



# ATR News



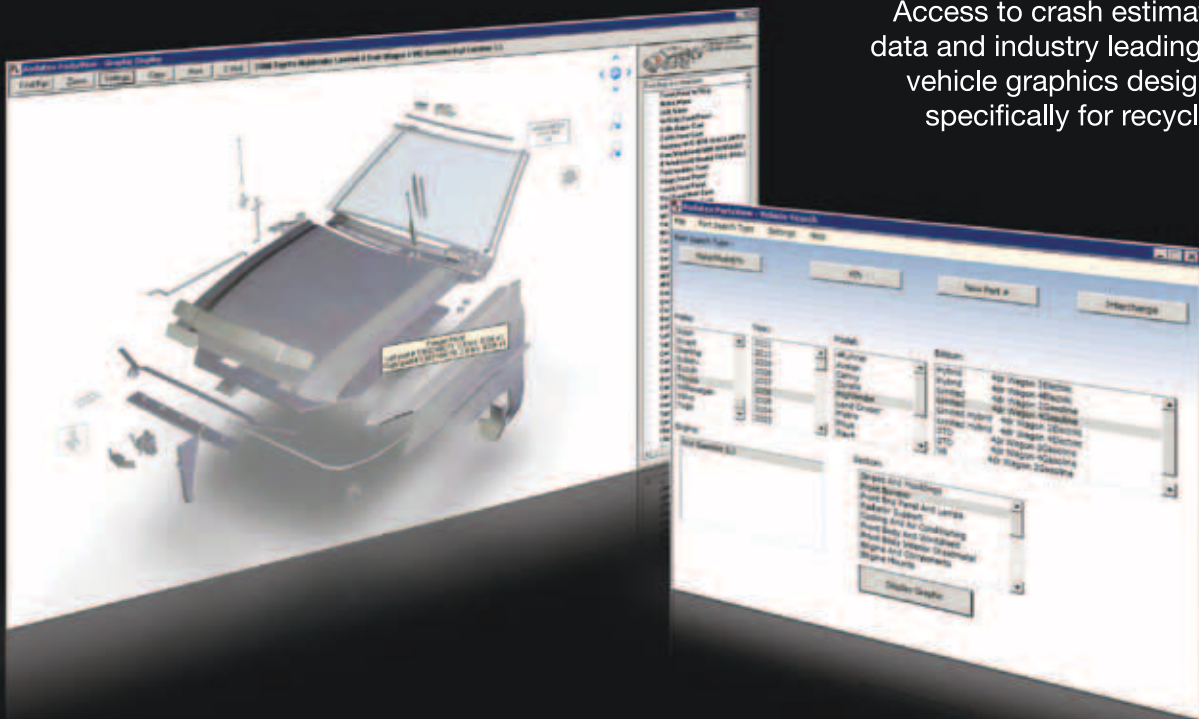


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Articles and letters suitable for publication will be published in the next scheduled newsletter as space permits. Material should be sent to:

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Articles may be edited for length and format.

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## President's Perspective

Joseph Watson, ATRI President

It is time to pass on the title and responsibilities of President of the Auto and Truck Recyclers of Illinois to another dedicated auto recycler, Larry Brosten of Auto Part City. I look forward to working with Larry for the next two years as the immediate past president. The time I held the position of president has been a very insightful time. I have had the honor of representing Illinois to our industry during three state conventions and two nation conventions. I have grown in knowledge and come away with a better understanding of our industry, the troubles we face, the benefits we provide to society and fellow recyclers from industries outside the automotive realm. The honor of being your president will be with me for my entire life and I want to thank you all for letting me serve you and the industry.

We just came away from the CMARC as I write this letter. Conventions are not only about education; to me they are about networking and creating relationships that can benefit our business as well as our personal lives. Thursday was the golf outing, to those who play golf, it is a great change to get away from the office and relax and get to know others. To me the golf outing was a chance to hang out with my immediate predecessor in the of-

ice of President, Dave Anderson from I-55. We drove around the course chatting about business difficulties and successes, and visiting the golfers, probably much like those who were playing golf. Immediately after golf several of us visited our newest member Bi-Rite Auto. It was a pleasure to be invited to visit the yard, meet the owners and be allowed to offer suggestions on improving their business. Thursday evening Michelle Lechner, our Executive Director, was kind enough to welcome all those who came early into her home for a gathering welcoming the vendors who honored us by participating in the Tri-State Convention.

