



Missouri NEWS

Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

December 2019/January 2020

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From the President

By Eben Shantz

My Cup Runneth Over

We've all been there.

Too many things going on at the same time, so some of them fall apart.

C'est la vie, eh?

Practically by design, there is very little balance in your life while running a small business.

Sure, you could have double the people you have now to clean up every little detail, but then the bottom line would be virtually non-existent and we all know that is verboten to executing a sound business plan. So, the catch-22 ensues. You need people to grow but can't afford people to grow so you end up doing more and more and more and MORE.

I believe most will silently nod our heads in agreement on that one.

Balance is almost a myth for us, the business can be as all-consuming as we let it be. Some days, yeah, absolutely we wake up doing business and we fall asleep doing business with nothing in-between. In today's "always-connected" "always-on" world, the pressure has never been (and will only increase to be) higher to perform.

There simply is no downtime.

President... continued on page 4

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Missouri Auto & Truck Recyclers News

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Missouri Automobile and Truck Recyclers Association

President... continued from cover

Believe it: Your cup is going to run over, whether you want it to or not.

The only decision we truly make, is how to spend our time.

More simply stated: "How efficient we can be with it and ultimately what matters?"

Recently, I committed to having lunch with my 93-year young grandmother every other Monday. Additionally, I spent 3 days last week helping a friend move his business. Three. Days. The mountain of stuff I returned to would make a shaky CEO simply check out for the rest of the week to go "fishing".

I decided these are important to me, so I made the time.

It was CRAZY HARD getting my brain to come around to this, I mean like months to get there internally.

As I predicted, the business suffered and I could plainly read it in the numbers. However, I was confident from watching my metrics and trends that it could sustain these decisions. Let me be clear, these were NOT good business decisions, but good personal decisions. Constantly trying to work both sides of that equation (work vs life) is where the real magic is performed and frankly, I'm terrible at it but committed to getting better. Sometimes the business is going to win and other times the personal life should win. You gotta have both everyone, or really what is this all about?

Make sure you are making the decisions that guide you towards the life you **WANT** to lead and not the one

the business wants you to lead. I'm as guilty as the next guy to ignoring my internal monolog for the sacrifice of the almighty dollar.

Wake up, man. Wake. Up.

Lastly, I wanted to thank everyone who came out to the joint state convention with ATRI this year. I know it's customary to say, but in all seriousness this year was the best MATR conference I've ever been to. 23 vendors and a ~100 person attendance as well as two tracks of breakout meetings. Really hard to top that so my hats off to everyone who worked hard to make this happen. Sorry but if you didn't come to this one, you simply missed out. I heard a plethora of positive feedback from other members so we hope to continue to the momentum into 2020.

Remember, keep those parts racks full and the phone will keep ringing!

-Eben
eben@modernimports.com

Marty Satz



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Let's Talk Recalls . . .

2019 Airbag Recall Wrap-Up

The Future of Recalls is Now!

By Katie Stark and Paul D'Adamo

Holidays are indeed a time of reflection and gratitude. Here at RAS, we are humbled by the efforts of the industry to rally behind #YANKTHATBAG and produce our best results ever! We are all blessed to be part of such a great industry where our competitors are also partners. Relationships stand the test of time, and new people are welcomed with open arms. Our Associations bring people together throughout the year to educate and prepare us for the opportunities that lie ahead.

There are many issues vying for the attention of recyclers, including commodity pricing, vehicle purchasing, talent acquisition and retention, and let's not forget the OE Repair/Procedures legislation that will hit our industry in 20 states this year. 2020 is poised to launch many new challenges and opportunities.

Our focus on the Takata Airbag Recalls has covered the gamut this year including, integrating the Recall Tools into your business model, passing the 500,000 milestone of airbags recovered, the introduction of our YAPP (Mobile Yard Recall App), New Bounty for pictures of Deployed Airbags, New Non-Bounty Alerts in our software, Independent Labor Contractors to fill in where Recyclers have labor issues, and the enhancement of Integrations beyond the RAS Airbag Tools.

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We mentioned "The Future of Recalls is Now" in the headline because it is time to recognize the efforts of Mike Lambert and John Johnson Jr (aka Triple J) from Buddy Automotive Innovations. Paul has known Mike since 1995 when he attended a Hollander User Training session in New York. Their friendship has evolved over the past 25 years with Paul as a Buddy Customer and now as the Recall Guy. "Buddy Innovations has been an industry leader in the Vehicle Bidding and Inventory arena since it's inception", says Paul. Buddy has not only successfully integrated the ability to flag and enter the airbags into the RAS CorePRO site, they have now risen to the next level of Recalls by including information for all recalled parts into the inventory process. The Recall Data is also copied into the MVR (Motor Vehicle Record) of that vehicle for reference. Kudo's to Mike and Triple J for supporting our industry and providing leadership with Recalls.

