

# DYNAMIC NEWS

Cornerstone of Quality

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## Trust, Honesty and Integrity

**Trust:** a) assured reliance on the character, ability, strength, or truth of someone or something. b) one in which confidence is placed.

**Honesty:** a) Fairness and straightforwardness of conduct. b) Adherence to the facts. Honesty implies a refusal to lie, steal or deceive in any way.

**Integrity:** a) a firm adherence to a code of especially moral or artistic values. b) an unimpaired condition.

Trust is the currency of all good relationships.

If two people trust each other, they will have a strong relationship built on core values. Trust is

visceral. It is something people feel in their gut when relating to others.

You build trust when you tell the truth. Honesty and integrity go hand in hand with trust. Truth means you do not have to remember to whom you lied. When you tell the truth you come across as authentic; you are the real deal.

You build trust when you show respect. This demonstrates that you recognize the value of others.

You build trust when you deliver on your promises. "Let your yes be yes and your no be no, anything beyond this comes from the evil one." (Matthew 5:37) This demonstrates dependability, and shows that your word is your bond.

You build trust when you deliver bad

news as well as good news. People depend on you telling the truth even when the truth hurts. People will respect your courage in telling them what they need to hear, not just what they want to hear.

You build trust when you admit you don't have all the answers, but are willing to look for them.

You build trust when you listen more than you talk. What better way to demonstrate genuine interest than to listen patiently to things others think are important.

You build trust with your credibility. Are you believable? How knowledgeable are you? Can others rely on your

information?

You build trust by demonstrating confidence. When you believe in what you do, people will want to trust you, your knowledge, judgement and enthusiasm.

You build trust by doing the right thing because it is the right thing to do. Even when it is difficult and unpopular.

You build trust through honesty and integrity.

There are no short cuts to building trust, you cannot buy it, you cannot demand it, you must earn it. It may be difficult, but it is definitely worth the effort.

Thank you to Tom Reilly for his contributions to this article.  
[www.tomreillytraining.com](http://www.tomreillytraining.com)



### PRESIDENT'S MESSAGE

Optimism abounds here at Dynamic Sales Co., Inc. Six months in to the new fiscal year and we are up 30+% over last year. Additionally, we have added more personnel.

John Husmann joined our team as CFO March 1. John brings more than 25 years experience as a corporate attorney, CPA, and business owner.

Steve Reinerman joined our team in outside sales December 8. Steve brings more than 20 years experience in industrial safety and sales

Stephanie Bansbach joined our team January 9 in office administration. She brings 15 years experience in the R&D field and people management.

As mentioned in the last newsletter, Britt Wallace joined our team June 20 as warehouse manager and inside sales support coordinator. Britt brings 13+ years experience in warehouse control to our team..

With the addition of these quality team members and new lines being added we are demonstrating our desire to provide you with unparalleled customer support through Service, Quality, Commitment and Integrity. Our business model for 46 years!

We give Christ the glory for what He is accomplishing through us.





At Dynamic Sales Co., Inc., we bring long term benefits and solutions to our customers to help you achieve greater market share, increase revenue, operate more efficiently, and create more satisfied customers on your end.



Dynamic Sales Co., Inc.,  
Cornerstone of Quality.  
An industry leader since  
1966.

Our Dynamic team is prepared, knowledgeable and willing to provide you with exceptional customer service in order to earn your trust and confidence.

## Dynamic Sales Partners with 3M

For 46 years, Dynamic Sales has been an industry leader; we look for that same quality in the lines we represent.

For more than 100 years, 3M has been a pioneer in innovation and the advancement of new technologies. So partnering with their Building and Contractor division is a good business decision. It brings us a more complete line up of products to meet the growing needs of our customers and the demand for innovation and new technologies in the construction and industrial markets.

Whether working on new construction, renovation or demolition and clean up, 3M has a wide range of reliable solutions to help you be more productive and efficient through each stage of the project. 3M Building and Contractor Specialties division has consolidated hundreds of products from many 3M divisions into a single convenient resource to better serve contractor and industrial accounts. These products include Adhesives, Cleaners/ Lubricants, Electrical Products, Facility Care Products, Tapes, Roofing Solutions, Waterproofing/Moisture Protection Solutions, Sealants, and Inverted Aerosol Adhesives to name a few.

Also included are 3M Fire Protection Products such as, Fire Barrier Pass-Through Devices, Cast-In Devices, Fire Barrier Packing Material, Fire Barrier Sealants, Fire Barrier Watertight Sealants, Fire Barrier Wrap Strips and Collars, Fire Barrier Pillows, and Fire Barrier Putty, Foam and Spray.