Every convention that I have had the pleasure of being on the planning committee, gives me jitters for a couple weeks immediately before the opening of the show. This convention was no different; however success was the reward for excellent planning. I need to give kudos to Michelle Lechner, she worked hard, burned the candle at both ends, dealt with road blocks and speed bumps and in the end it was one of the most productive conventions I have had the pleasure of attending. If you attended you know what I am talking about, if you missed it, well that is your own fault. You have a chance to redeem yourself at the convention in Indiana in 2012.

This is my last opportunity to jump on the soap box and deliver a message as your President of the Auto and Truck Recyclers of Illinois so here I go: ATTEND YOUR STATE CONVENTION! Illinois is a dynamic state with one of the largest metropolitan cities in the United States; it is also a state that is divided into regions. We have several of the largest auto auctions that provide vehicles worldwide. At one end of the spectrum we have state of the art recycling facilities; at the other end we have what could be termed 'junk yards' and everything in between. You have



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at your disposal literally hundreds of years of auto recycling experience by some of the greatest men and women the auto recycling industry, many of them recognized nationally and worldwide. These individuals take time once a year to convene in one place to offer solutions to your everyday problems as well as long term problems and I will suggest, quite strongly, that your business suffers financially each and every day if you decided not to attend your state convention.

In conclusion, I want to thank you for the opportunity for serving the Auto and Truck Recyclers of Illinois as

your President. I want to thank all the vendors who made CMARC as successful as it has become. I strongly recommend you attend as many gatherings that ATRI has to offer to increase your involvement in the association, increase your network of auto recyclers, and meet those who can become trading partners and make your business more successful.

Joseph Watson

President – Auto and Truck Recycler of Illinois (ATRI)  
ABC Auto Parts – Riverdale IL



## Executive's Viewpoint

Michelle Lechner, Executive Director

CMARC 2011 was a success!!!! I must say thank you to all involved, but as far as participation, hats off to the IL members who were there. It was good to see you and hope you found this event to be an educational, recreational and definitely an economical experience. My hope is you came away with new friends, new ideas and are looking forward to attending next year in Indianapolis.

What did you think of the trainings? I would love to have your feedback. We tried to put something out there for everyone, and I really think we did just that. Some of the most popular sessions were: Rid Unregulated Buyers, Where has all the Salvage Gone? Family in the Business and Dealing with Difficult People. We are always fine tuning for the next CMARC. Some comments made were to repeat some of the sessions, maybe not have as many sessions and to give more time between sessions. If you would like to see a session, or be a presenter at a session please let me know.

This year the presenters were leaders in the industry. Some were our wonderful supporters like URG, Pinnacle

Professional, Car-Part.com and Hollander, a Solera Company. Others came from far away to bring us their wealth of knowledge like Sandy Blalock, Blalock Consulting from New Mexico, and Don Porter from State Farm, Doug Reinert, ARA President, and so many, many more. Lots of this year's presenters were our own members. Sometimes it's nice to hear from someone who is experiencing the same day to day trials and tribulations you are.

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Also, please notice the list of this year's Sponsors and Exhibitors in this newsletter. I can tell you the museum event would not have been possible without URG Pinnacle Professional, Car-part.com, and Hollander, A Solera Company, who sponsored the event. The museum was where the auction was held exclusively for our group. The auction was also a success thanks to so many who donated to it like The Connection, who donated their booth and the IL, IN and IA Board of Directors, and then some who brought donations. This year's CMARC was a success because of everyone who pitched in and either attended or shared their own knowledge with all of us.

We are all realizing the difficulties in traveling these days, but with keeping cost down it makes it possible for everyone at your place of business to attend something during those two days of the convention that they will reap benefits out of. Where else can you take your staff and receive all that much training, lunch, trade show and entertainment, meaning the President Abraham Lincoln Library and Museum, for as little as \$99 per person or at best \$69 for 5 or more? The whole idea behind CMARC with IL, IN and IA was to invite the states that touch the host state making travel

arrangements more economical and appealing to all. Did you meet someone new at CMARC? I know I did.

