



Missouri NEWS

Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

October/November 2017

From the President

By Jason Tourville

Many people view auto repairs on the same level as needing the services of a funeral home. They know the day is coming that they'll need us, but shudder at the thought. I don't blame them. These folks have been conditioned from bad experiences that have left them leery about all things automotive. When the time comes, they call us looking for help. In the auto recycling industry we are in the unique position of having an answer to virtually every automotive issue. We're like a good Army Supply Sergeant. We either have what people need or know how to get it.

I love helping people find solutions to auto repair needs that are within their budget. Usually it is with a guaranteed recycled auto part. Sometimes it is with a new part, others by referring them to someone we trust that can better meet their needs for a quality repair. It's not just about separating people from their money. It's about helping people navigate through a stressful process, winning their trust, and making a customer for life.

1 Peter 4:10 says, "As each has received a gift, use it to serve one another, as good stewards of God's varied grace." Most auto recyclers that I come in contact with are doing this every day whether they realize it or not. We serve others as we give them excellent customer service and as a whole, we as an industry are great at it. I am proud to call myself an auto recycler alongside you. It's a gift.

Jason Tourville
Hwy 160 Import Salvage
Nixa, MO

What's Inside...

- From the President. . . Cover*
- MATR Board of Directors. . . 3*
- How to Put Your Business Card to Work for You. 4*
- How Does Car-Part Handle Data? 6*
- MATR Regular Members . . . 8*
- Associate Member Listing 8*
- MATR Membership Application 9*
- Industry & ARA News. . . . 10*

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Check us out online at www.matronline.com

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Missouri Automobile and Truck Recyclers Association

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Missouri Auto & Truck Recyclers News

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How to Put Your Business Card to Work for You

By Mike French

Your business card is one of the best business tools you have but ONLY if you take the time to be sure it is working for you. It must be designed with great care and attention. There are some things you need to include to make your business card work effectively.

What do you do and sell?

When someone looks at your business card, they should immediately know exactly what you do and sell without guessing..

Make sure you have all the basic contact information on your card. Use a street address so people can find you easily; post office box information can be added to the street address. Include your area code, zip code, and fax number, so out-of-town people won't need to look up the information. Also include your web site, email address, and other contact information.

Make your business card easily readable. Avoid thin, light type. You want your cards to stand out, but not be garish. Do not go smaller than 9 point on your font size because people will find it difficult to read if you go smaller than that.



Keep your logo small. Unless you work for a large firm that has already spent a fortune on branding, your logo has very little selling power. Use the space on your card for selling.

Use your photo on your business card. People prefer doing business with a real person. A nice smiling photo of

you on your card can go a long way to establish your relationship with customers. Also, when your card is found later in a wallet or purse, your photo will act as a reminder as to who gave them the card. The photo connects the name on the card with the face they are more likely to remember.

Use your business cards to educate people about your business. Tell people what it is that makes you different, better, cheaper, less expensive, faster and unique. Also include why they should prefer to buy from you.

Post your business card in public places where business cards are posted; particularly if it is a place

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where similar or associated businesses post business cards.

Use the back of your business card. Use the reverse side to write a 25-word explanation of your business and why people should buy from you. You can use the back as an ad “billboard” to run specials or you can use the back as a coupon. If you are a self-service yard, for instance, you could make your business card good for one entrance fee. You can also put a map to your location on the back

Consider using a fold-over card. This is a double sized card that is folded in half. Once folded, it is the same size as a regular business card but it opens to twice the size. This gives you twice the advertising space. It measures 3 ½ inches wide and 4 inches tall. You can get a lot of extra selling information in that amount of space.

Print cards for each of your employees. Give each of them a title and tell them how important they are to the success of your business. Reward them when they bring in a new customer. Encourage them to pass out their business card at every opportunity.

Put your business card in every letter or bill you send out. Include them in billing statements, personal letters, thank you notes, and any other correspondence you do. Print some one-sided cards to use for notes. Whenever you receive good

service, write a complimentary note to the owner on the back of your business card and leave it with the cashier, front desk person, or whoever is appropriate in the situation.

Have counter staff use them to write notes for a customer. This keeps the name of the salesperson with the note in case follow-up is needed for the customer.

Write a short note on the back when handing out your business card at trade shows to help identify what you spoke about with prospects to help them remember you. Write a note on the back of their business card to remind you about what you talked to them about.

I value the business cards I collect at trade shows and I value the notes I write on the back of them when I

am following up on customers and leads after the trade show.

Business cards, even the full-color business cards with UV coating, are not very expensive if you get them printed at the right place. For many years, my company has designed and printed a variety of business cards for the automotive recycling industry and many other businesses and associations. We have made a point of helping our customers put all the right information on their business cards. But even if your card has the right information on it, it is only truly effective if it is put in the right places and in the right hands.

Send questions and comments to me at mike@mikefrench.com. Or call me toll free: 1-800-238-3934. Please visit my website: www.mikefrench.com.



How Does Car-Part Handle Data?

By Theresa Colbert

I know, I know, most of you are accustomed to me writing about being on the road, things that I have seen (good and bad), and ideas or thoughts that I have about our industry. I don't usually write about Car-Part.com even though I work there. But, I think it's about time to address some questions and misconceptions I have been hearing from recyclers.

