



Missouri NEWS

Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

February/March 2012

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Motivate Customers to BUY

Power Up for Prosperity in 2012

By Christine Corelli

It's 2012. Time flies when you're having fun, right? Here is an exercise to do today. Performing it will help you to "power up" for prosperity in 2012 and into the future.

1) Write the steps you go through when selling to a new customer. Time yourself. Give yourself one minute.

If you can't perform this task in one minute, you may not be approaching your sales and relationship building strategically. While each customer (and business) requires a different approach, you still need to have a process. If you don't, or if you "wing-it," you will impede your ability to achieve results.

The advertising model that keeps on working, and working, and working...

This simple advertising model was devised by E.K. Strong in 1925 and is still used in college marketing classes and by marketing directors today. "AIDA" is an acronym devised to determine whether your advertising is effective. Interestingly, it can also apply as sales process and is used by many sales trainers.

- A** -Attention - Get it.
- I** - Interest - Generate an interest in what you sell or offer.
- D** - Desire - Create a desire to buy or at least learn more
- A** - Action - Move the prospect to buy.

It still works. That's why it's still taught. Now, let's think about what you will likely have to do in between to move them from Attention to Action.

A - Attention - You likely made regular phone calls and sent e-mails with links to your site. Leave voice mails regarding something you read about their company, or what you are doing for other companies or individuals. You will be in a better position to get their attention if you sound professional and are persistent with class and professionalism.

Motivate Customers to BUY continued on page 5

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St. Louis, MO 63113
Phone: (314) 531-4141
Email: autotheatrics@aol.com

Dean Yancey, Vice-President

Yancey Auto Sales
24067 Highway J
Perry, MO 63462-2017
Phone: (573) 565-3508
Fax: (573) 565-3613
Email: dean@yanceyauto.com

Joseph Heiman, Secretary

Al's Foreign Auto Salvage
6710 St. Charles Rock Rd.
St. Louis, MO 63133
Phone: (314) 382-5404
Email: jheiman@charter.net

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Hillsdale Auto Parts
6264 St. Louis Ave.
St. Louis, MO 63121
Phone: 1-877-385-9950
Fax: (314) 385-5218
Email: hillsdaleauto3@sbcglobal.net

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Wright City, MO 63390-1612
Phone: (636) 928-6792
Email: brent@countrysideautoparts.com

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Email: miles@43auto.com

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Fax: (314) 638-7439
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Email: info@northsideautosalvage.com

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Kansas City, MO 64129
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Fax: (816) 861-3246
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Phone: (314) 382-6112
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Dan Richardson, (Ex-Officio)

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Kansas City, MO 64129
(816) 861-3200
(816) 861-3246 fax
dan@rich-industries.com

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St. Louis, MO 63141
Phone: (800) 449-1151
Email: mzsatz@swbell.net

Drew Van Devender (2012)

Car-Part.com
104 S. Pine St - Suite 2
Florence, AL 35630
Phone: (256) 765-2315
Email: drew@car-part.com

Publisher

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R. J. McClellan, Inc.

445 Broadway Avenue #500
St. Paul Park, MN 55071
Phone: 651-458-0089
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Ron McClellan
Advertising Sales
Sheila Cain
Managing Editor
Ryan McClellan
Layout & Design



Executive Director

Newsletter content and association membership inquiries should be directed to:

Randy J. Scherr

MATR Executive Director
P.O. Box 1072
Jefferson City, MO 65102
Phone: 573-636-2822
Fax: 573-636-9749
Email: rjscherr@swsconsultants.com

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From the President

By Brad Schwartz

First off, I want to congratulate our outgoing president, Dan Richardson from Rich Industries, for his time and involvement in heading MATR this past year. His dedication to the position, and his interaction with the members and our lobbyist in Jefferson City, reflect his concern for maintaining the quality of our state organization.

Over the past few years, I often hear complaints and concerns of how difficult it is to run and operate a business in our industry. As automotive recyclers, there are numerous challenges and problems that confront us on a daily basis. We are all affected by an oppressive and gloomy economy. Many of us often have employee issues. Insurance auctions have gone global. Over 40% of U.S. auction vehicles ship out of the country. Insurance costs have skyrocketed. Theft is a major concern with many yards. Across the board,

operational costs for running an automotive recycling facility have exploded.