I can't say it enough, but in these touch times we as an industry need to band together in order for a difference to be made. As I write this I am thinking about the fall veto session, what does it hold in store for the IL recyclers? My hope is some positive changes in our laws, and some new ideas that come about for the betterment of our industry. We are a voice to be heard, have no doubt.

Lastly, I want to mention November 12th there will be a membership meeting in the Southern portion of our state hosted by Wood River Auto Parts. This event is the kick off for the ATRI Scholarship fund and is in honor of Scott Meford's (Scotty's Auto Parts, Virginia, IL) 70th birthday, and his tenure to ATRI of more than 20 years. President Joe Watson (ABC Auto Parts & Sales, Riverdale, IL) will step down and become the immediate past President as Larry Brosten (Auto Part City, Gurnee, IL) will become the new ATRI President. The day will begin with a yard tour & cook-out, followed by "Poker Night" The poker game will be held at the Holiday Inn in Alton. For those of you who do not play poker you can join me as we are off to Fast Eddie's Bon Air. A real treat if you have never been there. Google it and see for yourself. As always I am encouraging ALL

members to attend and hope we can meet some new folks from the Southern portion of IL. We tried to do this another time, but unfortunately we had to cancel due to lack of participation. Watch your mail for more details. Before the holiday season takes off join us won't you? An FYI, there is a train that goes pretty much right down I-55 to right across the street from the hotel and my guess it that Joe Watson will be rallying up anyone who wants to join him for that ride. I hope to see you all there. Fun!!!

Until 2012, Happy Holidays!  
Michelle Lechner  
Executive Director/lobbyist

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## Streamlining Distribution

As the economy slowly heads forward, most companies need to get more done with the same resources.

Streamlining operations means eliminating activities that don't add value and putting in place controls to make sure transactions get processed quickly and effectively.

### Eliminate Non-Productive Activities

Everyone is really busy - they're already overloaded, or are they?

*"Why does it take so long to turn around orders?"* asked the CEO, *"Everyone says they're working as hard as they can but how can it take so many days?"*

*"Your company is doing credit checks when orders are received and again when they are about to ship. Since your customers are Fortune 500 companies, do you really need these credit checks? If you skipped these checks you could save 2-3 days"* the consultant replied.

*"Of course we don't need to do credit checks on our customers. Why on earth are we doing them?"*

*"Apparently, several years ago you sold to smaller companies that had credit issues. To ensure credit checks got done the controller had all orders credit-checked."*

*"We could probably handle 25% more business by eliminating these delays. We can stop that practice immediately."*

A lot of companies think they have a good grasp on how they operate but reality is different. Several years ago I began asking consultants 'Have you ever asked someone how their company operates and found out later that what you were told does not match what really happens'. Without exception, the answer was 'yes' for every project they ever worked on.

A critical part of streamlining is making sure you understand exactly how you really operate, and eliminating all

the activities that don't add value. Usually, there are several opportunities to immediately free up resources. The following example is one that occurs in many companies:

*"How are things coming with the new system?"* asked the VP.

*"I was really struggling with one thing but I finally figured out how to do the Flash report on the new system"* the consultant said.

*"What Flash report?"*

*The one Adam does. He spends about eight hours a week pulling together data from different sources to create the Sales Flash report."*

*"Oh, that one. We stopped using that months ago."*

Well, now Adam has time to work on other efforts.

### Make Sure Things Stay On Track

As you get busier and busier it is easier and easier for things to 'fall through the cracks'.

- Did the customer sign-off on requirements?
- Did the job get re-scheduled?
- When are the parts going to arrive?
- Did the change-order get approved?

Some demands might come from new customers or be for new types of products and services, resulting in considerable variation in the demand requirements. As such, not only do your personnel have to handle more transactions, they have to handle a lot of different processing requirements. This is where proper controls for managing transaction processing are invaluable. 'Transactions' are quotes, sales orders, purchase orders, service orders and so on.

*"We get about 2,500 quote requests per month. Of these, we auto quote about 800 a month"* the Customer Service per-



son indicated. *"The rest go to Engineering, so they are really swamped and turnaround takes a long time. Unfortunately, it is taking so long we get a lot of customer complaints and lose a lot of business - we only close 15% to 20% of our quotes."*

In a subsequent meeting with Engineering, *"We work on major quotes - about 25 a month"*.

