



# Missouri NEWS

Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

June/July 2020

## From the President

By Chris Richardson

### Old Ways vs New Vision

COVID-19 has made many salvage yards throughout the United States look at alternative ways of doing business and selling parts. Doing things the same as we did fifty years ago just will not work. Technology and online sales have become essential tools for yards to utilize in order to maximize profits but we must also be open to new fresh ideas as well as saying good-bye to the old ideas of whom we hire. The future is here. Yes, we will all always have our walk in clients but in this climate we must continue to educate ourselves and branch out so that we can stay vital.

As I am sure you are aware, many salvage yards are family businesses where several generations work together. The founding generations of all family run yards had a clear vision for success that allowed them to flourish. But what happens when that vision doesn't change for years and becomes antiquated? All aspects of this business are always changing, from technology, to customer service, to inventory & even hiring practices. It becomes vital for the vision of the company to grow and adapt to the times we are currently in. Being stuck in a rut does not allow a business to grow. The words "But this is the way we have always done things" are the most dangerous words in business.

So at what point to the founding generations allow the next generations to make the sweeping changes needed to grow the business and become more profitable? I am 47 years old, not a spring chicken, but I feel just as passionate and excited about the yard as ever. In fact, I am looking forward to making changes because I can see how badly we need them and how positive they will be. I freely admit, it is hard for me to listen to the ideas of others because I feel my ideas will work best. But

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Focus on Fundamentals Part 3 of a 5-part series\*

## Your Inventory: What You Buy, How You Show It, and How You Price It.

By Marty Hollingshead

*In my role with ARA as a mentor, I created some basic instructions for Recyclers that I am mentoring. After looking at this first one, I said to myself, "This is something that is relevant and of use to all recyclers, myself included." I think that we all from time to time need to focus on our fundamentals. It gets very easy to lose sight of this. I also think that simpler is better and less is more.*

The important thing to remember here is that sales and revenue are a by-product of your inventory and your process.

### Purchasing

When I was new to the business, a wise person told me, "Always remember, you make your money when you buy the car." He also said, "The parts that come off of these cars are only worth so much. It doesn't matter if you paid a million bucks for the vehicle or if you got it for nothing. The part is still worth what it's worth." He also told me to make sure I pay attention to, and follow the prices that the salvage is bringing so that when cars are going cheap, you can "lay in the weeds" and load up when salvage is going cheaper. Another thing that he said was, "Buy the car when you don't need it." In the beginning, I did not understand this, but I quickly learned what he meant, because when I was out of stock on things, so were

a lot of others. So naturally, I would have to pay more to get what I needed.

These statements are so true, even today. If you are overpaying for salvage or buying deals instead of the right vehicles, you are basically painting yourself into a corner. After all, you can only sell so many parts and get creative with other sources of revenue, like extended warranties.

This is why proper purchasing is crucial. It is the foundation for everything else that comes after it. The goal here is to buy the right vehicles at a fair price and have a margin for error. We have a lot more tools at our disposal now, especially with technology and our ability to now identify trends within our Yard Management System (YMS), but the thing to remember here is that while technology is great, it is only a tool and a guide. It's a slippery slope if you're taking it literally and expecting it to do your thinking for you. Your buyer should know the needs of your business. This is why I believe that the owners should be directly involved in purchasing and inventory, if not doing it themselves.

Our purchases are not inventory until they are available for sale in our YMS.

Do it right the first time. With inventory being such a huge investment and so crucial to our success, doesn't it make sense to have a thorough and concise inventory process so what your salespeople see on their screens is what they have? They need to have faith in what they're selling to truly be effective, or you can have the "Russians" working for you. This is who I refer to as "Mr. Gocheck." Now, with e-commerce and all of our inventory being on the internet, we have more opportunities to sell our parts.

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Theresa Colbert from Car-Part said something very wise. She told me, “Describe your parts like you have no pictures and picture your parts like you have no description.”

## Pricing: Hitting a moving target.

Keeping your prices current and competitive is the most important and is also the most time-consuming and often the most neglected area in our businesses. How often do you go through your entire inventory and update your pricing, and what factors do you use? We’ll look at a couple of examples here:

Recycler A reprices his inventory according to its age or days in stock. He wants to have the cheapest price and he changes prices on a lot of part types en-masse. This is the fastest way to do it, and he wants to get through it as quickly as possible and thinks he’s going to get good results.

