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Hedahls Headlines

EMPLOYEE NEWSLETTER

Computer Mentoring with the Pros

by Dick Hedahl

Our Ultimate Computer System from CCI-Triad has been in place for over two years. In that time, we have learned how to use it effectively. We are now refining the complex details of the programs built into the system.

This past November, Paul Barth and I went to an Ultimate Computer Users Conference in Chicago. We were able to talk with the people who are responsible for the development of the programs we use, as well as other users of the system. Through the personal contacts we made at that conference, we set up several enhancements to our system. The new Transfer System and our new Movement Codes program were both initiated at that conference.

CCI-Triad has begun a new mentoring program for advanced users of the Ultimate System computers. **Jim Doged** is the representative assigned to our system, and he encourages everyone to contact him with questions or concerns. Jim was one of the people we met in Chicago and was here last week to begin the process by meeting with our people at Headquarters and also visit the Bismarck store to see how we are running the programs in the system.

Jim has helped us with several enhancements already and will be our main contact for the next 90 days. This mentoring program is designed to offer faster response to issues that arise, and a more thorough analysis of our needs. After the three month initial period of the program we will evaluate it to determine whether to continue it. Having a trial period allows time for the mentorship program to prove its value before we make a longer commitment.

How to contact Jim:

Phone: 410-574-5983
Email: jim.doged@cci-triad.com
Instant Message: ccitriadjim

Anniversaries & New Employees

Two five year work anniversaries this month. **Cyle Schatz** of Linton celebrated five years on May 5, and **Michael Johnson** of Fergus Falls celebrates five years on May 14. Congratulations, guys!

We also have three new employees this month. Please make them feel as welcome as the flowers in May!

ERIC ECKROTH – Eric is new at the counter in our Mandan store. From Mandan, Eric enjoys fishing, hunting, and racing.

DARIN SINNER – Darin is new at the counter in our Webster store. He's from Webster and just finishing up his senior year of high school. Darin enjoys all sports and watching TV and movies.

KARLY CLOOTEN – Karly is running delivery for our Bismarck store. From Bismarck, Karly enjoys home interior decorating and yardwork.

SALES TOOLS

IDEAS FOR BETTER SELLING:

People Buy From Friends

I'm sure you've all heard the statement "People Buy from their Friends." It's a statement I've heard ever since I've been at Hedahls, and I see testaments to that fact almost everyday.

Whenever I work the counter at one of the stores, people are oftentimes a little leery to deal with me. New counter people, you know what I'm talking about. Imagine having looked up parts for over 25 years, and they don't trust you. Remember people like dealing with their friends because they trust and respect their abilities. The only way you get that friendly trust is to earn it and it takes time. You can speed up the process by being friendly and making sure you look up the customer's parts accurately. Don't guess, get all the facts and get it right the first time. You'll be surprised how quickly customers will begin to trust you. You'll know when you've achieved your goal because the customers will start asking for you by name.

While Arnie Zahn has been recovering from back surgery, I was making calls in his Bismarck territory for several weeks and ran into the same thing. I even had one customer tell me he wanted to change his belts over, but would wait until Arnie was healed up and back out making calls because he wanted Arnie to get the credit for the changeover. Remember, people buy from friends. New salesmen, just like at the counter, the only way you earn that kind of trust and respect is to become the best at what you do. Follow through on all customer requests in a timely fashion, go the extra mile when you need to, and above all, be honest with your customers.

Backroom and delivery people, you're also a very big part of that friendship equation. Hedahls has some of the best counter people and salesmen in the business, backed up with the best shipping and delivery people. Many times when I'm at a customer's place and one of our people walks in with a delivery, the customer greets our driver and kids around a little with them or maybe even a quick joke and that's great. People buy from their friends, provided their friend gets the job done for them, and Hedahls does. Thanks, Dale

This Month's Good Idea

This month's good idea comes from Nathan Engebretson of our Watertown store. Nathan noticed that it would be more convenient and efficient if our transfer tickets would automatically print the full address of the store the transfer to shipping to, instead of giving only the name of the store.

It's a simple idea, but it's a good one, and it earns Nathan this month's $100. Congratulations, Nathan.

Please send your good ideas to Larry Lysengen or Dick Hedahl. If we implement the suggestion and you're picked in the drawing, you'll be awarded $100.

Key Words Power

Our computer has the ability to use "key words" to bring up similar part numbers with prices and availability in the P1 screen.

So far this hasn't been used a lot, but you can see how useful this might be by using these examples.