Wait, what happened to 1,675 quotes? It turned out that these were going to some clerical personnel in another department that had no formal processes or tracking for these quotes. Two-thirds of all quotes were falling through the cracks.

Even worse, the people processing these quotes were only looking at how long it had been since the product was last sold and then trying to guesstimate a cost and price based on a more recent sale of similar products. They didn't take into consideration if the job was a government job or a commercial job, nor if there was one delivery or multiple deliveries. When a job was run for a government quote the cost overrun was extremely large, causing serious repercussions with the government agencies. Also, no one was tracking costs for preparing the quotes, which ended up being a problem for the government agencies.

In setting up new processes we addressed the issue of 'transaction management' - how do we manage the workflow to ensure things are done in a timely manner and cost-effective manner. In this situation, 'cost-effective' covers ensuring processing costs are properly recorded and cost risks for the transaction (e.g. potential for penalties, lost revenue, lost profit) are properly covered.

In this situation, the most expedient solution was to use a shared spreadsheet document to track the process-

ing of quotes. A separate worksheet was used for each type of job - government versus commercial. Within each worksheet, columns were set up for each department to record the date and time they received the quote and initials for when they completed their portion. Managers could quickly see what should be coming to their department and what was sitting too long in one department.

Certain conditions could result in extensive analysis which would require special handling and delay turnaround of the quote. For example, if the requested item was no longer available but the 'replacement' item might need to be certified, the quote was 'red flagged'. This allowed the managers to zero in on problem quotes.

In summary, the basic steps for 'transaction management' are:

- Identify transaction characteristics that change how a transaction is processed and the steps required to process the transaction.
- Identify the role for each department (or person), involved in processing a transaction.
- For each department role, identify the following:
  1. What is needed to manage the schedule for processing the transaction
    - Identify key 'milestone steps' for processing a transaction (based on its characteristics) and the desired timeframe for reaching that milestone
    - Identify critical steps and potential red flag conditions
  2. Identify what is needed to manage costs
    - How to ensure costs are properly recorded
    - How to avoid excess costs (e.g. expediting costs, penalties)
    - Identify critical steps and potential red flag conditions.

*"We should be able to book an extra \$4 million this month."*

*"How's that?"*

*"We have some jobs that weren't quite ready at the end of last month but should be good to go now."*

*"Are those the ones we were waiting for sign-off from the customer?"*



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"Yes."

"Did any one follow up with the customer to get the sign-off?"

A few minutes later ... "Oops."

*Final Thoughts*

According to Dana Borowka, CEO of Lighthouse Consulting Services, LLC ([www.lighthouseconsulting.com](http://www.lighthouseconsulting.com)) and author of *Cracking the Personality Code* ([www.crackingthepersonalitycode.com](http://www.crackingthepersonalitycode.com)) hiring the right people is key to future growth. If you would like additional information on hiring, please click here to see an article on this subject: <http://lighthouseconsulting.org/Articles/KOTHireRightFirstTime/>

Ted Margison, President, Pebble, LLC, has over 30 years experience in operations management and process improvement. Prior to starting Pebble, Ted worked for Ernst & Young in their manufacturing & distribution practice and then headed up one of PriceWaterhouse's manufacturing & distribution practices on the west coast. You can contact Ted at [tedm@pebblellc.com](mailto:tedm@pebblellc.com); (424) 262-5265

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## America Recycles Day is November 15: Help America Recycle More

10 easy steps you can take to become a better recycler every day of the year

STAMFORD, Conn. (Nov. 9, 2010) – America Recycles Day is coming November 15. More than a celebration, America Recycles Day is the only nationally recognized day dedicated to the promotion of recycling in the United States. It's one day to inform and educate, one day to get our neighbors, friends and community leaders excited about what can be accomplished when we all work together, one day to make recycling bigger and better 365 days a year.

Here are 10 ways you can take action this year:

1. Know your local recycling system. Different communities have different standards for what can be recycled and how to do it. Visit [Earth911.com](http://Earth911.com) and enter your zip code for your local information and resources.
2. Plastic recycling: it's all in the numbers. Look for the recycling symbol on plastic packaging or containers. #1 and #2 plastics should be accepted by almost every recycler. Some communities require that your plastic bottles have a "neck," so know your local rules (see #1).

