



Missouri NEWS

Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

April/May 2014

Legislative Update

By Brian Bernskoetter

The Missouri General Assembly is focusing much of its efforts in the Legislative Session on a few key items: budget, Medicaid reform, and tax policy changes to spur economic development.

For the second year in a row tax revenue to the state of Missouri has increased (but still several hundred million below pre-recession amounts). The Governor's plan is to aggressively spend on education in order to fully fund the Foundation Formula for K-12 public schools. The House and Senate disagreeing, with the Governor's revenue projections, are proposing a much more modest increase in education funding.

With respect to healthcare and Medicaid reform the prevailing wisdom will be that nothing significant happens this year although not for a lack of effort by the business and healthcare communities that want to see Medicaid expanded. The strong republican majorities in the House and Senate want significant reforms to Medicaid before any type of expansion would take place and at the moment there is little agreement on how those reforms should work.

The House has already passed a number of tax policy changes this year including reducing personal and business income tax and changing the tax brackets to adjust for inflation (Missouri's highest tax bracket is \$9000 which was set 1931). The Governor vetoed similar proposals last year because of the effect they would have on education funding.

There are a few bills of specific interest to the automobile recycling community; namely, House Bill 1118 and Senate Bill 594.

HB 1118 and SB 594 both deal with the provisions of state law that allow an inoperable vehicle to be sold without the title on a bill of sale. HB 1118 simply deletes the statute allowing this entirely and SB 594 modifies the current statute by allowing only vehicles 20 years or older to be sold in this manner instead of current law which allows vehicles 10 years or older.

Proponents of this legislation (Missouri Highway Patrol and other law enforcement) point to an increase in car thefts because of the changes passed a few years ago. Opponents of this legislation say that fly by night companies are violating the law already and that better enforcement is the answer.

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From the President

By Mark Baumgarten

I would like to start out by saying, "Come on spring!" It's been a long, cold winter and I think we are all ready for some warm weather and sunshine. I know I am ready to leave the doors and windows open and enjoy some nice weather.

Auto recycling today is continuing to change. What I mean is that with the addition of electronics and self service yards we are experiencing a new kind of change. Typically, our customers had to choose whether they wanted to save money and buy used or save even more and go to a place where they could take the parts off themselves. (And maybe ruin a pair of shoes)

Over the last 10-15 years, this has all changed dramatically. Years ago, full service recyclers main com-

petition was new OEM and new aftermarket, which was beginning to grow and expand their product lines. Currently, self service recyclers are building state of the art facilities, many with the backing of large metal companies, in a new way of procuring scrap metal. They have clean, new facilities and even remove the parts for the customers at a very nominal fee. Aftermarket companies have also forced full service recyclers to change what they are doing by providing more low cost, new, products than ever before. In the past that also meant low quality but that has also changed in a way that they have figured out ways in producing these parts at a fraction of the price of OEM but nearly the same quality and fit.

Another big challenge full service recyclers face today are the way computers and the internet are being used. Years ago, as the full service industry was embracing the internet, it was a way to reach out and find new customers. It seems today that it has now grown to a point that instead of just finding new customers, it has become a way for full service recyclers to pit themselves against each other. This change has been very difficult for many since the past brought such comradery among these recyclers. Recently, many owners have tried to build this comradery back, but not without a very high cost to their facilities.

In conclusion, like most industries today, we all face many challenges. Although there are many ways to run your business, there is not any one way that is right or wrong. There are lots of ways to be effective and the challenges today are how to find what these are and what works for each and every one of us. Good luck to everyone this new year and I look forward to seeing all of you at our annual meeting. For those of you that haven't been in years, we welcome you and hope that you can plan ahead for a weekend at the Lake of the Ozarks in November.

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Psychology of SALES

By Robert Counts and Chad Counts

Sales is a mental and emotional profession. It can have highs and lows all in a matter of minutes. You have to be mentally prepared to have an effective day. You need to have a mindset that is focused on the desired outcome. Seek a win-win outcome. You help a customer with a part they need, earn a good living, and feel great about what you do.

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A Highly Paid Professional Position

Statistics show that the sales profession is one of the highest paid positions in all industries. The most successful and well-paid sales people view their position as any professional would. It is their chosen career and they want to be very good at what they do. It is more than just a JOB – by the way I define a JOB as “Just Over Broke”. People who have a job live from paycheck to paycheck and really have very little control over where life is taking them.

Professionals prepare themselves for each day as well as for the long term. There are many ways to do this, but we find the best way is to listen to “Game Tape”. Listen to

a recording of yourself doing a sales call. Then self correct and practice what you want to say given a similar call. I also recommend reading books and attending sales training. Remember, if it is your future then it is your responsibility.

