

# Anniversaries & New Employees

We have one multiple-of-five work anniversary this month. Alan Steinheuser of Redfield celebrates five years on October 14. Congratulations, Alan!

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

**GREGG NELSON** – Gregg is new at the counter in our Aberdeen store. Originally from Warner, SD, he is married with a son and a daughter. Gregg enjoys stock car racing.

**DAWNA HARMON** – Dawna is working delivery for our Detroit Lakes store. She's originally from Duluth and is engaged to be married. Dawna likes to draw and says she enjoys fall because of the weather and the trees.

**ALEX ZINK** – Alex is new at the counter in our Bismarck store. He's originally from Car-  
rington, ND, and Alex says he enjoys fishing.



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## *Untraditional Sales Can Mean Uncommon Volume*

By Dick Hedahl

In September we were informed that Coca-Cola corporate management has decided to consolidate their buying of certain products with a national contract. Lubriplate is one of those products. Hedahls Bismarck Store has been selling Lubriplate in 55 gallon drums to the Coca-Cola plant in Bismarck. Coke uses it to run their production machinery, so it is vital to maintain continuous production that they have a supply of this lubricant available. Bismarck store had agreed to keep an extra barrel in stock to make sure they never run out. It also turns out that we were selling it to them cheaper than their other plants were buying it.

Since I know the head guy at Coke here, Dick Joritz asked if I could contact him to try to save the account. We had a very warm reception to the discussion, but Coke's Atlanta HQ has decided that certain items will be bought on the national contract. In our discussions it was clear they would like to buy locally since they sell locally. Operations Manager, Reinie Kembel and his Operations Foreman, Truman Abley were both open to the idea that we may be able to supply them with other items. They were also very anxious to show us their operation. They invited us on a tour of the facility.

It was a very impressive tour. This plant is spotlessly clean and a model of efficiency.

All during the tour I was marveling at the sophistication of the place, and Dick Joritz was taking notes. When we returned to the office after the tour for the normal pleasantries after such a tour, Dick suggested we may have some items Hedahls could supply Coke that were not on the national buying program. He began listing the items from his notes. Here's the list he came up with: **Hydraulic hoses & fittings, foam rubber**

**squeegees and brooms, Goodyear Belts, pumps of all kinds, hand**

Hedahls Headlines

EMPLOYEE NEWSLETTER



## You've Got the Power

Up until now our procedure for reporting application problems with our PartExpert electronic catalog has been to \*Call Paul\* at Headquarters and report the problem. Then I would fill out a form describing the problem and fax it to information services at CCI/Triad.

That procedure has evolved to become more efficient. Now you can call CCI/Triad direct with application problems: 1-800-682-4241.

You will need to tell them our customer number (334505-0001) and that we have an Ultimate System.

Also be ready with the year, make and model and other information they may need concerning the application problem. Other information they may need, depending on the problem, includes things like engine size, turbo, 4-wheel drive, etc.

As you know, it is important to report application errors, but it's just as important to report applications that are missing from PartExpert.



# CALL PAUL



The winning suggestion this month comes from LouRae Johannes of Headquarters, who suggested we get the computer software that would automatically run our nightly back-up. That's \$100 to LouRae. Please send your suggestions to Larry Ly-sengen at Headquarters. If we implement the suggestion and you're picked in the drawing, you'll win \$100 too.

## What about the Paperwork?

Dale sent out a memo recently to our new South Dakota stores, outlining a file system for their paperwork. It's worthwhile for everyone to review it so our records are kept in a uniformed way.

When an announcement or bulletin arrives, read and take whatever action is needed. Then file it for future reference in files set up like this:

- NEMAC (A thru Z)
- UNI (A thru Z)
- Hedahls Policy file
- RGM file
- Jobber price sheet file or rack
- Bids fill
- Payroll and personnel file (of course, these files are confidential and should be kept locked)
- Equipment Leasing file
- BENCO
- Tire Company
- Safety bulletins file
- Ace Air Tool file
- Anything else you currently have or would like

Grayco pumps (of course, we service pumps too), wiping rags and lint-free rags,

pumps for 55 gallon barrels, air and electric pumps, repair kits for

# Selling Good Value

Seems like lately I hear a lot of "All anyone wants is price." I have to tell you that in the last couple of weeks I realized once again that price is not always the answer. Let me explain.

We had a meeting with the ATP reps and the Bismarck salesmen. After the meeting, I was 90% sure we wanted the ATP chemicals but not the transmission filters because they're more expensive than PTC. Arnie Zahn, salesman at the Bismarck store, went out with one of the ATP reps to talk to a couple of his larger customers and find out how they felt about ATP. The customers listened to some features, like how the ATP third-hand gasket holds the bolts in place in the pan, which in turn holds the gasket itself in place, making the whole thing easier to install, or the fact that the ATP third-hand gasket is chemically treated with a sealer which when heated by the transmission helps seal any distortions in the pan or the transmission case, which means fewer comebacks and more productivity. Arnie sold those two accounts because they wanted the ATP quality, and price was no longer the deciding factor.

The proof is in the performance: the first week out, Hedahls salesmen sold 22 of the number A98 dealer transmission filter assortments totaling over \$3,000.00. And six of the 18 salesmen have requested additional ATP fieldwork.