3. Can it! Metals are among the most valuable materials in the waste stream. Aluminum and steel cans are always welcomed by recyclers, and most metals can be recycled infinitely with no loss of quality.
4. Make recycling easy on the road. Keep two bags in your car or truck to contain your trash – one bag for garbage, and one for recyclables. Pre-sorting makes it easier to transfer your recyclables to the proper container once you've reached your destination.
5. Answer the call to recycle your wireless phone! Hundreds of millions of out-of-service phones are waiting to be reused or recycled. Do you have one or more in your home? Find a local charity with a phone recycling program, or visit [Earth911.com](http://Earth911.com) to find recyclers near you.
6. Look beyond the daily paper. According to the U.S. Environmental Protection Agency, paper and cardboard are America's most-recycled materials by weight. In addition to newspaper recycling, most communities will accept corrugated cardboard, and some will even accept junk mail, catalogues and phone books.
7. Plug in to E-cycling. We live in an electronic age and that's creating a lot of electronic waste. Never throw old computers, monitors, TVs, printers, or other electronics in the landfill. Instead, donate them to a local charity for reuse, or find out about your local e-cycling programs.

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8. Improve your community with a cleanup event. Clean communities are better places for everyone to live, work, shop and play. Join or organize a local cleanup event, and be sure to sort the recyclables you pick up. You'll be amazed at what a difference a little effort can make.
9. Teach your children well. Do your part to help create the next generation of environmental stewards. Involve your kids in recycling and make it fun. Even preschoolers can help with sorting recyclables, and they'll learn a lot about the world around them. Someday, they may even help with taking out the trash!
10. Don't forget about "Reduce" and "Reuse." Reducing the amount of trash we throw away, and reusing products BEFORE you throw them out or recycle them, creates the least

impact on the planet and our resources. Consider how you can add "reuse" to products before they re-enter the waste stream.

How can you get involved in America Recycles Day? Visit [americarecyclesday.org](http://americarecyclesday.org) to find an event near you.

America's leading companies and organizations support recycling through sponsorships and partnerships with America Recycles Day 2010: Alcoa, American Chemistry Council, Anheuser-Busch, Earth911.com, Disney's Friends for Change, Naked Juice, Nestlé Waters North America, PepsiCo and Waste Management. Partners include: Glass Packaging Institute, Soles 4 Souls, Solid Waste Association of North America and the United States Environmental Protection Agency. In addition to financial and in-kind support, many ARD sponsors and partners are planning creative programs throughout the country.

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ph: 309/275-9987

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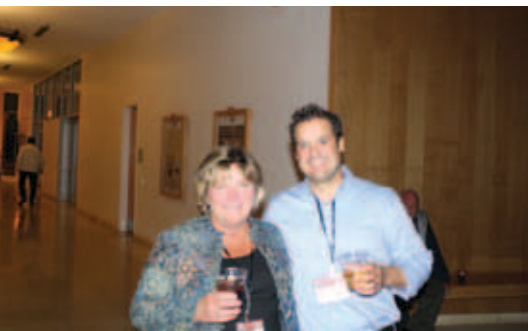
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## How to Get the Most From Attending a Trade Show

You made the effort and attended the show, now what do you do with all the information that you gathered?

By Christine Corelli

Exhibiting in an industry show is the best marketing vehicle for suppliers and service providers to physically obtain access to you and other potential and existing customers. It is an excellent opportu-

nity to display their product or service and obtain exposure to the largest number of buyers at any single event.

If an exhibitor's pre-show marketing strategy was well-planned, their display was impressive, and their exhibit staff performed well, you not only visited them at the show, but you also walked away thoroughly informed and maybe even impressed with what they had to sell or offer. The challenge for you (and them) is that often, what one exhibitor has to sell or offer may not differ a great deal more than what many other exhibitors have to sell or offer.

Thus, if you are planning to make a purchase, which product offers the most quality at the best price? For example, who can provide value-added items such as an extended warranty or reliable parts and service support? In short, which is the best deal that will give you the biggest bang for your "hard-to-come-by" buck?

Perhaps you may have been one of many who walked out of the show convinced that a product or service is exceptional and can provide real value to your business, but you either lack the funds to purchase or are simply reluctant to make any investments during these tough and uncertain times. What risks would you be taking if you purchase when you are simply trying to stay afloat? What



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can you do to minimize that risk? What new business might you obtain if you could expand your abilities?