We are all aware of the daily challenges that confront us in our industry. However, I strongly believe that sometimes you need to step back and look at the big picture. Open the umbrella. Many of us have weathered outside 'attacking' forces not just over years, but over decades. The variables that affect our industry come and go, but we are still here. Over many years, we faced hurdles like new part stores, government regulations, aftermarket parts, dealership price matching, changes in the insurance industry, percentage adjustments on totals, major changes with the salvage auctions, fuel costs, scrap metal pricing, and list goes on and on. The Missouri unemployment rate is over 10%. I'm sure we all have friends that have lost their jobs due to downsizing or bankruptcy. The economy has been in bad shape for many years, and yet most auto recycling facilities are standing on solid ground. The belt may be tight, the concerns are real, but I have not heard of any quality recycling yard in danger of shutting down. It's not always paradise, the job comes with its share of headaches, but I feel fortunate to be doing what I do. I (usually) enjoy working in this industry, and understand that our business offers a financial cushion that most don't.

Finally, I need to make you aware that here in Missouri we have an exceptionally strong ally who watches our backs. Yes, I know we pay him some, but you have no idea how much he protects our industry. Randy Scherr is an intelligent, assertive, and experienced lobbyist who works wonders for Missouri auto recyclers, and I strongly believe that all viable Missouri salvage yards, not just the few of us, should be members of MATR and help carry this important load.

Brad Schwartz

MATR Dates of Interest

May

18 Last Day of Session

July

18 Governor must sign/veto bills

August

28 Effective date of bills signed
(Unless emergency date is specified)

September

12 Veto session convenes

Fall

TBA 2012 MATR Annual Meeting

MATR Legislative Update

By Brian Bernskoetter, MATR Lobbyist

The Second Regular Session of the 96th General Assembly began on January 4th. This session is poised to be another difficult session as legislators grapple with an estimated \$500 - \$600 million dollar tax revenue shortfall. This year's decline is in addition to the nearly \$1.4 billion that has been cut from the budget the previous 4 years.

The current list of filed bills offers a glimpse at the priorities for the upcoming session which include eliminating or altering Missouri's prevailing wage laws, modifying workers compensation statutes, and addressing some pressing issues relating to public schools.

With respect to our industry there have been a couple of bills filed of interest. The first is House Bill 1064 which was filed by Rep. Mike McGhee from Odessa. HB 1064 would allow scrap metal operators

to purchase a vehicle that is 10 years or older without receiving the original title. In lieu of title, an operator could submit the bill of sale and a copy of seller's state issued identification to the Department of Revenue.

The other bill of interest is Senate Bill 557 filed by Sen. Dan Brown of Rolla. SB 557 would allow owners of rebuilt salvage vehicles which are 10 years of age or older to not have to restore their vehicles to original appearance in order to pass the Highway Patrol inspection in order to receive a prior salvage motor vehicle designations.

The Missouri Automobile and Truck Recyclers Board of Directors will meet in late January to discuss these and other bills that are being tracked by our staff. At that time they will make a recommendation whether to support, oppose or modify any bills that are of interest to our industry.

Motivate Customers to BUY continued from Page 1

If appropriate, you might visit their office with a colleague and bring a sample of what you sell or a video presentation. You may be surprised that a prospect may be willing to see you if there are two people on your sales call. Here's another way, have the President of your company send a letter introducing you and letting them know you will be calling on them. Getting a prospect's attention requires skill in relationship building.

What have you done in the past to get a prospect's attention that worked? What should you keep doing? How can you do better in 2012?

I - Interest - Generate an interest in what you sell or offer. Question them about what they need. If they are not interested, get interesting. Send a handwritten note in the mail, or a small gift. Invite the prospect to lunch or special events. Bring them to see a customer who is using your product and is delighted. Obtaining the prospect's interest also requires creativity and skill

in relationship building. What have you done in the past that generated interest? How can you do better in 2012?

D - Desire - The words you use should generate a desire to learn more or consider buying. Validate how

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you can benefit the customer. (Read on to learn more about this step.)

If you don't obtain the desire, more relationship building and selling is necessary. What have you done in the past that generated interest? How can you do better in 2012?

A - Action - Move them with action to buy. Ask for the business and close. You may have to create a proposal or negotiate to get the sale. What worked in the past? How can you do better in 2012?

Tap into your creativity and think of ways you can move prospects from Attention to Action much quicker.

2) *Make three columns that represent "The Total Solution"*

Product Company YOU

Write the benefits of your product/service, why they should do business with your company, and key reasons your company is better than your competitors, i.e. why, with all the competitive alternatives available to them, should

they buy your product or service. Be specific. (Note: There are numerous ways to do this, and still maintain your integrity. Review your competitors' websites, ads, trade show booths, and industry articles. Create a Google Alert on your biggest competitors. Ask customers who are buying from your competitor what they like about the company. Ask, what the competitor is doing that your company/business is not. Refrain from saying anything negative, or you will come across as unprofessional.)