The Phone Rings

The phone rings because someone needs a part. If you have prepared yourself for the desired outcome then your goal in answering the phone is trying to match the part that best fits the customer’s problem. Then your job becomes one of understanding the dynamics of the problem to be fixed. Problem dynamics such as:

- Part
- Time
- Color
- Budget
- Quality

You do this by collecting Intel - the information needed to solve the problem. This helps you stay in control of the conversation.

Provide Options

The greater the dollar amount of the purchase and/or the familiarity with you or the parts you sell increases the need for options. Options can be: mileage, warranty, damage, remanufactured or new aftermarket. Providing options especially with price differences and warranty differences creates value and decreases procrastination and the fear of making the wrong decision.

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This is all key to getting the YES you want.

The “Ask Mindset” – You have been asking questions since you picked up the phone. Asking questions focuses on combating the human instincts of:

- Procrastinating - When customers are unsure they will default to making the decision at a later time.
- Fear of Making the Wrong Decision - The less familiar (with you or with the industry) the higher the fear factor will be. We ask questions and provide answers to help alleviate this fear. Your confidence can often inspire confidence in the customer.

Build Trust in 2 Minutes

The average phone calls last about 2 minutes. Your history is your history.

But to get the sale you must ASK for the sale. Only 20% of sales people are naturally good at asking for the sale. But, customers are 5 times more likely to commit if they are asked. You have to have what I call the: “ASK Mindset.”

1. I know what I want
2. I set my mind to that outcome
3. I create a favorable scenario
4. I practice
 - a. Use their name
 - b. Get the information
 - c. Overcome objections
 - d. Add value (How is this going to help?)

Overcome Objections – Trial Close

Most customers have some uncertainty. Most of the time that is why they don’t buy. You have to assume that they do want to buy and be proactive to discover what the objections are.

The Trial Close method of closing is based on the idea that it is easier for customers to make decisions on minor points. It also allows you to take the temperature of the customer – hot, warm or cold. If you can get 4 to 5 yes responses in a row it’s basically a done deal.

Establish a Close Question - Include more than 1 affirmative choice:

- Would you like that with a 1-year parts and la-

bor warranty or the part by itself?

- I can get you the one with a few more miles with a 1-year parts warranty and labor for about the same price as the lower mileage one. Both are good options, which one do you want?

Choices alleviate pressure and give the illusion of control to the customer. Practice so your pitch is fluid and confident.

First to Talk Takes The Goods - SHUT UP!

You cannot induce action if you answer your own questions. Do not let the customer off the hook. Good or Bad you want a clear answer. YES, it’s a sale. No or if there is an objection we get one more shot to change their mind.

Who is CBC?

Cindy, Chad and Robert Counts are Counts Business Consulting, LLC. We refer to our family business as CBC. Our business model is to meet you where you are and partner with you to move your business forward.

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MATR Dates of Interest

May 2014

16 Legislative Session Ends

October 2014

19-25 ARA Convention
Nashville, TN

November 2014

21-23 MATR Annual Meeting
Camden on the Lake
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Set Glorious Goals

By Christine Corelli

If you haven't set your goals for 2014, now is the time to do it. Do think you are too busy to bother with the details of planning? Do you assume it won't make a difference in the next year's outcome? Do you feel that goal setting is for amateurs? If you answered yes to any of these questions, you are holding yourself back from reaching your full potential.

Even the most sophisticated executives perform this yearly ritual. Why? Because it works for them and it will for you as well.

No matter what your job role, formalizing your goals into a solid plan will make the difference between experiencing an average year and having a great one. Your plan will provide you with direction, help you establish your priorities, and keep you focused so that you can move forward in both your personal and professional life.

The #1 strategy

To take you where you want to go in 2014 is a PLAN - your Plan for Successful Action. Developing a written plan of action to follow throughout the year will increase your earnings - by up to 97% (over having no plan at all). Planning gives you direction, specifies who is accountable and brings consistency to your efforts.

Without a doubt, setting goals may be difficult at the start. The process requires discipline and decision making for your own life. When you are finished, however, your sense of accomplishment will make it all worthwhile.