Let's go back to that day in August of 2010 when I was doing one of my very first Car-Part Gold installations at Trails End Auto Recycling in Des Moines, Iowa. I am sitting in the office of Mike Swift (past ARA president) and talking about our industry, our mutual alma mater, and friends that we had in common. Mike was say-

ing how happy he was that I was with Car-Part.com and that he thought it would be a great fit for me. Then he said the strangest thing: "It's a good thing you come from the recycling industry and have thick skin, because a lot of yards think Car-Part has done us a disservice by putting prices out there, and they think that you steal our data." I couldn't believe what I was hearing, and that some people actually thought that!

Well, that day and many, many days over the past 7 years, I have talked to recyclers about the truth of these issues. For those concerned about showing prices, I can draw on my first-hand experience from my time as a sales manager at Nu-Parts Automotive. At Nu-Parts, when we started listing parts on Car-Part.com, we talked about whether we should reprice our parts lower than the competition (and lower than we wanted to). As a friend told me, you only get 2 out of 3: would you like GREAT QUALITY, GREAT SERVICE or a GREAT PRICE? So I said, "We have the VERY BEST customer service in the industry! We have GREAT parts with a lifetime warranty! If we put our parts onto Car-Part.com and keep the prices as-is, what is our competition going to do? What will our customers do if we are not the lowest price? Are they going to quibble over a dollar when they are getting the best service and best warranty out there?" (In reality, a few did quibble, but we just price matched to make them happy.) Guess what happened? When we listed parts on Car-Part.com with prices we were comfortable with, sales went through the roof! That's why I was so shocked when I came to Car-Part and learned that some people didn't want to list parts with prices on Car-Part.com.

I really think our industry is lucky that Car-Part.com, which was created by a family-owned recycling yard, was the first to put parts and prices online. Can you imagine if eBay, Craigslist or some independent third party would have been the first to put our parts on-



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line? Do you think that any of those other people care about the seller having a salvage license and actually being a "REAL" recycler? Do you think that these other people would send me out to a location to see in person if there really was a salvage yard there? Do you think that when they found out the guy was selling parts out of his garage and did not have a salvage yard, that they would take his parts OFF line? I am thinking probably not, as they let ANYONE sell auto parts on eBay and Craigslist now.

People have been asking me a lot lately about where their data is going. Car-Part has always left the recycler in control of their own data, and from day one Car-Part has had an internal policy that they always get a recycler's permission before forwarding data to a third party. Because Car-Part knows that recyclers may want to confirm where and how their data is being used, they offer a portal for each recycler so you can see where your parts are being forwarded, and which basic and optional services your part data is displayed in. This portal is available to each Car-Part customer 24

hours a day. If you aren't sure how to access that portal, contact your Car-Part support rep or salesperson. Car-Part has always had the policy to not forward data unless a recycler specifically grants permission first.

Have a great month! As always, if you have any questions for me, please email me at TheresaC@Car-Part.com or call/text my cell at 859-802-2382.



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Industry and ARA News

Air Bag Recalls – Recyclers Beware

As you know Takata and several OEM's have recalled millions of airbags in the last couple years. Many of these airbags have caused severe injuries and even several deaths. There has been a lawsuit filed in Nevada against amongst others a recycler from whose self-serve facility the air bag in question was sold to the company who installed the air bag in the vehicle that was subsequently involved in an accident and severely injuring a young woman.

This has highlighted the problem for recyclers in how they can readily identify the recalled air bags. NHTSA has on their site safecar.gov a searchable database that you can search by VIN number.

This is not an easy task for those who process many vehicles a day, as you have to search one VIN at a time. I have to stress that each facility needs to decide how to handle these recalled air bags and implore that you do your due diligence in assuring that they do not find their way back into the marketplace. I would suggest you seek legal counsel to determine for yourself the best course of action for your facilities.

I have done some research for options available to recyclers at this time. Below are some of the options you might seek out:

- RAS Cores has a buyback program in place if you are interested in reselling the recalled air bags. Visit their website at: <http://rascore.com/Views/Recalls.aspx> for more information.
- For those of you who are URG members there is an even better option with the enhanced hotkey function that will pull the vin information from your part or vehicle screen and bring it in to a recall search Pinnacle-MVR and Search Results Screen and in Powerlink / Checkmate-Vehicle Records Screen and Search Results Screen. The recall search will be performed on the National Highway Travel and Safety Administration database. This service is available to URG members only. If you are interested in this option please contact Maegan Quinn at mquinn@u-r-g.org for more information.
- To check the VIN number on the NHTSA site go to: <https://www.safercar.gov/>

Whatever course you choose please make sure that you are proactive in assuring that the recalled air bags are not resold. Our customers safety should always come first.

Remember Hurricane Sandy Flooded Vehicles? Harvey May Produce More!

A half million vehicles are estimated to be scrapped, as a result of Hurricane Harvey, according to an economist at Cox Automotive. While the 2012 Hurricane Sandy produced approximately 250 million flood damaged vehicles in New York and New Jersey, the recent weather catastrophe in the Houston area alone will have a far larger impact. The number of vehicles per household is higher than in the Sandy-impacted region.

As long as flood damage is disclosed to buyers, it is not illegal to sell repaired, flooded cars. However as witnessed after both Hurricanes Sandy and Katrina, some of these vehicles may end up being sold in other states without disclosure. The National Insurance Crime Bureau is already anticipating this to happen.

Another consequence of this horrible storm is that the new car sales in the region will increase and used car prices are expected to rise dramatically.



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