Now, write what you, personally bring to the table, and what you promise customers if they buy from you. Then, sell the Total Solution that comprises all three of these. Before you do, ask yourself what more you can bring to the table in 2012? How can you position yourself as an indispensable business partner?

Now, set your sales goals and plan to exceed them.

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Christine Corelli Author of five business books including the popular Wake Up and Smell the Competition. Her track record includes over two hundred published articles, hundreds of presentations at meetings and conferences and an impressive client list including many in the automotive industry.

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Business Phone: _____ Fax: _____

Owner/Key Contact _____

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Hire Right the First Time: Cracking the Personality Code in the Recycling Industry

By Dana Borowka, MA, Lighthouse Consulting Services LLC

In this day and age, making the wrong hiring decision can cost a minimum of 2-3 times the annual salary! That's a high price to pay, and it's a conservative figure when you factor in the emotional pressures of training, evaluation, termination and then starting the hiring process all over again. By refining your hiring process, you can turn hiring into a profitable and successful venture in the Recycling industry.

There are several steps to creating an effective recruitment program. The first starts with the basics - the job description. Many companies don't even have job descriptions for their positions and that's one of many hiring pitfalls. It's very difficult to describe a position to a candidate, without having it completely defined. The next problem with job descriptions is that they are usually not definitive enough. It's important to detail the expected job performance outcome, and be very specific in what is needed and expected. The job description should have 30-, 60-, 90- and 180-day objectives, so the candidate has a clear understanding what is expected for the job. Be sure to review and update job descriptions regularly, as company needs and expectations for a position are bound to change.

The next step is to define where to recruit candidates or target your recruiting process. Now that you have an idea of what you need and expect for the position, where do you find this treasured person? There are many resources: Referrals, recruiters, ads, college placement centers, .com listings, etc. Of course, referrals are usually one of the best sources for candidates and giving out the job description to business associates and friends may reveal the perfect candidate. When working with recruiters, it is very important to be as specific as possible to avoid your time being wasted with unqualified candidates.

According to Arnie Winkler of the Northwest Public Power Association, "Organizations must be specific in understanding what they want in technical competency, cultural fit and behavioral charac-

teristics." The same is true for ads so that the ad is as definitive as possible. College placement centers are not only good for recruiting college grads, but usually have facilities to list positions that require extensive experience too. They can be especially helpful if they are in close contact with the alumni association.

Soon in your hiring process, you will be faced with a big pile of resumes. Look for resumes that are specific to your needs and notice the presentation style, which will tell you a great deal about the candidate. It is helpful to decide what



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the priorities are for the position and look for those first in the resumes. Once you have settled on a few resumes, we suggest the two step approach to interviewing. The first is the telephone interview, which can save you valuable time and effort. Ask the candidate a set of specific questions, such as: Why are you interested in this position? Please describe three key attributes that you have to offer to our company? Give me one significant program that you had an impact on in the last six months? Listen carefully to the candidate to see if the response fits the job description. This process allows the candidate to earn a face-to-face interview.

When interviewing in person, it is important to listen and not let emotions take over. The candidate should talk about 80 percent of the interview and the interviewer only 20 percent. The goal for interviewing effectively is to note their thinking patterns, and not get caught up in appearances, impressive schools or companies. During the interview, questions that are more specific are helpful in making successful hiring decisions. Some examples are: What significant impact have they had at three or more companies on their resumes - ask for specifics, percentage of change; Please describe in detail what brought about the change; What was their process, from A to Z? and ask how the candidate would handle a specific problem that you have seen in the position.

Once a candidate has been selected to be hired, then the most difficult part of the hiring process begins - refer-

ence checking. Most firms find professional organizations helpful when making background checks. We highly recommend doing a very thorough check including verifying education, job history, criminal (local, state and federal) and credit if it applies. Background and reference checks should be a part of your hiring process.

Yet, as the old saying goes, *"You never know someone until you work with them, travel with them or live with them"*. Through in-depth work style and personality assessments, you can reduce the possibility of making a hiring error if the appropriate assessment is selected.

When researching profiles, here are some things to keep in mind:

- Training or degrees of those who are providing the debrief/interpretation of the data.
- A copy of the resume and job description should be supplied to the testing company.
- Number of actual scales (minimum of 12)
- Scale for "Impression Management"
- What is the history of the profile?
- Does the profile meet U.S. government employment standards? Has it been reviewed for ADA compliance & gender, culture & racial bias?
- Does the data provide an understanding on how an individual is wired?