- We are coming into the air conditioning season, and from time to time, you may want to see what you have in Freon. Go to the P1 screen, and at Part #, type in the word FREON. The Freon part numbers will be displayed, with your quantity available and the user price.
- The key word "glass cleaner" will allow you to find the different glass cleaners. We can have the computer keep track of the different glass cleaners we have.
- Or try these: 10W30, 10W40, antifreeze.

The key to key words is finding out what will help you. Please submit your key word ideas to Paul at Headquarters. Let's see if we can make good use of the capabilities our computer gives us.

CALL PAUL

If you have an idea for a topic to be covered in "Call Paul," please FAX, call or email Paul Barth at Headquarters.

Celebrating Our Appreciation

Each of our parts stores will be hosting Dealer Appreciation Events over the next few months. The schedule is included here. This is an excellent time to have some fun and to strengthen the partnership we have with our dealers. Managers are working out the details with the Marketing Department, but we're planning evening events, with a picnic supper, door prizes, the Hedahls spinning wheel, and incredible in-store specials. And balloons. We gotta have balloons. What's a party without balloons?

Dealer Appreciation Events

Fergus Falls	May 14
Detroit Lakes	May 15
Sisseton	May 16
Milbank	May 21
Webster	May 22
Watertown	May 23
Mandan	June 18
Bismarck	June 19
Beulah	June 20
Dickinson	June 25
Hettinger	June 26
Sidney	July 9
Glendive	July 10
Linton	July 16
Aberdeen	July 17
Redfield	July 18

Flex Plan Year End

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. And people from Asset Management Group will be there 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.

Flex Plan Sign-Up Schedule

Aberdeen
May 15, 7 a.m.

Beulah
May 11, 8 a.m.

Bismarck
May 20, 7:30 a.m.

Bismarck
May 21, 7:30 a.m.

Detroit Lakes
May 15, 8 a.m.

Dickinson
May 13, 4 p.m.

Fergus Falls
May 16, 8 a.m.

Glendive
May 13, 11 a.m.

Hettinger
May 14, 7:30 a.m.

Linton
May 14, 10 a.m.

Mandan
May 22, 7:30 a.m.

Milbank
May 16, 12:30 p.m.

Redfield
May 14, 4 p.m.

Sidney
May 13, 7 a.m.

Sisseton
May 16, 4 p.m.

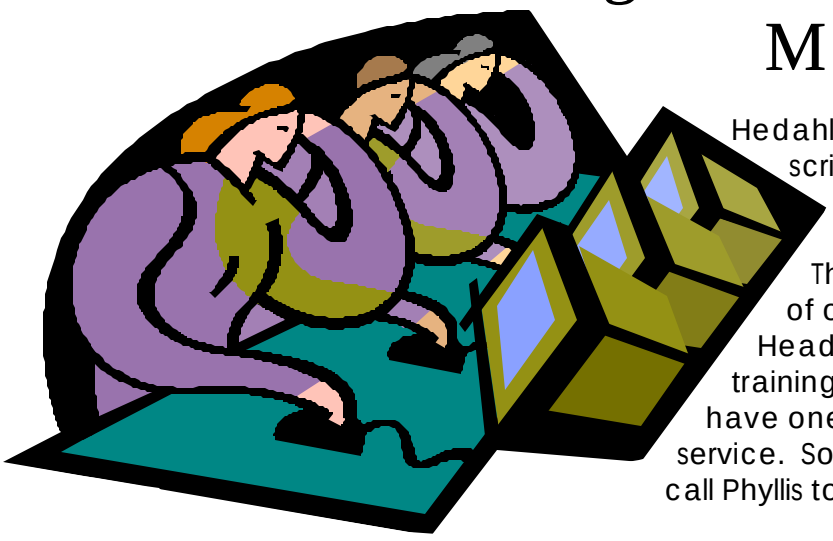
Watertown
May 16, 7 a.m.

Webster
May 15, 4 p.m.

Video Tape of Meeting

We videotaped one of the group meetings recently on our employee benefits program. Each of our stores has a copy of the tape for anyone to view who wants to know more. The cinematography is something less than award-winning, but the information is good.

Online Training Service Available for MS Office Suite



Hedahls has recently purchased a one-year subscription to an online training service to teach you how to use Microsoft Office Suite programs, like Excel, Word, and PowerPoint. The training is available for employees of any of our stores or division. Call Phyllis Rogstad at Headquarters if you are interested in trying this training, and she will help you get started. We have one year to learn as much as we can from the service. So satisfy that yearning for knowledge and call Phyllis today!