



Missouri NEWS

Auto & Truck Recyclers

Serving the Membership of the Missouri Auto & Truck Recycler Association

February/March 2017

From the President

By Jason Tourville

Are you ready for the opportunities and challenges that 2017 will bring? I spend more time putting out last minute fires than necessary. If I had better vision and plans in place I could avoid some of the messes I find myself in. No one can avoid every problem, but some of my stresses are definitely self-inflicted. I'm sure you find yourself in these situations from time to time. It's time for a few changes.

My current mess is that I am late having this article prepared. I had two months to get it done. I knew the deadline. I have no excuse. As soon as this article is done I am going to start on the next one and set weekly reminders on my time-wasting smart phone that prompt me until it's ready.

I'm not going to say "I will try" to do something anymore. My wife and I were in a marriage enrichment class at our church and the teacher made the comment, "if you are trying you are lying." That has stuck with me. Saying you will try gives you an easy way out of the commitment to get something finished. Commit to either do it or not. Also, NO is a powerful word. Don't be afraid to use it so you don't over commit yourself.

Finally, I must revisit my last will and testament. My life has changed a lot since I originally had it done. I am 46 and have six kids with ages ranging from 24 to 4 year old twins. At some point I will be eligible for a senior discount and free kids meals at the same time. I have reached the point in life where I am seeing people my age pass away more frequently. One of our dismantlers recently passed away after a three year battle with brain cancer at age 47. His name is Kent Dowell. He was strong as an ox, a great worker and a fantastic guy. To know Kent was to love him. His passing has shaken me and made this planning a top priority. We all work so hard to provide for those we care about. I want to make sure I do my part to plan for whatever may come and protect my loved ones from unnecessary hardship.

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Missouri Auto & Truck Recyclers News

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Legislative Report

By Randy J. Scherr

The First Regular Session of the 99th General Assembly is in full swing. Early on in session the House is focusing on banning lobbyist gifts, making Missouri a “right to work” state, and setting up a standard set of regulations for ride sharing services like Uber. The Senate is focused on tort reform, “right to work” and setting up a framework for the state to have more cost certainty in Medicaid program.

The new Greitens administration is focusing on reducing burdensome and duplicative regulations on businesses. Early on in his tenure, Greitens signed an executive order putting on hold any new state rulemaking until the end of February and requiring a review of all

regulations currently on the books to make sure they are essential to the health, safety or welfare of residents and the costs do not outweigh their benefits among other factors.

With regard to the specific interest of MATR members there is Senate Bill 172. Current law requires that if another state issues a junking certificate for a vehicle that the state of Missouri must issue also issue that vehicle a junking certificate. SB 172 deletes that provision and instead would allow for a different designation for a vehicle if the law of the other state was changed to allow it.

From the President.... continued from cover

Happy 2017 and, “May the Lord bless you and protect you. May the Lord smile on you and be gracious to you. May the Lord show you his favor and give you his peace.” Numbers 6:24-26.

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We May Not Be Selling Cupcakes But We Can Still Offer Outrageous Customer Service

By Paul D'Adamo

<http://www.recyclinggrowth.com> | Nov 8, 2016

Sometimes I wish we were selling Cupcakes. It sounds so easy. Some flour, sugar, eggs, water and voila . . . cupcakes which we could sell by the thousands. In fact, there are a lot of business ideas that seem easier than what we are doing every day . . . selling Genuine OEM Recycled Auto Parts.

People love cupcakes and they might actually come from near and far to get one. "Wow, that was just heavenly" might be a comment you would hear after someone took a major league bite from a scrumptilicious cupcake from the world renowned Pauly D's World Famous Cupcake Factory. Hungry yet? Along with the fabulous cupcakes, customers would receive outrageous customer service.

Reality - Cupcakes will be a hot commodity until the next big sweet treat comes along. The Auto Recycling Industry has been around since the invention of the automobile. I believe that as long as there is transportation, there will be a market, in some form or another, for Genuine OEM Recycled Auto Parts.

The fact is we are not selling cupcakes. People eat cupcakes because they want to, not because they have to. There it is, **'have to.'**

That's what the recycled parts business is all about, supplying auto parts to customers who don't just want to buy a transmission today because it makes them feel good, they buy because they "have to," because they "have to" go to work or they "have to" get the kids to soccer practice. You see, that is exactly where our customer service opportunity is. We are used to giving customers what they want, how about we give them



more than they expect? Outrageous Customer Service starts with a smile and a willingness to go beyond ordinary. We need to focus on being problem solvers and trouble shooters, not just order takers.

Let's face it, anyone can make a decent cupcake. In fact, cupcakes don't have an interchange number, it's just flour, eggs, sugar and water with some marketing thrown in for good measure.

What's your point Paul?

We have an amazing opportunity to use our business model as a platform for Outrageous Customer Service. I'm convinced of this. In many cases, we have some fairly unique product offerings that you can't get at the local supermarket or parts store for that matter. So when you get that call for a part . . . you must treat it like gold.

