

# DYNAMIC NEWS

Cornerstone of Quality

VOL 17  
Summer 2014

## Deep Listening

We hear so much yet understand so little.

by Tom Reilly (www.TomReillyTraining.com)

DEEP LISTENING IS MORE THAN CAPTURING SOUND THAT MEETS THE EAR. Deep listening precedes understanding. It is not enough that we know our customers' needs, wants, and fears; we must understand these and the driving forces behind them.

It is difficult for salespeople to listen deeply because we listen for advantage. We listen for the opportunity to sell

something. We judge as we listen, the imposition of what we value. We assess as we listen, seeking an angle to gain leverage. We listen competitively, perched for one-upmanship.

Deep listening is attempting to understand what the other person values. It is accepting that person. It is learning why they believe they need what they need. It is capturing the essence of their motivation and the context in which they make the decision. It requires

Deep listening is attempting to understand what the other person values.

taking the focus off of ourselves and fully onto the other person. It is difficult to do this in sales because our minds are crowded when they need to be quiet.

We crowd our minds with fears of missing quota, achieving bonus, and making the President's Club. We crowd our minds with dictates to move inventory and increase volume.

We crowd our minds with our personal agendas that have nothing to do with understanding the customer.

Quieting our minds is the first step. This means that we suspend our fears, worries, and desires for the moments that we spend trying to understand the customer. It is opening fully our eyes, ears, and minds to what they say and do. We listen for facts and feelings. We listen for the meaning that their words have for them. We listen deeply. ✦



### PRESIDENT'S MESSAGE

IS IT SUMMER YET?

Well, it doesn't much feel like the typical St Louis summer, - but I like it.

We have been richly blessed here at Dynamic with a strong year in sales, new accounts, expanded lines, and positive responses to our new website. Additionally, we have a new team member – Matt Koeller. See the back of this newsletter for more information on Matt. We are glad to welcome him to the Dynamic Team.

As you may have noticed, Leadership has been a focus in our recent newsletters. That is because many people talk about leadership, but not everyone knows what it looks like. For that reason, I have chosen to share with you insights on what leadership looks like and means. The writers featured in these pages have written books and published articles on the subject and can be found online.

Of course the best example of leadership is found in Jesus Christ and His skills can be read about in His book, the Bible. Happy reading. ✦

## There's No Traffic Jam on the Extra Mile

by Tom Reilly (www.TomReillyTraining.com)

I LIKE COMPETING AT THE TOP OF MY GAME.

The competition is much better at this level. I knew I was advancing my speaking career when I began losing gigs to high-quality speakers. Sometimes, I actually beat them. What satisfaction is there in

"Nothing can do you so much harm as a lousy competitor. Be thankful for a good competitor."

– Market research pioneer Alfred Politz

beating a weak competitor? Of course you will beat the competitor. If you didn't, you would be weaker than a weak competitor! That reality makes most competitive people shudder.

Competing at the top of your game against the best of the best brings out the best in you. That is

continued on the next page





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.



At Dynamic Sales when you're successful, we have succeeded; we are your business partner. We are here to meet your needs and define **Value Added Service**. We welcome your suggestions and feedback on how we are doing and what we can do to exceed your expectations

continued from previous page

vastly different than competing in the arena of those who do just enough to get by. How exciting can that be? There will always be the just-enough masses. These are people and organizations that do just enough to get by. They are less driven by success and more driven by avoiding punishment or failure. That is where the traffic jam is—on the slow mile, not the extra mile.

Win or lose, wouldn't you rather put your best work on display for the world to witness? Wouldn't you rather compete against the best with your best? Wouldn't you rather be known as one of those handful of competitors that leave everything on the field? When you make a decision to compete at the top of your game, you realize that there is no traffic jam on the extra mile. ✦

## JET Introduces VOLT

Already an established innovation leader in manual hoists, JET is changing the way electric hoists operate by being the first to bring true variable speed technology to the market.



YEARS OF DEVELOPMENT AND TESTING HAVE ENABLED JET to bring an electric hoist to the market that will change the way you get the work done. for quicker speeds on longer lifts, or for slower, more precise speeds in tight spots on more controlled lifts, the VOLT can handle any job.

### WHAT IS FULL-RANGE SPEED CONTROL?

The VOLT Series is the first electric hoist to feature Full-Range Speed Control. This technology brings true variable speed functionality to the hoist, which for the first time lets the operator control the speed of the hoist throughout the entire lift.

For quicker speeds on longer lifts, or for slower, more precise speeds in tight spots on more controlled lifts, the VOLT not only handles any job,

but handles it with control and precision you won't find in any other hoist.