In addition to these issues and challenges, you also need to know what to do with the multitude of business cards and brochures of new products and services that you collected. How will you handle the many phone calls from sales professionals who, with all good intentions, want to follow-up immediately after the show to win your business?

Their goal will be to convince you that their product or service can help you become more productive and more profitable during these difficult economic times. How can you justify the time and the expense involved in attending the show? How can you take the knowledge that you obtained at the show to make educated decisions that will help your company move forward?

Below are a few tips that can help you achieve the most from attending a trade show:

- Immediately after the show, record any relevant information and ideas about the moldmaking business you learned that can impact your own business in a positive way.
- Go through the literature and business cards you gathered and select those with whom you may wish to consider doing business.
- Combine your brainpower. Within a day or two after the show, while things are fresh in everyone's mind, gather your troops for a brief post-show meeting with others who have attended from your company. Inform them that they are to come prepared with ideas, information and suggestions they obtained from attending the show. (Be sure to share your "trade show" objectives prior to attending so they will take notes at the

show and will be prepared to answer the questions below.)

- Ask questions such as:
  1. What new products/services were most impressive?
  2. What did they see that was new?
  3. What information did they gather that would help your company?
  4. What did they learn about your competitors?
  5. What did they learn about the industry as a whole?
  6. What ideas did they obtain that can help expand your business?
  7. What, as a group, do they think would benefit your company and justify the expense if you are considering a purchase?
  8. What did they learn about what others are doing about foreign outsourcing?
  9. Who was offering the best deal and who made the best impression?
  10. Where might there be opportunities to form strategic alliances or make contacts where you can work toward a mutually beneficial business relationship, diversify your business, or maybe even con-

*If an exhibitor's pre-show marketing strategy was well-planned, their display was impressive, and their exhibit staff performed well, you not only visited them at the show, but you also walked away thoroughly informed and maybe even impressed...*

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sider a merger to help your company move forward?

11. Did anyone chat with finance companies to learn about what they are doing with other companies?
  12. How can you leverage vendor expertise?
  13. What new technology is available that you may wish to consider?
  14. What, if anything, can you do that others are not doing to differentiate your company from your competitors?
  15. How can you get new business?
  16. What "idea of ideas" can help you move forward?
- Listen, and record all input. Decide what you need to consider putting into action, and what products or services might help you expand your business where you have the best

chance of obtaining a substantial ROI.

- Prioritize what you want to learn more about, put into action, or purchase soon or down the road.
- Agree to an appointment with the salesperson. If they are proficient at sales, they will have done their homework and will walk in knowing a great deal about your company, your needs and your application. Listen to what they have to say. Then do your homework. After the appointment, ask for referrals and testimonials from their existing customers whose expectations have been exceeded. Call their existing customers and ask how their experience has been.
- No doubt you will receive a multitude of phone calls in the weeks after the show. Often, these can be overwhelming, but you might want to keep in mind that salespeople are simply doing their job. If you are too busy to return their calls, are only mildly interested, not interested or moving in a different direction, simply delegate the task of returning their call to someone and save yourself, your staff and the salesperson a lot of time. Do keep an open mind however, before you say, "I'm not interested."
- Rethink your entire business strategy.



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*Christine Corelli & Associates, Inc. Christine is the author of the popular book, "Wake Up and Smell the Competition."*

*She has been a popular speaker at numerous automotive industry events. To learn more about her presentations and books, call (847) 581-9968, or visit [www.christinespeaks.com](http://www.christinespeaks.com)*







## ***Discover the Benefits of Being an ATRI Member!***

### ***Illinois Green Car Program (Illinois Certified Automotive Recyclers)***

Illinois Green Car recognizes and certifies that the member meets certain criteria in terms of environmental impact, safety, licensing and other regulatory standards as well as general business practices. This program is endorsed by the Illinois EPA and is cost effective. For just \$50 a year you can become CAR certified through the National Association. ATRI has an established a working relationship with Illinois EPA so if you have questions for them but don't want to call, ATRI will be glad to make the call and provide you the answers.

***ATRI Executive Director*** is a lobbyist for the association and engages legislative issues pertaining to Illinois auto recyclers. Through the Executive Director, ATRI engages in lobbying efforts and has established relationships with government agencies including the Secretary of State of Illinois.

