one for them in return.

5. Remember the "good new."

Focus on the satisfied customers.

APPLAUSE!

A special shout out this month to **Arnie Zahn** from Main Street Tire. It's a complicated story—it started with the customized brake and rotor system on the University of Mary people-mover vans and ended with a reminder of how interconnected we all are. Everyone was doing exactly what the books and the computers were telling them, but the parts just weren't coming together, until Arnie recognized

that with a little customizing from the machine shop, the parts could be made to work. Arnie's experience came together with the guys at the Bismarck store counter and machine shop and the guys at the Tire Co. and before the afternoon was over, the Marauder sports teams were able to hit the road to the next big event.

Progress Report on New Stores

Our new South Dakota stores are still a hot topic of conversation for lots of us, and we thought you might like to know what's happened so far. Take a deep breath. Here's what we've done so far:

- Converted the parts and pricing information for all inventory
- Added all customers to Hedahls system
- Converted the pricing matrix for the new customers
- Installed Hedahls computer system (Phase I, more to come later)
- Remodeled Watertown store building (nearly completed)
- Converted all payables to Hedahls Payables Department
- Converted payroll to Hedahls Payroll Department
- Distributed Hedahls Auto Parts Sales Manuals to the salesmen
- Added new South Dakota employees to the Hedahls Benefits Program
- Converted all receivables to Hedahls Receivables Department
- Began placing stock orders with US-USA and NEMAC Warehouse
- Established computer direct link to US-USA and NEMAC Warehouse for special order purchases.
- Added the new stores to our Web page at www.hedahls.com
- Reserved the domain name and site to feature Sturdy Engines on the Web at www.sturdyengines.com
- Sent the April statements to our new customers in South Dakota, including a thank-you letter from Dick Hedahl that welcomes them as customers of Hedahls Auto Parts
- Began the job of having our Inventory Control Department upgrade the inventory in the new stores

Grab another breath while you can because here's what else we have planned.

- Complete line change-overs (Pen-Ray in Webster and Milbank and PICO)
- Finish our Inventory Enhancement project
- Finish setting proper reorder points for all lines
- Update signage on buildings and vehicles to Hedahls Auto Parts and Parts+Plus
- Examine the Misc. lines to put them in the proper line code or change them over to other lines
- Get new Hedahls jackets to promote Sturdy Engines
- Get work shirts for store employees
- Plan July Open House dates for all four stores

Any Questions?

Re-Enrollment

Included here is the complete schedule of sign-up sessions for our employee benefits plan. We strongly encourage those employees who are married to arrange to have their spouses attend the sign-up too. There's lots to consider here that can affect the whole family—wellness, insurance, investments, and reimbursement accounts.

You'll get a packet of information at your sign-up session, outlining and summarizing your benefit choices. There will be people from AMG, American Funds, and Guardian Life to help you.

Also you should be looking toward ending this plan year, using up money in your reimbursement accounts and submitting those proofs of blood pressure, cholesterol, blood sugar, and cancer screening tests. If you have questions, call Dick Hedahl or Chuck Clairmont at Headquarters.

Sign-Up Schedule

May 12	8:00 am	Beulah
May 14	8:00 am	Sidney
May 14	11:00 am	Glendive
May 14	4:30 pm	Dickinson
May 15	8:00 am	Dickinson
May 15	11:30 am	Hettinger
May 16	8:00 am	Bismarck
May 17	8:00 am	Bismarck
May 18	8:00 am	Bismarck
May 18	2:00 pm	Linton
May 22	8:00 am	Aberdeen
May 22	8:00 am	Sisseton
May 22	10:30 am	Webster
May 22	1:30 pm	Milbank
May 22	4:30 pm	Redfield
May 23	8:00 am	Watertown
May 24	8:00 am	Fergus Falls
May 25	8:00 am	Detroit Lakes