Additionally, we will carry 3M Fall Protection to include Harnesses, Accessories, Energy Absorbing Lanyards, Self Retracting Lanyards, Safety Anchors, Fall Arrest Kits, Positioning Equipment, Lifeline Systems, and Confined Space Equipment.

With our 46 years experience, and local support from the 3M Team, we are confident that we can provide you with contractor and industrial supply solutions that are beneficial, innovative, safe, and packed with value.

OSHA recently released its list of the most frequently cited workplace safety and health violations for 2011. Making the top 10: Fall Protection in construction, Respiratory Protection, and Ladders in construction. With our knowledge and expanded product lines, we can help keep you in compliance. Our resident safety expert, Stever Reinerman can answer questions and provide you with the most up to date information on the products you need to keep safe and compliant.

# Dynamic Sales Introduces King Tony



KING TONY AMERICA: Professionals in 113 countries around the world recognize the King Tony name as being synonymous with high quality hand and air tools and in 2007, King Tony brought their brand and quality to the United States and Canada. Since 1984, King Tony has been making hand tools of world class quality that meet the needs of professionals in both automotive and industrial applications. Our tools meet or exceed the toughest standard in the U.S, Europe or Asia and our factories are all ISO certified to assure our customers that they will never regret their purchase of a King Tony product.

King Tony America offers three brands in North America: KT Pro Tools, our high polished chrome mechanics and maintenance tools. Mighty-Seven (M7), a uniquely engineered line of air tools. And the King Tony brand of pliers, screwdrivers and automotive specialty tools. All three brands share the King Tony global commitment to quality, service and satisfaction that has made King Tony one of the largest privately held hand and air tool manufacturers in the world.

Whether you need socket sets or torque wrenches; pliers or an air sander, we invite you to browse our website and compare our low pricing to that of other quality tools. If you make your living using high quality tools you will find that you don't need to mortgage your future to own King Tony products.



3M was founded in 1902 at the Lake Superior town of Two Harbors, Minn. Five businessmen set out to mine a mineral deposit for grinding-wheel abrasives. But the deposits proved to be of little value, and the new Minnesota Mining and Manufacturing Co. quickly moved to nearby Duluth to focus on sandpaper products.

Five industrious and tenacious northern Minnesota businessmen with diverse occupations founded 3M. They financed the company to mine mineral for grinding wheel abrasives. Like many others in the early 1900s, 3M's founders incorporated first and investigated later. In the face of failure, they persevered and turned their investment into a lucrative venture.

Years of struggle ensued until the company could master quality production and a supply chain. New investors were attracted to 3M, such as Lucius Ordway, who moved the company to St. Paul in 1910. Early technical and marketing innovations began to produce successes and, in 1916, the company paid its first dividend of 6 cents a share.

Markets continue to expand, with innovative new products contributing significantly to growth.



Dynamic Sales Co., Inc-  
providing our industry  
with contractor & industrial  
supply solutions,  
jobsite delivery,  
inventory management,  
pricing guarantees,  
technical assistance, and  
application advice. We  
welcome your suggestions  
and ideas on how we can  
serve you better.



Service, Quality,  
Commitment, and  
Integrity. The four points  
of the Dynamic Star  
and our pledge to our  
business partners and  
community.

**Dynamic Sales Co. Inc.**

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## Welcome to Dynamic Sales!

We are a Christian, family owned, small business, established in 1966 by Wayne Henderson.

We are open Monday through Friday from 7:30am—5pm CST. Stop by to see our showroom or check us out on line at [www.dynamicsalescoinc.com](http://www.dynamicsalescoinc.com)

## Cardinal Great Ken Reitz visits Dynamic Sales

Former St. Louis Cardinal third baseman, Ken Reitz visited with Dynamic Employees February 2, 2012. Nicknamed the "Zamboni" for his skill at scooping up ground balls on the artificial turf of Busch Memorial Stadium, Reitz, in his rookie season of 1973, became the Cardinals' starting third baseman. In both 1973 and 1974, he led all National League third basemen in fielding percentage. In 1975 he won a Gold Glove Award at the position. In 1977 he set a National League record by committing only nine errors; he bettered that record by committing only eight in 1980. In this latter year, he also made an All-Star appearance, where he started at third base.

Pictured l-r are Ken, Sharlene and Jim Henderson



**Dynamic Sales proudly salutes Ken and his contributions to St. Louis Baseball**