That customer has chosen you! They have scoured the internet and done most of the work for you. They have a transportation problem and they need you to help them solve it. They just want the part that you have to

show up at their door in the condition you described, at the time you told them to expect it (maybe earlier), for the price you posted. And they really, really want you to treat them like they were family.

Five major opportunities for outrageous customer service:

- **Condition** - Correct and accurate mileage/part description/comments
- **Time** - Prompt availability, delivery or shipment
- **Price** - A good value price based on condition/mileage
- **Warranty** - A warranty that says "we will stand behind our product"
- **Customer Service** - Outrageous, friendly, concerned



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You want customers to say "WOW" on a consistent basis. Our industry does not have the best reputation of doing this. I hate to throw the egg shells in your cupcake batter but it's true. Which means we have lots of Opportunity to win over customers. Every day on every call.

As an Owner, I would love to get calls like "Mary was extremely helpful and got me what I needed" or "I received the part today and it was better than described, Thank You for the awesome service." WOW!

Turning Returns into Repeat Customers

"But what if they want to return the part because they don't need it." I say treat them like gold and if they are willing to ship back promptly, we will gladly give them a refund. Don't sweat it. The good will and word of mouth advertising that you provide will double the negative press you will get if you insist on a 20% service charge or sorry, we can only give you a store credit. Let's not get greedy folks. No one is going to go broke maintaining a 10% credit rate.

We have got to take all of the pre-conceived notions that customers

have about us and turn them on their head. Heed my words, we will either grow and succeed on our outrageous customer service or we could very well become an awesome piece of nostalgia. It's your choice.

Wrap Up & Takeaways:

- Act Now! Create a Plan to re-train everyone in sales, delivery
- Tell your sales people that phone customers know when they are smiling
- Be creative regarding all aspects of the "Customer Experience"
- Dare to be Different
- Always be truthful regarding mileage, condition, part status, and delivery time
- Figure a way to be outrageous so customers give you a WOW!
- Engage customers like Zappos, deliver like Amazon and you will build a family of repeat customers that will generate word of mouth advertising.

Marketing Gury Shiv Singh once said "The purpose of a business is to create a customer who creates customers." Let's start today and change the world as we know it.

Are you getting the WOW from your customers? Answer the following 8 questions on customer service.

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Does your staff need this training? Ask the following questions:

1. Do all of your sales/customer service staff follow a friendly, professional script when answering and finishing a phone call?

2. Does your sales/customer service staff understand the true value of the customer?
3. Do your sales/customer service staff follow through on quotes daily?
4. Do your sales/customer service staff handle customer service issues promptly?
5. Does your sales/customer service staff have sales goals? Do they know their credit percent? Do they know their close rate?
6. Are all customers welcomed when entering your store and treated with respect?
7. Does your sales/customer service staff accommodate our diverse customer demographic?
8. Are your sales/customer service employees compensated on increased sales?

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Paul D'Adamo has been in the auto recycling business for 27 years. He and wife Lynn are the owners of Recycling Growth, a consulting, coaching, and training company that serves the auto recycling industry. Former owners of Bill's Auto Parts in Cumberland, RI, they sold their award-winning business in 2013. Contact paul@recyclinggrowth.com or 401-458-9080

MATR Dates of Interest

2017

October 6-8 MATR Annual Meeting,
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November 1-4 ARA Convention
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ARA News

Number of Vehicles Recalled Due to Takata Airbag Inflators Expands to 42 Million Automakers Required to Submit Plans to Increase Completion Rate

The National Highway Traffic Safety Administration (NHTSA) released a schedule for additional recalls connected to Takata airbags on December 9, bringing the total number of vehicles recalled to 42 million.

Because some vehicles have both driver side and passenger side airbags, the ongoing recall campaign cover approximately 69 million individual airbag inflators manufacturer by the company. The list of affected auto manufacturers was also expanded, adding McLaren to the list, now totaling 19 automakers.

As of early December, less than 20 percent of the inflators had been replaced and NHTSA says some manufacturers are not doing enough to contact vehicle owners. The federal agency is requiring automakers to submit a "recall engagement plan" within 90 days with the goal of increasing the recall completion rate. Outgoing NHTSA Administrator Mark Rosekind has stated it is the Agency's goal to have a 100 percent remedy rate for the Takata recall.

It is important for automotive recyclers to take special note of the National Highway Traffic Safety Administration's critical warning regarding certain 2001-2003 Honda and Acura vehicles with Takata airbags. New test data on the defective Takata air bag inflators in these vehicles show a far higher risk of ruptures during air bag deployment than for other recalled Takata air bags.

- 2001-2002 Honda Civic
- 2001-2002 Honda Accord
- 2002-2003 Acura TL
- 2002 Honda CR-V
- 2002 Honda Odyssey
- 2003 Acura CL
- 2003 Honda Pilot

Due to the significant danger with these specific lot of Takata airbags, ARA encourages automotive recyclers to participate in Honda's buy-back program for these units. To encourage greater collection, Honda is providing additional financial incentives through Rebuilders Automotive Supply (RAS) for buy-back of these airbags.



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Contact MATR offices at 573-636-2822 for more information
(or see The Membership Application in this newsletter)

Support this newsletter, the Missouri Auto & Truck Recyclers News.