Buddy Innovations is at the forefront of what is to come for our Industry when all Yard Management Systems integrate this critical recall information into the vehicle recycling process. Point of MVR entry, parts inventory, pre-sale, and post-sale will be opportunities to protect recyclers from liability of selling recalled parts, and more importantly, provide safe Recycled Original parts to our customers.

For more information on airbag recalls, call Paul the Recall Guy at 401-458-9080 or email pdadamo@coresupply.com.

Texting Your Customers: Get Permission or Get Fined

By Paul Mitchel

Text messaging Short Message Service (SMS) or Multimedia Messaging Service (MMS) is all the rage in the marketing world. But, what exactly is it? Simply put: It is the ability to send text or video messages to mobile phones to share a company offer.

In December 2018, the Federal Communications Commission (FCC) affirmed and clarified the prior ruling that protects consumers from unwanted solicitations. With more businesses putting dollars into text marketing; what are the rules? Here is an overview, but it is advised for your protection that you get professional guidance to set up your text marketing initiatives.

Be Respectful

Most marketing text messages sent are SMS; it is more efficient and less expensive – MMS costs about twice as much. For compliance, the FCC and the mobile carriers regulate mobile marketing (not the states). So, let's look at the basic regulations.

Carriers (AT&T, Verizon, Sprint, etc.) *can* take steps to disable any mobile program that does not follow mobile marketing best practices (i.e., spam). So it is best to be respectful. For instance, texting at inappropriate times of the day could be frowned upon, but following the law is more about *prior express written consent*. Every mobile marketing program must now capture prior written consent *correctly*.

Law of Texting

The Telephone Consumer Protection Act (TCPA) law is all about protecting consumers and preventing spam. In 2013, the Telephone Consumer Protection Act of 1991 was amended to reflect changes in communication technologies

(specifically for text). To understand all this, one should first understand who governs it's enforcement. Mobile marketing guidelines are governed by both the Federal TCPA law and Carrier guidelines. Language best practices are required when implementing any text marketing campaign. To send any type of ongoing marketing communication, a business needs to have on file *prior written express consent on proper disclosure* to that consumer's mobile number. If they do not have that, it is in violation of TCPA with penalties of \$500-\$1,500 per violation. So, it is an important issue for businesses when considering the potential risks.



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Example of a Complete Disclaimer

- Contains **both** TCPA and Carrier language
 - ★ **Carrier Language**
 - Campaign Name
 - Messages per month
 - **Help & Stop (bold font)**
 - Message & Data rates may apply
 - ★ **TCPA Language**
 - "Ongoing"
 - "Consent not req'd to buy"
- Needs to be **directly below** the shortcode / keyword

TEXT "KEYWORD" TO 55555

By joining Joe's Pizza Rewards Club, I agree to receive ongoing messages at the number provided. Consent is not required to purchase goods or services. Up to 4 msgs/mo. Reply HELP for help, STOP to cancel. Message & Data rates may apply. Ts & Cs / Privacy Policy @ www.website.com/terms

How to comply with the regulations is illustrated above in the "Complete Disclaimer" example. "Disclosure" is what to share with the consumer before they opt-in to a mobile marketing campaign. Promoting a mobile "Call to Action" in print or on a Website Web Widget may be different.

Text to Join (TEXT2JOIN) campaign. TEXT2JOINS are the most often misunderstood and improperly implemented campaigns because businesses often leave off required TCPA and Carrier language leaving their business at risk. In doing this, they are not properly capturing *prior consent* with the *proper disclaimer language*.

Carrier Language

Here is a breakdown of proper Carrier language, as in the example shown:

- **Name of Campaign** – *Joe's Pizza Rewards Club*. The prospective subscriber knows what business they are joining.
- **Messages per Month** – *Up to 9 msgs/mo*. The prospective subscriber knows how many messages they will receive a month.
- **Help & Stop (bold font)** – They

will know how to opt out at any time from any text they receive.

- **Message & Data Rates May Apply.**

TCPA Language

Here is a breakdown of proper TCPA language, as in the example shown:

- **Ongoing**. It is important that you tell the prospective subscriber that ongoing text marketing is to be expected when they join this campaign. If they join a sweepstakes, be sure to tell them they are also joining a list for weekly specials, for example.
- **Consent not required to buy**. This is a *requirement* of the law, and means that they do not need to join the mobile campaign in order to purchase goods or services.