Make an appointment with yourself to get started. Use the following steps to help guide you through the process:

1. **Write down what you accomplished in the past year.** What new skills did you learn? How much profit did your company make or how much profit did you bring to your company? How many new accounts did you open? How are you performing in your job? What new skills did you learn?
2. **Analyze the data.** What brought about positive results? Taking more time to stay in contact with customers? Hiring a new office manager? Restructuring your business? Training your sales force? Getting up early to work out? Forming that task force to help find solutions to improve morale? Working with a trusted advisor to help you make better business or career decisions?
3. **Identify the greatest challenges you faced.** What were your biggest issues? Too much to do, too little time? Job stress? Juggling projects and worrying things will fall through the cracks? Price resistance? Fierce competition? Balancing business and personal life? For most professionals, these are on your list. These are the norm for living and working in today's world, but write them down anyway.
4. **List what created negative results.** Spending too much time chasing small accounts? Poor work processes? Poor judgment? Procrastination? Unproductive meetings? Lack of focus? Failure to speak up when you know you should? Not getting enough sleep? Failure to LISTEN?
5. **Identify where you could have made improvements.** Take a good hard look at yourself. You are the only one to see what you write, so be brutally honest. Where do you need improvement? Better interpersonal skills? More discipline and stronger commitment? Better money management? Changing your selling style to a more consultative approach with customers? Mastering business skills you lack? Working harder on management/employee relationships? Finding an outlet, such as exercise to help manage your stress? Learning to accept today's business world of tough competition. Facing the other challenges of life head on? Accepting "what is" and just doing your very best? More balance in your business and personal life?
6. **Recognize what you could have done differently?** Could you have negotiated more often, instead

of walking away? Gathered more information or conducted more research? Attempted to approach your family with issues that are adversely affecting your business? Played less golf and spent more time on the phones? Handled difficult people and situations with more tact and diplomacy? Prepared more thoroughly to avoid floundering or cleaning up a mess? Delegated or outsourced projects to others? Blocked out more time to work on projects undisturbed? Met someone half-way?

7. **List the new skills you need to obtain or improve upon.** Remember, if you want to hit today's goals, you need tomorrow's skills. You may have the motivation to achieve your goals, but may need a new set of skills to help you achieve success. Whatever skills you had last year, you must adopt new skills this year. Plan to go out and get the skills you need. Don't wait for a manager to send you to a class. Take responsibility yourself to enroll in a college course, take an on-line program, buy a book, or hire a personal coach to teach you the skills you need.
8. **Set your goals for 2014.** Set real, achievable goals, and ideal goals!
9. **Strategize to reinvent yourself!** Develop your own strategic plan to help you to achieve those goals and become the person you want to be. For example, to get eight new accounts you may need to obtain more referrals from existing customers, swipe some from your competition, and/or develop new relationships to achieve your goal. How will you accomplish this? To lose 20 pounds, you may have to go to the gym and give up sugar. To improve management/employee relationships, you may have to spend twenty minutes a day talking with your people. To bring in more business, you may need to arrange customer focus groups to learn what the customer wants from your product and your company.
10. **Create a Step-by-Step ACTION PLAN to follow** Take your calendar and write down start days. This takes time. You may even need several days to analyze and create the plan. But your results will be worth the effort. Remember these tips to help you

stay on track:

- Make a commitment to yourself to implement your new strategies.
- Review your goals frequently. Develop a special time to do this, such as at the end of every month.
- Focus on the process as well as your goals. Take care with the day-to-day activities that will help you reach your goals. Spend your time on the activities that breed results.

Keep your eye on your goals and your whole being will follow. Goals are for the making and the rewards will be all yours.

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ARA News

Source: Automotive Recycling Weekly, March 4, 2014 Volume 12, Issue 9.

Steel Makers Concerned About Use of Aluminum by Automakers

U.S. steel makers are increasingly worried about a previously dependable market - the auto industry. Automakers have accounted for approximately 20 percent of annual sales for

U.S. steel makers, second only to the construction industry. Thanks to the anticipated rollout of Ford Motor Company's new aluminum bodied F-150 pickup truck however, the projected demand for automotive-grade sheet aluminum is rising quickly and the demand for traditional steel is anticipated to fall.

The new F-150 will weigh nearly 700 pounds less than its best-selling predecessor because of the use of sheet aluminum which will result in much higher fuel economy. And better fuel efficiency is of paramount

importance given that federal standards will require a fleet-wide average of 54.5 miles per gallon by 2025 (versus the average of approximately 25 miles per gallon today).

This trend of shifting to aluminum by automakers appears to be on a sharp incline. In response, steel makers are moving to manufacture more advanced, lighter, higher strength and cheaper steel. For example, United States Steel has partnered with Kobe Steel of Japan by investing \$400 million in a joint venture to manufacture advanced high-strength steel in an Ohio factory. Traditional steel may be the commodity in jeopardy in the future automotive supply marketplace.

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