### ***Education and Training Opportunities***

ATRI provides training throughout the year. Additionally, ATRI provides educational programs, social events, yard tours, and networking with fellow recyclers.

Opportunities to network, share and learn from other recyclers. See what works and what does not.

### ***ATRI Newsletter is published 6 times a year***

The newsletter is currently mailed to all recyclers in Illinois. The newsletter includes industry news, a complete listing of the membership, updates on legislative and environmental issues and lots of other interesting information I am sure you will find useful in your day-to-day business operations.

### ***CMARC Central Midwest Auto Recyclers Convention and trade show held annually***

This event rotates between Iowa, Illinois and Indiana. This event is designed to bring recyclers and vendors together from all over to network, educate, and provide and encourage camaraderie. We invite our fellow recyclers from surrounding states to attend our convention and trade show, which clearly makes CMARC a regional show like none other.

### ***Website and staff accessibility, [www.illinoisautorecyclers.com](http://www.illinoisautorecyclers.com)***

- All members are listed on the website with all of your information, including a link to your website, if available.
- Newsletter archives
- Calendar of Events, as they are scheduled.
- Parts Search, an opportunity for each member to sell parts.
- Suppliers list, a complete list of suppliers, associate members of ATRI.
- All contact information for the ATRI Board of Directors and Staff.
- Staff accessible to answer all your questions, or find the answer for you.
- Information friendly, ask ATRI to email the membership with an article or question you may have.

***ATRI is a member of the Automotive Recyclers Association***, the National association for auto recyclers. ATRI is active by participating at the ARA conventions and sharing that information with ATRI Members.

***All Illinois recyclers encouraged to join ATRI and make a difference by getting involved. Support your state association and reap the great benefits of the membership.***



# Auto & Truck Recyclers of Illinois Industry News



## Auto & Truck Recyclers of Illinois

Application for Membership  
Please print or type

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Contact Name \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

County \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Website \_\_\_\_\_

### Type of Business Activities

(CHECK ALL THAT APPLY)

- Recycler
- Automotive Mechanics
- Domestic Vehicles
- Other \_\_\_\_\_
- New Parts
- Towing
- Light Truck
- Body Shop
- Import Vehicles

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- 10 + Employees ..... \$500
- Associate. .... \$250
- Amount Remitted ..... \$ \_\_\_\_\_

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2817 White Plains Ct. • Springfield, IL 62704  
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## The Importance of Market Connection

By: Joe Caruso

The headlines for Netflix of late haven't gone the way they would have hoped or anticipated. Until recently, Netflix was seeing good performance in the market and taking steps internally to reach their goals and vision. But when a company plans on and performs to the wrong market perception, results are inevitably disappointing.

As most of you probably know, the Netflix business model is subscription-based and involves DVD by mail as well as streaming video. The success of their DVD by mail business had a big impact on the fate of Blockbuster and other brick and mortar video stores. The growing popularity of streaming video, which continues to shake up the media market, has also contributed their success.

Then they raised their prices.

Then they split their business in two, and rebranded the founding part of their business (DVD by mail) as a separate business.

And their customers are not happy.

What happens when a company's success allows them to reach their ultimate vision? Did Netflix assume that customers would understand that their name said it all? Netflix had a self-perception that was not necessarily in line with that of their customers.

They neglected to stay connected to their market because they failed to fully consider their perception in the context of the market's perception. Perception, along with Plan and Performance, make up the three key drivers of business. (See: The Three Drivers)

If one of these three drivers is out of proportion because a company is too focused on it, or is defining it out of context, the other drivers inevitably get distorted. These distorted drivers become compensatory to the disproportionate driver and will weaken market connection. In the case of a poor or wrong perception, the plan and performance

will be aligned to the wrong perception and inevitably create problems. This disarray weakens a company's connection to the market, hence lowering market value:

From an outsider's view, Netflix was so focused on the Perception that they are a streaming business that they failed to consider the context of their customers' perception(s). When this occurs, plan and performance fall short of creating a full, meaningful, and valued connection to the target market.

Netflix's lack of connection created ire and rancor among their customers who felt unconsidered.



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This necessitated the apology email from the CEO, who felt it necessary to write a mea culpa letter in order to save face and customer base.



