

## Anniversaries & New Employees

We celebrate two multiple-of-five work anniversaries this month. **Mario Hansen** of Redfield celebrates 15 years on March 12, and **Dee Persson** of Headquarters celebrates five years on March 21. Congratulations to you both. We also have two

new employees this month. Please welcome them.  
**HARLAN WALTH** –

Harlan is new on delivery for our Bismarck store. From Bismarck, he is married with two daughters and a stepson. Harlan says he likes to go to rummage sales and flea markets to “collect junk.”

**ROBERT SCHMIDT** – Bob is the new shipping and receiving supervisor for our Bismarck store. From Bismarck, he is married with one daughter. Bob enjoys fishing and Wizards basketball games, and he says he’s an avid reader.

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# Hedahls Headlines

EMPLOYEE NEWSLETTER

## Telephone Greetings

By Dick Hedahl

The Parts Plus convention was held in February this year. Larry Lysengen, Dale Helfrich and I attended. This is the first convention Parts Plus has had since we converted our stores to Parts Plus in 2002. We were very happy with the programs we saw and the seminars we attended.

One presentation concerned proper telephone procedures. Overall, I was happy to hear the recommendations matched our company’s policies and practices. Hedahls is using our slogan and name, i.e. “Hedahls Has It! This is Dick.” The presenter said unnecessary words should mostly be eliminated, and the name of the company and person answering should be stated. Using our slogan with your name beautifully does all of this at the same time: it delivers the message that we have parts.

An additional idea she offered was to finish your greeting with, “I can help you.” The optimism of stating you are the one with the answers the caller is seeking makes me smile. It reminds me of the brashness of our slogan Hedahls Has It! Even when we are not stocking an item, we express our confidence that we can find the item. By boldly stating, “I can help you,” we tell the caller they made the right choice when they called us for their needs. It can start the conversation with a lighter, more personal note than the straight business-like answer of just the company and employee’s name. And it is much stronger than the question, “May I help you?” Or worse, the doubtful and uncertain, “Can I help you?” which really means, “Am I able to help you?”

The idea works with our divisions too:

- “Benco Equipment, Bob speaking. I can help you.”
- “Main Street Tire, Craig speaking. I can help you.”
- “Nemac Warehouse, this is Don. I can help you.”

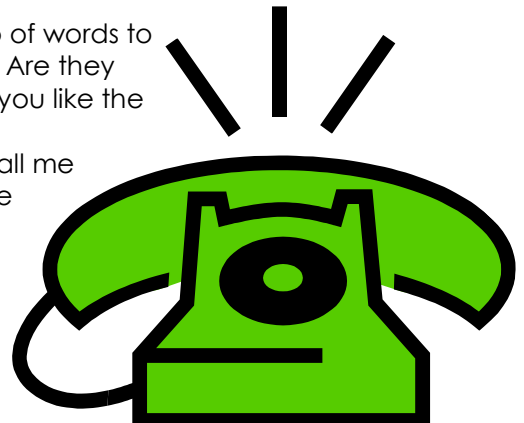
On the other hand....

It does add an additional group of words to the greeting. Is it too many words? Are they just extra? Is it too long to say? Do you like the idea?

I would like to hear from you. Call me with your thoughts. Tell me if you like the new idea or not. Call me at my office at Headquarters – 1-800-433-2457, extension 210.

See how I answer.

*Dick*



## Signs of a Stroke

This emergency medical information is making the rounds on the Internet. For those who may have missed it, it gives a simple way to identify when someone is suffering a stroke. Share this information and help save lives.

Sometimes symptoms of a stroke are difficult to identify. Unfortunately, the lack of awareness spells disaster. The stroke victim may suffer brain damage when people nearby fail to recognize the symptoms of a stroke. Now doctors say a bystander can recognize a stroke by asking three simple questions:

1. Ask the individual to SMILE.
2. Ask him or her to RAISE BOTH ARMS.
3. Ask the person to SPEAK A SIMPLE SENTENCE.

If he or she has trouble with any of these tasks, call 9-1-1 immediately and describe the symptoms to the dispatcher.

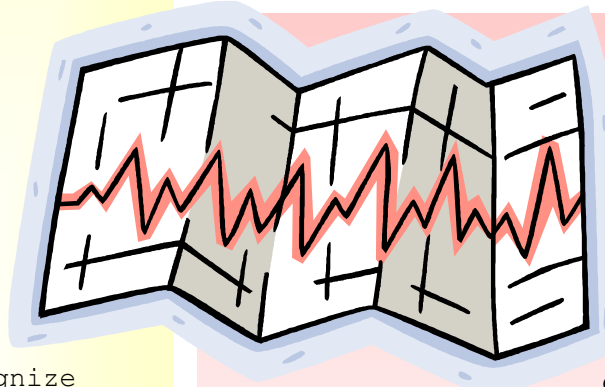
After discovering that a group of non-medical volunteers could identify facial weakness, arm weakness, and speech problems, researchers urged the general public to learn the three questions. They presented their conclusions at the American Stroke Association's annual meeting last February.

Widespread use of this test could result in prompt diagnosis and treatment of the stroke and prevent brain damage.



# SALES TOOLS

**IDEAS FOR BETTER SELLING:**



## SALES MEETINGS

For as long as I can remember, we've had a sales meeting in January or February and had all the managers and salesmen come into Bismarck. Well, it's time for a change for the better. This year we're going to have two separate meetings and a combined meeting. The first one will be in Bismarck on Thursday, April 7, for the managers. It'll be all about the financial information needed to run a store successfully. Then the managers and salesmen will have a combined meeting on Friday, April 8.

We'll have a meeting on Thursday, September 22, for the salesmen. It'll be a Feet-On-The-Street refresher course. All these meetings will be presented by Parts Plus University. Any other comments concerns or questions, call me. Thanks, Dale

# Call Paul



## Fuel Tank Computer Inquiry

You may have noticed that you can now make a computer inquiry from Uni-Select on Spectra fuel tanks and radiators.

All fuel tank and radiator part numbers have been added to our computer within the last few weeks, so if you need to, you can now check the inventory at Uni-Select.

Our line code for Spectra is SFT.