- Placement: Carrier & TCPA language needs to be *directly below* the "Text Keyword to a short code" call to action.
- **One additional precaution** that could be added on a TEXT2JOIN campaign to protect a business is to do a "double opt-in," where the new subscriber must reply "YES" or "Y" to agree they want to join after reading the disclaimer with all the Carrier/TCPA language, and then file that express consent by mobile. Now they are ready for your messaging program.

More Ways to Join a Campaign

- **Web Widget:** Please visit Besslers U Pull & Save as an example at <http://upullandsave.com/vip-rewards/>. This program has built-in disclaimer language.
- **Kiosk:** These programs would have built in disclaimer language.
- **Manual collection:** These programs would need to have added the disclaimer language.

For the full FCC regulation, download <https://docs.fcc.gov/public/attachments/DA-16-1299A1.pdf>.

Paul Mitchel is president at Texn Rewards, offering auto recyclers mobile marketing products including "Just In" Inventory Management Software.



MISSOURI AUTO & TRUCK RECYCLER MEMBERSHIP APPLICATION

Benefits of Membership

- MATR retains legislative services in Jefferson City to monitor proposed new laws, changes in current laws and proposed Rule changes all to protect the business interest of our members.
- 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 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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New Member

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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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Sales 101 Cheat Sheet

Proper Phone Etiquette and Time Management:

Be professional and courteous.

Keep calls brief and to the point. Normal calls shouldn't be more than 3 minutes.

Answer with the *company name*, then *your name*.

Identify your customer.
Ask, "Who is calling?"

Address customer by their name.

Get as much information as you can from the customer, i.e. "Do you have the job?"

Control the conversation:
Don't be an information desk.

Always ask for the sale.

Get and decode VIN number at point of order.

Repeat the request to the customer.

Use "Driver Side" and "Passenger Side" not "left" or "right."

Always log a quote and give the customer the quote number.

Ask the question! Don't assume!
Don't blame the customer,
YOU ARE THE PROFESSIONAL!

*Focus on the basics,
do it right the first time.*

**FOLLOW UP, FOLLOW UP,
FOLLOW UP!!**

Remember a satisfied customer is a steady customer.

Sales Basics 101

By Marty Hollingshead

- **Proper Phone Etiquette and Call Management are a Must!** Speak and conduct yourself always in a professional manner. Be businesslike but also be polite and personable. Always ask and address your customer by name. i.e.: "How can I help you, Joe?" not "What do you need, man?"
- **Manage your time on phone calls:** In most cases, a normal part request call should not exceed 3 minutes. If you are on the phone with a customer, do not lay the phone down to talk to someone else. If necessary, put the customer on hold or simply ask them if you can call them back. The same rule applies if the customer does not have all the information you need to properly quote their request.
- **Respect your customer's time:** try to keep calls brief and to the point.
- **Answering the phone:** Give Company name, then your name and ask "How can I help you?"
- **Identify your customer:** Ask, "Who is calling?"
- **Ask what they need.** Also have a pen and notepad at hand and jot down year, make, and model so you don't have to ask them to repeat it while you're looking up the order.
- After they have told you what they need, **look up request and check previous quotes.**
- **If this is a shop, ask them if they have the job or if they are writing an estimate?** If they say they have the job, you can now assume that they are ready to purchase the part and they probably have a price to work with. Now you can ask how soon do they need it, then you can ask, "What do you have to work with for a price?"

- If they say they are writing it (estimate), after looking up the request, still ask them when they would need it. **Then give them availability, price, and delivery time.**
- **Control the Conversation:** Try to get as much information from the customer as you can. Do not be just an “information desk.”
- When you are finished with the request, whether this is just a quote or an order, **repeat the request to the customer.** Do not use, “right” or “left.” Use, “Driver side” or “Passenger side.”
- **When you are finished with the request, ask for the sale.** Always give your customer a quote number and tell them to use this number if they call back so that it will be easier to help them.
- At the point of order, **always get the VIN number for the vehicle** and decode it to verify correct year, make, and model.
- As for giving a quote and requesting a VIN number, explain to the customer the reason for this is to **give them the right part the first time** and to make it easier for them should they have to call back to order it or if you need more information from them.
- **When you have idle time, check your previous quotes.** Contact some of these customers to see if they still need the part; or if

you find out they purchased it elsewhere, this will at least give you information (if the customer is willing to share), as to why you did not get the order.

- **Lastly, make follow-up calls on previous purchases.** Ask the customer if all was okay, if they were happy, and if the purchase met their expectations. Also ask, “Is there something we could’ve done better?” Ask them if there is anything else that they need while you have them on the phone. Thank them for their business.
- **Remember, the salespeople that quote the most and do these fundamentals consistently are always the best performers.** Also remember, doing this will keep customers coming back, and make for a better day

with less drama, all which equals increased sales and future opportunities for the company.

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.



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