When the three Ps or drivers are more balanced and considered fully in the context of the market, then maximum connection and relevance to that market is established. This optimizes both opportunity and profit. The perception drives the fitting plan and the performance to plan is more naturally achievable.

Diagnosing a company's imbalanced driver starts with paying attention to what your own employees, your customers, and even your competitors might say about your brand, products and services. May you never need a mea culpa.

Check out our quick assessment that may indicate whether your three drivers are in balance.

*Reprinted with permission from Caruso Leadership Institute.*

## Sales Tip 1:07 Great Sales People

Over the last 10 years I have been able to spend time with some of the best salespeople in the United States. In the past you were great if you sold \$100,000 or more in a month but now it is average or even below average compared to what I have seen sales people produce. Some sales people are now selling \$225,000 or more on average per month hats off to those that are doing this. These great sales people are rare and hard to find but are out there. I started taking notes on what great sales people do and how they act when in their sales element. Hopefully this list will make you a great sales person if you practice some of these habits and tactics. If you are a manager or owner hopefully it will make you recognize a great sales person.

- Great sales People like to win.
- Great sales people never like to be in second place.
- Great sales people are competitive.
- Great sales people get to work early and leave late.
- Great sales people take care of their customers and go the extra mile for them.
- Great sales people care about the company they work for.
- Great sales people sell the product themselves, and the company.
- Great sales people are money motivated.
- Great sales people say yes a lot more than they say no.
- Great sales people are organized.
- Great sales people set goals track them and make sure they meet or beat those goals.
- Great sales people never blame someone else for a mistake they take the blame.
- Great sales people handle their problem deals.
- Great sales people follow up on their sales to get another sale.
- Great sales people are always prospecting for new accounts.
- Great sales people educate them self with sales books, seminars, and training.
- Great sales people look in the mirror everyday and say I am the best no one can beat me.
- Great sales people love to close the deal in fact it's a rush for them.
- Great sales people love to have happy customers.
- Great sales people know their customers.
- Great sales people like to be praised when a job is well done.
- Great sales people never take no for an answer.

**Illinois Green Certified Automotive Recycler**  
**(Illinois Green CAR)**  
**Application Form**

Owner/Contact Name(s): \_\_\_\_\_

Business Name: \_\_\_\_\_

D.B.A. (If applicable): \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Mailing Address (if different): \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

*I wish to apply for Illinois Green Certified Automotive Recycler (Illinois Green CAR) certification.*

*I agree to meet the Illinois Green CAR standards.*

*I agree to participate in the Illinois Green CAR auditing program to verify compliance with the Illinois CAR standards.*

*I agree to pay the Illinois Green CAR membership fee as established by ATRI.*

I agree to comply with the following guidelines:

- Be a member of ATRI, and meet the membership requirements.
- Appropriately display applicable Illinois Green CAR program identity and promotional materials. I agree to surrender same if ATRI membership is canceled or terminated.
- Improve my effectiveness as a business person and professional automotive recycler either through business courses and seminars offered by ATRI, or by recognized colleges and universities.
- To not knowingly purchase and/or sell automotive parts of questionable origin. An Illinois Green CAR member should take pride in his industry and business, thereby enhancing quality, customer service and confidence.

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***New Cats Auto Parts***  
***Rhodes Auto S/S/S, Inc.***  
***Rockford Auto Parts, Inc.***  
***Route 14 Auto Parts***  
***Scotty's Auto Parts***  
***Speedway Auto LTD***  
***Stafford's, Inc.***

*I understand that as the automotive recycling industry changes, the requirements to be an Illinois Green CAR member may also change, I agree to incorporate any such changes in my business. If I fail to do so, my Illinois Green CAR membership will be subject to termination.*

Business Owner Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Staff Use Only: \_\_\_\_\_ (date received by ATRI)

*Mail to: Illinois Green Car, c/o ATRI, 2817 White Plains Ct., Springfield, IL 62704*

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815-722-9072

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Suppliers Inc.**

Blue Island  
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**ABC Auto Parts & Sales Inc.**

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- ... learn more about IL Green Car certification
- ... keep up to date with the ATRI News
- ... use the association website to further your business and sell parts

Contact Michelle Lechner at 877-880-2874 for more information

(or see The Member Benefits and Membership Application form on pages 7 & 8 of this newsletter)

This newsletter, the ATRI News, also needs your support.

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