

November 2007
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Number 2

Hedahl's Headlines

EMPLOYEE NEWSLETTER

New Employees

We have no multiple-of-five work anniversaries, but five years from now we might. We have two new employees this month and one returning employee.

JOYELLE RICHEY – Joy is the new receptionist at Headquarters. Originally from Wibaux, MT, she is married with a son and a daughter. Joy enjoys sewing, crocheting, and spending time with her children.

DUSTIN RONNING – Dustin is the new tire tech at Main Street Tire. From Bismarck, he has one sister, and he is attending Bismarck State College. Dustin enjoys four-wheeling and anything outdoors.

And returning to our Dickinson store part-time is **Ernie Hecker**. Please welcome, and welcome back, all these employees.

Dickinson Store Manager

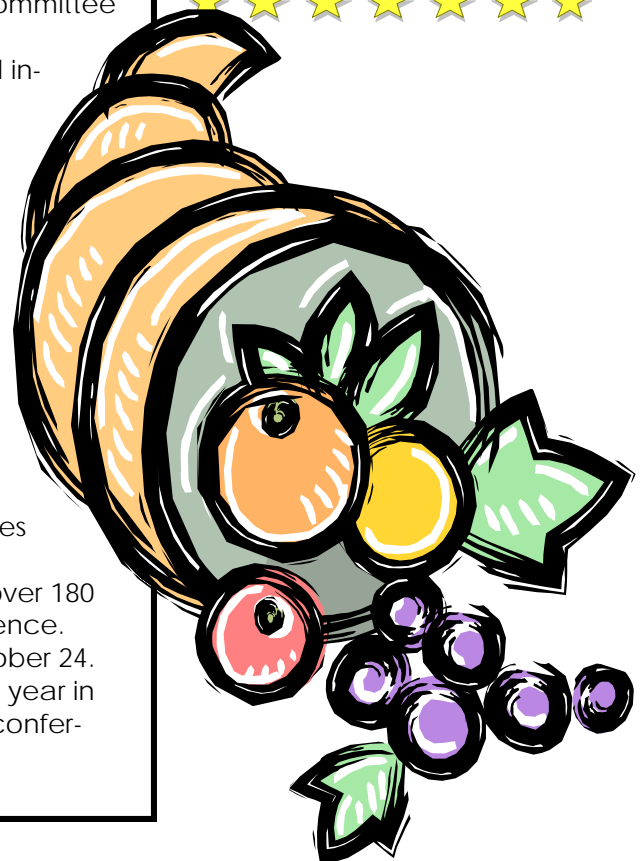
Brad Barnett became the new manager of our Dickinson store on September 16. Brad was hired in January 2001 for counter sales. Congratulations to you, Brad, and good luck to you and your store. Sorry for the delay in making this announcement.

Products Committee

Patterned after the Uni-Select Customer Executive Committee, the Hedahl's Products Committee combines the experience and wisdom of employees from across the corporation to give advice on products carried in our stores. The current members of the committee are these:

- Larry Bosch, buyer and inventory control
- Dale Helfrich, sales manager
- Travis Joritz, manager of our Bismarck store
- Mike Kurtz, outside sales for our Sidney store
- Larry Lysengen, chief operations officer
- Jim Plavec, manager of our Yankton store
- Wayne Skarie, manager of our Detroit Lakes store

These guys represent over 180 years of auto parts experience. They met recently on October 24. They plan to meet twice a year in Bismarck, with additional conference calls as needed.



Sales Lessons to Sleep on

Sometime it's useful to examine the tricks of the trade from other industries and see what we can learn. An article by David Perry reveals some surprising similarities between selling mattresses and selling auto parts. "How Top Sales Associates Find Their Motivation" in the March 13, 2006 issue of Furniture/Today notes that the bottom line motivator for many is their paycheck, but job satisfaction also plays a big role.

According to the article, one sales associate says he motivates himself everyday by balancing his checkbook. Another is jazzed by the customers and says she tries to give each new customer "a fresh start," no matter what has gone on right before. Another takes pride in his knowledge of his products and his confidence in those products for his customers. The last sales associate quoted says his motivation comes from knowing he's part of a great team, with great customer service support to the very end of the sale by the delivery drivers.

See selling beds or fan belts – it's all the same.



SALES TOOLS

IDEAS FOR BETTER SELLING:

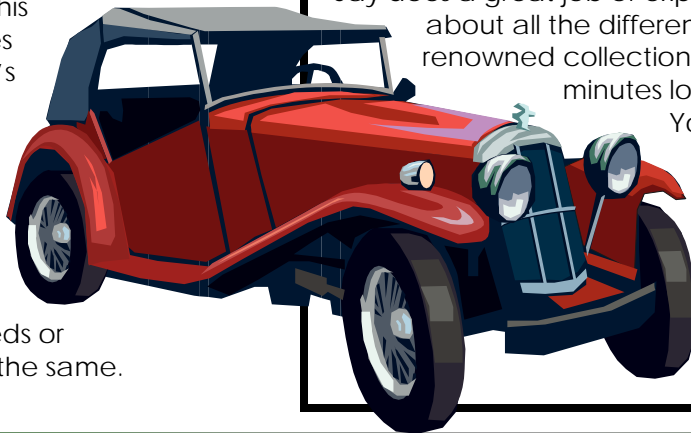
Highway Hi-Fi & More

Ever hear of a Highway Hi-Fi or seen a 1930 Barrelnside Duesenberg? Doesn't matter if you answered yes or no. If you're a motor head, you're going to want to visit Jay Leno's web site at www.jaylenosgarage.com. My son told me about it a few weekends ago, and I have to tell you, it's great. Jay Leno, along with being the host of the Tonight Show, has one of the greatest car and motorcycle collections anywhere. He uses this website to share his collection with the world. Doesn't matter what your flavor is.