These are some general questions and if a profile falls short in any one area, we strongly suggest additional research into the accuracy of the data being generated.

A common inquiry from companies and organizations is about the legal guidelines in providing assessments to candidates. Since industries vary, it is always best to check with a trade association or a legal representative. The general rule is that a test or any set of hiring questions needs to be administered to all final candidates in order to assure that discrimination is not taking place. More information may be found at the EEOC website, in the Disability-Related Inquiries and Medical Examinations of Employees section:

<http://www.eeoc.gov/policy/docs/guidance-inquiries.html#2>

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Another question is how do new hires usually feel about taking an in-depth, work style assessments. It shows that a company is serious about who they hire. If the company presents the testing program as a method of assuring both parties that they are making the right decision, the individual usually responds very well. The bottom line is that hopefully turnover is greatly reduced.

In-depth assessments can be very helpful for personnel development and succession planning. As a hiring tool, they can be used to develop additional questions for interviewing and confirming the interviewer's intuition that might be overlooked. This process gains more reliable and accurate data in order to effectively manage individuals to make hiring and personnel decisions a win-win for everyone.

If you are a hiring manager and would like to see a sample of an in-depth assessment, please give us a call or email us. For more information, please contact Dana Borowka at Lighthouse Consulting Services, LLC, (310) 453-6556, extension 403 or email at dana@lighthouseconsulting.com.

As you have seen, a successful hiring program requires many components that work together to provide the needed information for difficult personnel decisions. Combining a well-defined job description, targeted recruiting and focused interviewing with an effective personality evaluation program, turns hiring into a profitable and rewarding process.

Final Thoughts

Hiring the right people is key to future growth. If you would like additional information on hiring, please click here to get a link to an article on this subject: <http://lighthouseconsulting.org/Articles/KOTHireRightFirstTime/signupform.php>

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Advantage Metals Recycling, LLC

Kansas City, MO
(816) 861-2700

Alter Metal Recycling

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ARA Warns Collision Repair Industry on Proscriptive Automaker Repair Policies

Manassas, VA – The Automotive Recyclers Association (ARA) urges the collision repair industry to ensure that any official, industry-sanctioned “repair standards” for collision repair include all recognized procedures - not just those of the original equipment manufacturers. Standards promoted by other organizations such as the Inter Industry Conference on Auto Collision Repair (I-CAR) also need to be recognized. Given that there is no such thing as a standard accident, the ARA believes collision repairers must be allowed to use their professional training and judgement to make repair decisions

based on the individual circumstances surrounding the damaged vehicles rather than be forced to adopt a single solution and approach. In making this statement, ARA is responding to the joint statement recently signed by several prominent collision repair groups recognizing only those repair standards as published by the OEM vehicle manufacturers, when available, as the collision industry’s repair standards. The ARA is concerned that this action could have serious negative and far-reaching consequences for collision repair professionals and consumers. The ARA believes that tying the hands of body shops in this proscriptive manner could open them up to an onslaught of baseless and outlandish lawsuits in instances where the repairs are not conducted strictly according to the OEM standards.

Further, ARA members have seen first hand that adhering to narrowly-defined OEM standards often results in increased repair costs, which in turn causes more repairable vehicles to be declared total losses, and later sold at auctions. Increases in the total loss frequency rate for insurance claims to 19 percent over the past decade (68 percent of appraised insurance claim vehicles flagged total loss on vehicles seven years and older), is concerning enough - this campaign of only OEM standards would only exacerbate this situation. Thousands of small independent collision repair shops (83% of the collision repair industry has nine or fewer employees) also will be put at a tremendous disadvantage as they try to compete with the auto dealer network of certified collision repair centers.

With the drift toward unregulated open salvage auctions, more public and foreign buyers will be able to acquire, repair and resell these vehicles without being held to any repair standards, having only to make the vehicles appear desirable to their buyers. Driving up the cost of the repair process and the replacement parts will result in more



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repairable American cars being purchased by export buyers at auctions who will in turn ship them overseas. Ultimately, the work on these vehicles will more than likely be done by unlicensed individuals outside the country, reducing opportunities for collision repairers in the United States and eliminating thousands of American jobs. During the past three years auto manufacturers have become more aggressive, releasing position statements that are biased and based on weak or no apparent scientific research claiming that genuine recycled parts are inferior to new OEM parts. By making these types of statements, auto manufacturers seem to be attempting to exclude genuine recycled parts from the collision repair market. This would ultimately result in only one source for the parts and procedures necessary to repair consumers' vehicles—the auto manufacturers. The Property Casualty Insurers Association of America estimates that the current total vehicle damage loss dollars reflecting all crash parts is about \$53.4 billion. It defies basic logic to allow auto-makers to have carte blanche control over decisions in which they have such a huge financial stake. It is the fox watching

the hen house at its best and much more disturbing at its worst, says ARA CEO Michael E. Wilson.