Now let’s look at Recycler “B.” He looks at his inventory and uses multiple factors in his decision making, such as quote to sales ratio, quantity on hand, part condition, days in stock, and average selling prices. He also does comparables. He does part searches to see what others in his area are selling the parts for, using an “apples to apples” approach. He also uses, if he has them available, tools and analytics to identify trending. Trending, when properly applied, is the most reliable and powerful guide in managing inventory for both purchasing and sales. This tells us what individual parts are starting to trend

upward in demand, and what parts are trending downward. As we move forward into an electronic or e-commerce environment, it will be crucial to have good images and descriptions, and to have our prices current and competitive. Failing to do this will result in lost opportunities and we will never know if we are losing out because to date, we have no ability to track or measure them.

**Remember the importance of the proper execution of these fundamentals.** Your goal should be to consistently deliver a quality product on time and as-described that meets or exceeds your customer’s expectations. A confident, satisfied customer is a steady customer.

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*\*The articles in the Focus on Fundamentals series appeared in the MATR News as follows:*

- “Sales Basics 101” is Part 1 and appeared in the Dec2019/Jan 2020 issue
- “Employees – A Company’s Best Asset” is Part 2 and appeared in the April/May 2020 issue

*Marty Hollingshead has been in the business since 1973 and the owner of Northlake Auto Recyclers, Inc., Hammond, Indiana, since 1984.*

*Marty is the current Secretary of ARA, and is a board member of the Indiana Automotive Recyclers Association. Both Marty and Northlake have received numerous awards and recognition for excellence in the industry and the community. You can reach Marty by phone: 219-937-3960, or visit his website: [www.narparts.com](http://www.narparts.com).*

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This newsletter is mailed to all the automotive recyclers in Missouri. It carries the news from Missouri Auto & Truck Recyclers free of charge as a service to the association. It is a membership building tool and a resource for MATR as the newsletter gets the word out on MATR activities and information. Your ad supports the newsletter and in turn supports Missouri Auto & Truck Recyclers.

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Let's Talk Recalls . . .

## **Productive Communication Skills for Virtual Meetings**

*By Paul D'Adamo*

With the surge of online-virtual meetings comes a need to review our communication skills. When the novelty of the first live virtual meeting is over, most of us would agree that while helpful, it might not have been the most productive time spent. This technology is not going away anytime soon, so it is best to maximize your skills to match the technology.

There are several points in this article that could help facilitate more productive virtual meetings; the role of the Moderator, ways to eliminate the ah's and um's of public speaking, non-verbal communication, and proper etiquette.

### **Role of the Moderator**

In my experience, the person who sets up the meeting is usually considered the Moderator. However, that might not be the best idea. Depending on the size and scope of the meeting, we should have an organizer who sends out meeting notices, keeps attendance, and monitors the session. The Moderator should be focused on Content and keeping the dialogue going. The organizer should focus on the mechanics of the call, monitor incoming chat and text feeds, and help those having technical difficulties.

### **Public Speaking**

Many people have issues with filling space and time with fillers such as ah's and um's. This can be frustrating to the speaker and to the audience. Some simple advice to eliminate public speaking fillers is to simply breathe. No one can continually speak without a break, yet for some reason our nerves can get the best of us, and we forget a very essential task: breathing. It also helps to think in terms of the written word where

we use commas and periods. It comes down to complete thoughts, like a sentence in a good book. A comma provides a short rest and a period indicates the conclusion of a thought. In Public Speaking, you would put a short breath for a comma, and then when you finish your thought, a long breath. Fill those spaces with breathing rather than ah's and um's.

Another way to think about this is through the eyes and ears of your audience. As viewers and listeners, we need to process what you are saying. We need intermittent short breaks while you are breathing to comprehend and retain the information. So breathing is beneficial for the speaker and the audience; a Win-Win!

## Non-Verbal Communication

Most of us have been frustrated at one point or another with "overtalk" during virtual meetings. Even with the ability to view other participants, overtalk continues to be a frustrating aspect of virtual meetings. My recommendation would be for the Moderator to ask all participants to raise their hand when they want to speak. While awkward at first, it allows the Moderator to manage the flow of communication and enable more effective participation. I wouldn't count on this idea working during a casual Happy Hour type of gathering where the conversation is free-flowing. A business meeting needs to be productive and this is an easy way to help facilitate healthy communication amongst all attendees.