Randy Holler, head counterman in Hettinger, told me they went ATP because one of their better accounts was buying his transmission filters from NAPA because he liked the NAPA gasket

over the PTC gasket. Randy said that now that account is buying ATP from us because he likes the ATP gasket over the NAPA gasket.

My point is this, if your customers don't know why it costs more, they assume it's the same stuff and then they think you're too expensive. I've heard many of you convince our customers that Nox-Ice is the best isopropyl gas line antifreeze made, and because of your efforts we sell more Nox-Ice than ever. I've seen people come into our stores and ask for that gas line antifreeze that their friend told them about that was really good and they got it at Hedahls.

PFS is the same type of product. I've heard you explain to people that one bottle of PFS 1012 gas treatment is \$5.30 and treats 120 gallons of gas compared to a \$1.98 bottle of Gunk which treats 20 gallons. Then you start telling the customers success stories about PFS from other customers or yourself. As a result, PFS is really starting to sell at Hedahls.

I've heard Mike Johnson, counterman in Fergus Falls, explain to a customer why Praefke SP pads were better than D or M and heard the customer say "Thanks for telling me, I always thought all brake pads were the same." Next time that customer needs advise or needs auto parts, where do you think he's going to go?

So when you've got a quality product and it costs a little more, you need to take the time to explain why. Then the customer feels like he got a good-value and he'll tell his friends about it and about Hedahls. Thanks, Dale

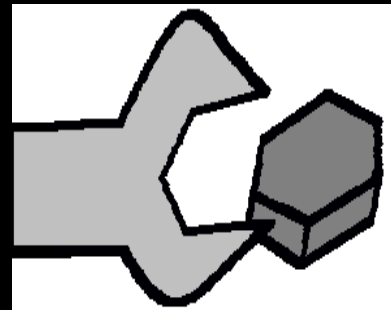
paint, striping equipment, DuPont Industrial paint, pallet racks, steel shelves, steel steps, work

## IDEAS FOR BETTER SELLING:

# SALES

### Mag-1 Mania: Hunting for Sales

Our counter sales staff were competing in Mag-1 Mania from August 20 to September 15. Every 12 cans or bottles of Mag-1 sold earned one entry in a drawing for gift certificates, just in time for hunting and late season fishing. Mag-1 Mania resulted in over 1,400 cans sold during that period. And the lucky drawing winners? John Cozby of Bismarck won a \$150 Cabela's gift certificate for first place, followed by Allen Bosch of Bismarck (\$100 Cabela's certificate), Jim Marquart of Milbank (\$75 Cabela's certificate), and Brad Barnett of Dickinson (\$50 Pro-Bass certificate). Congratulations, guys, and thanks to everyone for participating in the program and helping us sell Mag-1 like maniacs.



# TOOLS

bits, hand tools, spray liquids and lubricants, and cleaning liquids

### Inventory Schedule

It arrives every year, blowing in on a chill breeze with a swirl of leaves. That's right. It's inventory time again. In fact, some of our stores have gotten a jump on things and already finished. The inventory schedule is included here. Inventory isn't the best part of our jobs, but it is an important part. Thanks for taking it seriously and doing your best to make an accurate count.

Mandan	Oct. 8
Linton	Oct. 12
Detroit Lakes	Oct. 19
Bismarck	Oct. 19
Millbank	Oct. 26
Sisseton	Oct. 27
Glendive	Nov. 9
Dickinson	Nov. 10
Redfield	Nov. 10
Aberdeen	Nov. 16
Fergus Falls	Nov. 16
Sidney	Nov. 16
Webster	Dec. 7
Beulah	Dec. 14
Hettinger	TBA
Watertown	TBA

### and supplies.

It was clear from the look on their faces that Reinie and Truman were surprised at the range and variety of products we can offer their operation.

We have been invited to come back for a more thorough evaluation of what we can offer them. In a time when our traditional business is soft, it is important to look around for other opportunities. Because of their decision to stop buying from us, Coke in Bismarck will be buying more from us than ever before.

**Dick**

### Safety: Accidents & Near Misses

A safe work environment starts with you. If you are involved in an accident or a near miss, it's your responsibility to report the incident because your report may help prevent such an incident from happening again.

If you witness an accident, send someone for help if necessary. Help and reassure the victim, but do not move an injured person except to avoid the threat of further injury. Exercise caution in accident situations to avoid injuries or exposure to bloodborne pathogens. If feasible, do not move anything in the area of the accident. Report to the appropriate person quickly and clearly. Offer to help in any way you can. Prompt action can help protect you or a coworker.

Be sure to report all near misses. The next occurrence could cause an injury unless preventive action is taken. Try to determine what caused the incident and whether safety procedures were followed. A few moments of attention now can prevent injuries in the future.

Do your part to reduce injuries by:

- Learning how to prevent accidents
- Using safe practices
- Reporting accidents and close calls

### BENCO Sales Leads Program

We've expanded our BENCO sales leads bonus program to include all employees. That's right. If you turn in a sales lead to BENCO, you are eligible for a bonus when BENCO closes the sale. The bonus is 3% of the sales up to a maximum of \$150.

### Company Holiday Party

December 15  
Doublewood Inn  
Bismarck

**6:00 Social and 7:00 Dinner**