It's all here from an 1870s Steam Engine to Austin Healeys to a 2008 Porsche GT3RS and everything in between. It's all here, and Jay does a great job of explaining what he likes and dislikes about all the different cars and motorcycles in his world-renowned collection. The videos are from five to fifteen minutes long, depending how detailed he gets.

You'll get everything from fiery burnouts in a 1966 Ford Mustang Shelby GT350 to firing up his Stanley Steamer and taking it for a ride.

And if you're not a motor head, there's a link to old excerpts of the Tonight Show. Enjoy it all. Thanks, Dale.

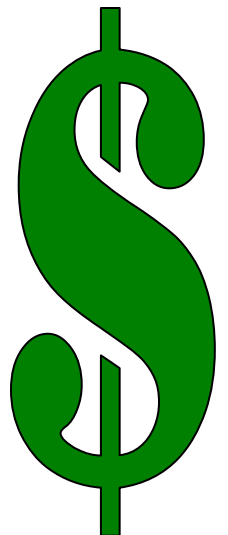
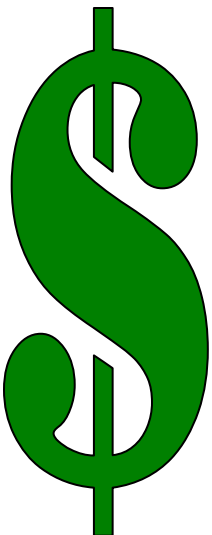


Sign-Up Forms

You will soon be receiving sign-up forms for our Employee Stock Ownership Plan (ESOP). **All employees** (fulltime, part-time, and temporary) must complete one of these forms. You should indicate one of three choices:

1. Enrollment in the plan if you are eligible,
2. Re-enrollment "as is" if you want no change, or
3. Re-enrollment with a change in the amount you are investing.

Even if you do not qualify for the ESOP or if you are not interested in investing, you are to fill out the form with your employee number and store or division, and mark the appropriate choice. These forms need to be returned to Darlene Birney at Headquarters by December 14.



Lost Sales Report

By Dick Hedahl

John Henderson is the Computer Manager at Uni-Select USA warehouse in Memphis. Prior to their conversion to the new Uni-Select USA computer last year, he was in charge of their Ultimate Computer. Uni-Select USA offered to help us improve our efficiency on our Ultimate Computer by having John spend last week with us. He worked with everyone at HQ who deals with the operation of the computer and our inventory control system.

One of the benefits we will see from John's visit is an enhanced Lost Sales Program. Well, you won't actually see the change. Larry Bosch sees the change. The reporting capabilities have been greatly enhanced in our computer as a result of the discussions John had with all the guys at Headquarters. Larry Bosch now will be able to better respond to your requests for adding part numbers through our Lost Sales program. Your efforts to record appropriate lost sales are now more important than ever.

Larry said, "This is good news because, to me, the new report I get is like looking at a change sheet. I am able to see what numbers are really needed at the stores."

So now more than ever, it is important to do a lost sale when you missed a sale. Larry went on to say, "Also to help me out, please use your discretion. For example, a customer needs an inside door handle or a rear brake hose for a 1953 Ford truck – are those parts we really need to add to our inventory?" Help Larry decide. If you think we need it, record the lost sale. If it is just too odd, you can let it pass.

The procedure to record a lost sale on the computer is a little complex:

- At the ACT? Location on the invoicing screen, hit **P1**
- At the bottom line, enter **LO** and **ENTER** (if you forget what to enter use the **?** here)
- It then asks for Location, Quantity and Customer. Enter these.
- You are done.
- Hit **END** and **ENTER** to return to your previous screen.
- This procedure works from anywhere you can access the P1 Screen

Plus you can still send Larry your Lost Sales sheets on paper. But it is more efficient for Larry to use the lost sales feature of the computer.

The next enhancement we will get is the return of the **DAMN** button. If you don't know what that is, check with one of the guys who was here when we had the J-CON computer system.



Power



Changing Investments

For those of you with ESOP/401(k) investments, December is one of two times during the year when you can change the amount you are investing (June is the other time). Simply contact Darlene at Headquarters before the close of business on December 28, and let her know what you want changed. There will be forms to fill out, so give yourself time to get the forms back to Headquarters. Fax is OK.



Holiday Party

Kelly Inn in Bismarck

Colony Room

Saturday, December 1

Social at 6:00 • Dinner at 7:00



Please plan to join us!

Several regional holiday gatherings are planned throughout the company. You and your spouse or guest are welcome at any of the parties. Just let us know.

(Note: any caroling will be optional)

Fall
Back



Don't forget
to set your
clocks back
this weekend!