## Proper Etiquette

It seems like every meeting takes 5-15 minutes to start due to issues signing into the platform. So why not set a timer at quarter of the hour so we can start on-time. The second request of your users is that they immediately mute themselves once they are logged in so the Moderator can keep track of people as they get on the call. This also sets the tone for the Moderator to introduce the basic rules of the call, ie, raising your hand and being able to mute when they have finished their comments.

## Summary

I would be remiss of if I didn't mention the Takata Recall. Several current business factors set the stage for removing them from inventory; 1. VOLUME - the volume of vehicles coming into

their end-of-life might be declining so you need to squeeze every buck out of what you get 2. TIME - the average number of parts orders has declined so that dismantlers and parts pullers have more time than ever to remove airbags 3. OPPORTUNITY - most Recyclers want to retain people, so why not raise your airbag recovery program up a notch 4. SHARING - gives you something to talk about on your next Virtual Meeting. Be well and stay safe! For more information on airbag recalls, call Paul the Recall Guy at 401-458-9080 or email pdadamo@coresupply.com.



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# What to Do When You Suddenly Find Time on Your Hands

*By Mike French*

When the coronavirus pandemic hit it took the world by surprise. Most businesses were shut down or cut back dramatically to stop the spread, so staff and workers had to stay home. Suddenly, the whole world slowed down dramatically. Many found themselves with lots of time on their hands. It was a situation they weren't used to.

## This is a problem for many!

With too much time on their hands, most people feel bored, lonely, anxious, angry or depressed. They tend to feel more listless and lethargic rather than rested and relaxed. Idle people tend to waste leisure time with passive activities such as TV, video games, drinking or sleeping the day away.

Author of the best-selling book, *Finding Flow*, by Mihaly Csikszentmihalyi, says most people feel happiest when they are "fully involved in meeting a challenge, solving a problem or discovering something new. Most activities that produce flow, or a peak feeling of happiness, come from being fully involved in something, focusing our attention, and making demands on our skills."

The best way to deal with extra time is to find constructive ways to use it. Recognize what you like or need to do, initiate the task, and then follow through by making it happen.

## Here are a few ideas for using extra time

- Clean and declutter areas that have been neglected. Do a walk through of your business with fresh eyes.
- Fix and repair things. Notice little things you have ignored and fix them.
- Add a fresh coat of paint where needed.
- Redo and freshen up your showroom and counter areas.
- Organize parts storage areas.
- Do maintenance on vehicles, buildings and equipment.
- Make improvements and upgrades.
- Upgrade and/or Install software.
- Consume knowledge. Read how-to instructional books and trade magazines.
- Train your staff. Take advantage of the many courses available through ARA University.
- Use the services of industry consultants who offer specialized instruction on every aspect of the business.
- Improve and expand your business networks. Clean up contact lists to make sure they're accurate.
- Work on Industry certification. Contact your association or ARA for information.
- Computerize inventory. List those odd parts you've got laying around so they can be found by your customers and sold.
- Plan and prepare advertising projects. Be ready to hit the ground running when things start up again. You can have post cards and flyers printed, addressed, and waiting at the direct mail service for your signal to drop into the mail.



- Update your website. Give it a fresh look. Add new photos and staff bios.
- Learn about and take advantage of social media platforms such as Facebook, Twitter, and LinkedIn - just to name a few. There are lots of books and websites available online to teach you what you need to know.
- Create a blog. This is a quick and easy way to communicate with groups large or small. It can be as simple as speaking into your smartphone about what's happening in your life, about projects, or about business. There are free apps available to get you started. There are lots of YouTube videos to teach you how.
- Learn a new skill or improve the skills you have. There are thousands of instructors available online through Skill Share. They are an inexpensive and an easy convenient way to learn. Check them out with their 30-day free trial at [www.skillshare.com](http://www.skillshare.com).
- Volunteer to help others. Martin Luther King Jr. once said "Everyone can be great. Because anyone can serve."
- Work on your physical health. Lose weight and tone up. Start walking, running, biking and lifting weights.

**This will make you feel a lot healthier, mentally and physically, and you'll get a lot done, too.**

*Mike French is an author, speaker, publisher, consultant, and owner of a successful business. Since 1982, Mike French and Company has offered 400,000 different promotional products, graphic design, all kinds of printing, direct mail services (lists and fulfillment), and publishes an industry trade magazine for automotive recyclers in North America: "The Auto Recycler's ToolBox Magazine". Contact: 1-800-238-3934 – [mike@mikefrench.com](mailto:mike@mikefrench.com) [www.mikefrench.com](http://www.mikefrench.com).*

*President's Message... continued from cover*

brainstorming with colleagues is vital. That is how you can come up with ideas that work for your particular yard. But implementing these changes becomes impossible when all you hear is "This is the way we have always done things". After a while this becomes tiresome and it takes a toll on everyone, even those who are energetic and passionate.