### WHY IT WORKS

Powered by a Hitachi inverter, the Full-Range Speed Control technology allows for smooth, seamless, and continuous speed changes throughout the lift. With other electric hoists in the marketplace, to even come close to control like this, the operator was forced to bump-fire the hoist by quickly toggling back and forth between the up and down buttons on the pendant.

Having full speed control allows the operator to lift and lower faster when he needs the speed, but be able to slow down the speed down to a creep when he needs the control.

With the VOLT's Full-Range Speed Control, the speed is now entirely in the hands of the user and can be adjusted as needed based on the application. ✦



*VOLT series variable speed electric hoists are available in 1/4 ton – 10 ton models*

# M.K. Morse Introduces New Reciprocating Saw Blade Product Line

Advancements in cutting edge conditioning and tang design have enhanced cutting performance across the entire line. New packaging and blade graphics make choosing the right blade easy.

THE M. K. MORSE COMPANY INTRODUCES A NEW BIMETAL RECIPROCATING SAW BLADE LINE UP. The new Master Cobalt® products replace and simplify the core line of product. In addition, a new line of premium blades – Advanced Edge – introduces several metal cutting and demolition blades. The Advanced Edge Bolt™, a patent ending tooth and set design, provides faster cutting. The Advanced Edge Power™ is wider and thicker for metal cutting applications requiring straighter cuts and can handle heavier feed pressures. The Renovator™ blade is a wide blade with a unique tooth pitch providing greater control for finer cuts when renovating or remodeling existing structures. In addition to these are Havoc™, Pipe Boss™, Salvage™, Pallet Dismantling, Plaster, Fire & Rescue, Airsaw, and

specialty blades – diamond grit, carbide grit, and carbide tipped.

## ABOUT M. K. MORSE

For over fifty years M. K. Morse has been providing professional quality products and dependable service. M. K. Morse offers a wide range of industrial sawing solutions including band saw blades and industrial circular saw blades. M. K. Morse also offers hand tool and power tool accessories, including hole saws, reciprocating saw blades, jig saw blades, portable band saw blades, hack saw blades, and metal cutting circular saw blades. M. K. Morse products are readily available from contractor and industrial supply houses worldwide. ✦



## GUIDE FOR THE NEW M.K. MORSE RECIPS

	Lightening Fast cuts that professionals demand. For cutting thin to moderate metals. (VERY FAST) (PREMIUM)
	Powers through the toughest jobs - Thicker & Wider for Ultimate Strength & Durability in metal cutting. (LONG LASTING) (PREMIUM)
	Designed for "Rough In" applications on the job site. For all types of wood, metal & nail-embedded wood (WOOD) (PREMIUM)
	Smoother, faster cuts that minimize tear out & fraying. For remodeling in wood & thinner metals (DEMOLITION) (PREMIUM)
	Preferred by Professional Firefighters. Designed for automotive extraction.
	For cutting tailpipe & muffler removal, as well as other automotive metal cutting
	Targeted for any automotive reclamation / recycling as well as other automotive modifications.
	For cutting a variety of materials: wood, plastic, ferrous (mild carbon steels) & non-ferrous (aluminum).
	Excellent performance in machinable metals (ferrous – mild carbon steels) up to 1/8" thick.
	Designed for cutting all types of wood, wood composites, & nail-embedded wood.



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.



Our office/showroom hours are Monday-Friday 7:30am- 5pm.

Be sure to stop by and see what new products we have been adding. We are here to serve you, because we are your business partner.

+JOHN 14:6

MATTHEW 6:33

**DYNAMIC** NEWS  
*Cornerstone of Quality*

**Dynamic Sales Co. Inc.**

9419 Koenig Circle | St. Louis, MO 63134

PHONE 1.800.446.6656 | FAX 314.428.2638

## 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)

**DYNAMIC** EMPLOYEE PROFILE  
*Cornerstone of Quality*

### Meet Matt Koeller

- Professionally, I have held positions in sales, operations management and marketing – all touching the distribution industry, giving me a broad base that I draw from in my day-to-day battle for success
- Personal – married to my beautiful wife, Patti, for 20 years this December – having met on a blind date!
- Two wonderful children – Matt Jr. is a sophomore at Truman State majoring in Physics & daughter Maggie is a Senior at Trinity Catholic High School.
- Attended University of Evansville on a soccer scholarship, attended the great high school soccer power of the time – St. Thomas Aquinas.
- Enjoy any time spent with my wife and kids, Blues hockey, soccer, jazz, getting together with college friends from all over the country and landscaping my yard and building/fixing anything!