Genuine recycled parts have been widely accepted for decades and there is a long track record of their successful use. Genuine recycled parts are fully functional OEM parts and in most cases are identical to the new OEM parts automobile manufacturers recommend for repairs. Genuine recycled parts have additional benefits compared to new parts. Genuine recycled parts are typically 30-70 percent less expensive than comparable new parts and are much better for the environment given that no additional energy or resources are utilized to create them. "ARA believes that the goal of the manufacturers is to discourage the use of genuine recycled parts and to secure a market that establishes themselves as the only source of parts and procedures for the repair of consumers' vehicles, said ARA CEO Michael E. Wilson. If the car companies have their way and eliminate genuine recycled parts from the repair process then the costs of those new OEM parts will undoubtedly rise.

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ARA Cautions Giving Automotive Manufacturers Carte Blanche Power Over Repair Procedures

Renewed Concerns Over Recent Manufacturers' Aggressive Activity

MANASSAS, VA - Today, the Automotive Recyclers Association (ARA) is calling on the collision repair industry to proceed cautiously in recognizing only automotive original equipment manufacturers (OEM) published repair procedures, as the official industry sanctioned "Repair Standards" for collision repair. Recently, several prominent collision repair groups issued and signed a joint statement officially recognizing OEM published repair procedures as the collision industry's repair standards. While the collision repairers' statement did afford a limited role for the Inter-Industry Confer-

ence on Auto Collision Repair (I-CAR), a significant concern of ARA centers on recent auto manufacturers' activity which could be viewed as aggressively pushing the limits of antitrust laws and the Magnuson-Moss Warranty Act.

Over the last three years an increase in the use of recycled OEM automotive parts has reduced the market for new OEM replacement parts. As a result, automotive manufacturers have become more aggressive by releasing revised collision repair position statements that are even more biased and based on weak or no apparent scientific research claim-

ing the recycled OEM parts are inferior to new OEM parts. In making these types of statements, auto manufacturers seem to be attempting to exclude recycled OEM parts from the market which would result in only one source of parts and procedures for the repair of consumers' vehicles – the auto manufacturers. "We believe that the goal of the manufacturers is to discourage the use of recycled OEM parts and secure a market that establishes automakers as the only source of parts and procedures for the repair of consumers' vehicles", said ARA CEO Michael E. Wilson.

For example, Chrysler released a position statement last year implying that recycled OEM parts may have invisible defects due to environmental and human error factors and stated that, "Chrysler Group LLC does not approve of or recognize structural repair procedures where Authentic Mopar Parts are not used for Chrysler, Jeep®, Dodge and Ram vehicles." This statement suggests that consumers' warranties might not be honored if parts other than Authentic Mopar Parts were used. Similar statements have also been released by American Honda, Toyota Motor Sales, and Hyundai Motor America.

In response to these inflammatory statements, ARA earlier this year met with the U.S. Federal Trade Commission (FTC) requesting the FTC to clarify warranty policies so that consumers would not be duped into thinking that using recycled OEM parts in a repair could void their warranty. As a result, the FTC announced the update of a consumer alert entitled *Auto Warranties, Routine Maintenance, and Repairs: Is Using the Dealer a Must?* The revised alert specifically notes that the mere use of recycled OEM parts does not void a warranty and that it is illegal for warrantors to void a warranty or deny coverage simply because a recycled OEM part was used.

Use of recycled OEM parts has been widely accepted for decades and there is a long track record of their successful use. Recycled OEM parts are fully functional OEM parts and are in most cases identical to the OEM parts automobile manufacturers recommend for repairs. In addition, recycled OEM parts have several additional benefits compared to new parts. Recycled OEM automotive parts are typically 30 to 70 percent less expensive than comparable new parts. Recycled OEM parts are much better for the environment than new parts because no additional resources or energy are used to create them.

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Bill Stern (PSC Metals) with Marty Satz's guest, "Warren Buffett", Photo taken at MATR 2011 Annual Meeting.

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