However, we recently hired a young man that is not part of our "family". He has brought an outside perspective into our yard, as well as a sense of enthusiasm. He has not had the best luck in life but wanted a chance to prove himself. We gave him one... And I am glad we did. His work ethic is incredible and it has caused all of us to up our game. He does not just stand around; if he isn't busy then he finds something to do. He cleans up, organizes, has good ideas and takes pride in the yard as if it was his own. As you know, this is a trait that is very hard to find these days. He is excited to be part of the team. His energy has become contagious and motivating, which has reinvigorated some of us who were getting tired of pushing forward only to feel pushed back.

He thinks he'll be as good as me in 6 months... he won't, but I like the spunk.

Yes, change is scary, but in order to grow your business and become more profitable you must also grow your vision and allow change to happen. The younger generations are capable; we just need to a chance, just like the founding generations were given.



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# MISSOURI AUTO & TRUCK RECYCLER MEMBERSHIP APPLICATION

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- MATR publishes a newsletter 6 times a year at no charge with the latest information on business tips, and other subjects ranging from insurance, updates on new products and services and more.
- MATR maintains a web site at [www.matronline.com](http://www.matronline.com) featuring information about the industry for consumers, A part search, newsletter archive, and an on-line membership roster with direct links to member web sites (if available).
- MATR produces an annual convention & trade show featuring exhibitors showing off their latest products and services. This is a great networking opportunity to share and learn from other recyclers. See what works and what doesn't.
- MATR maintains a relationship with the Sterling Group to provide credit card processing at a reduced rate for members.
- MATR maintains an office reachable 24 hours a day, 7 days a week by phone or fax.

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**Active/Regular Membership:** 1) Applicant must be any individual, corporation, firm, partnership, incorporated or unincorporated association or any other legal or commercial entity with ownership interest in an automobile and truck recycling business operated within the State of Missouri, 2) holds a valid Missouri salvage dealers license, and 3) derives a substantial portion of the income from the dismantling, sale and/or exchange of used automobile and truck parts provided, however, that a person, who does not possess an ownership interest in an automobile and truck recycling business operated within the State of Missouri but who is engaged as the full-time manager of such a business and would otherwise qualify for membership, with the written consent of the owner thereof not be denied membership.

**Associate Membership:** Any entity or person not meeting the eligibility requirements for active membership as herein above provided shall upon the approval of the Membership Committee be eligible to become an Associate Member of the Association.

**All Missouri recyclers are encouraged to join MATR and  
make a difference by getting involved.  
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 U.S. POSTAGE  
**PAID**  
 Twin Cities, MN  
 Permit No. 7911

# Look What's New at Car-Part.com!

## Checkmate 2019 Release 4

100 enhancements in 2019 including enhanced quoting and core processing!  
 Automatic notification of interchange and software updates!

## Photomate

Mobile loose parts workflow  
 for OE and recycled parts  
 Use your mobile phone to add  
 CP Interchange to parts in resolution!

## Bidmate

Easy detection of rerun and relisted  
 vehicles to avoid fraud problems

## Car-Part Interchange+

Version 85.2 Option: Allows recyclers to  
 inventory 100 more parts with enhanced or new  
 Interchange including Mazda and Mitsubishi!

Sell more parts on Car-Part.com,  
 Trading Partners, and eBay

## CrashLink

Redesigned with CPI+, OE Interchange,  
 ACES models and parts, color coded  
 diagrams, price history, Google search,  
 multi-part lookup and optional labor hours

## MyPartsApp

Mobile enhancements for Apple and Android  
 Works with new Apple and Android  
 App Store requirements

## Trading Partners

Enhancements perform CPI+ searches from  
 Checkmate, Powerlink and Pinnacle  
 Optional CPI+ application within Trading Partners and  
 One Click CrashLink Integration (CrashLink required)



iPro increased recycled parts usage  
 by 45% from Insurer and Collision  
 Estimating Systems



Now serving 200 million images per month!

For more info, call **859-344-1925** or visit <http://products.Car-Part.com>