



October 2008

Dynamic Sales Co., Inc.

Dynamic News Vol 2



## President's Message

### Customer Input

In my 20+ years with Dynamic Sales, I have found the best marketers for our company are our customers. A satisfied customer can be the best advertisement available and the most valuable. I strive daily to create a customer service atmosphere at Dynamic Sales, making sure we all understand the importance of not just meeting your needs, but exceeding them.

With this in mind, it is my intent to have you grade us on our job performance in the form of a Net Promoter Score. That is, the proportion of you who are our promoters - customers so satisfied that you praise our service to others.

In order to do this, I have posted 3 questions on the back page of this newsletter. Please answer the questions and e-mail, fax or snail mail your answer to me. Your participation will help us gauge how **you** feel we are doing - the only really valuable measuring tool.

If you would be interested in receiving our newsletter electronically, please let us know. You can notify your sales rep and give them your e-mail address, or e-mail me at:

[jim@dynamicsalescoinc.com](mailto:jim@dynamicsalescoinc.com)

I welcome your comments and input.

In His Grip, Jim

## Hog-Tie Your Operation with Killer Phrases & Negative Attitudes

Have you ever noticed how many organizations cannot seem to move forward? They always seem stuck in the past. These are the companies that you point to when discussing how the only people who like change are wet babies.

The truth is much different. People, for the most part, love change. Just ask Change Guru **Peter De-Jager**. As long as someone has a reason to change, they will go after it with gusto.

The only time someone will fight change is if it's forced upon them, without sufficient education or explanation. But, that's for

another article. As we travel the world, working with companies of all sizes, we see many that are truly stuck in the past. It doesn't matter if we are working on a pure technology problem or a more general management issue. There are two self-inflicted roadblocks we see all the time. Each one reinforces the other. It's a continuous loop.

**Killer Phrases:** Why are so many people afraid of new ideas? Because a new idea might be used to change a comfortable situation. It's the old devil we know as "opposed the one we don't know." But there are more reasons.

Some people cannot stand for anyone else to have a good idea. Or they find it easier to say "no" than to figure out how to say "yes." We have so many sayings in our heads. They all help us shoot down new ideas before they can take hold. There are the two classics: "We have never done it that way;" and "We have always done it this way." If you are doing everything possible to keep up in your work environment, the last thing you want is something to change. You may be behind, but you know how to work the system. It may not always be efficient, but you get out on time and do not want any-

## Hog-Tie Your Operation - continued

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We are facing strange economic times. There is new competition everywhere. Price fluctuations make it difficult to forecast or plan.

one to screw up your life. Then there are those who say: "We've tried that before." Talk about the past! The last time it was tried may have been five or 10 years ago. In technology, it could be as little as six months ago. The world is changing rapidly. Do not accept that what failed last time will fail again. Be willing to examine the situation. Don't stand in the way of progress because of something that is ancient history.

Many organizations are sure they know what the boss will approve or not. Many times, we hear John (or Sue or Mary or Bill) will not let us do it that way. But no one asks John, Sue, Mary, or Bill. Again it is easier to say "no" than take a chance and ask. In order to grow and prosper, organizations need to be open minded. They need to nurture ideas, not kill them. When working with companies who want to lead their industries through innovation, we always list the killer phrases (those listed above and any others the group can think of) on flip charts. We post them around the room. Then, if anyone in the discussion uses one of the banned phrases, it costs them a dollar in the pot. At the end of the day, we usually have a nice donation for a charity and a better outlook to the future.

**Attitudes** are the biases that each of us carries. It is the way we, as individuals, look at the world. Everyone brings a certain amount of prejudice to any situation. The best leaders

recognize it, understand it, and make sure it does not interfere with good business.

One of the biggest attitude problems is ego. Some people just cannot stand to have someone else come up with a better or different idea that they didn't think of first. Every idea that is proposed, they will find a reason to reject it. They will find a way to kill it before it can get traction. Later, they may revive it as their own, but usually the ideas are so dead, nothing can help them.

A second attitude is that we are so good, we do not need, nor can we use, things that help the rest of the world. When suggesting any accepted practices that are not being used, we constantly hear: "But we are different." In over 30 years in the field, there are very few real differences that would keep anyone from benefiting from best practices.

In tough economic times, the idea that change costs money and we don't have any to spend has assured more businesses of failure than any other attitude. Of course things are tough. If everything were easy and guaranteed, it would have been done by someone else.

The old saying about "when the going gets tough, the tough get going" is true. They know this may be the best time to change. React to and take advantage of the situation. Turn a negative into a positive. Implement a new technology. Gain a competitive advantage and survive.

The last one is the feeling that "what we don't know is not important." How foolish. Most people do not know what is available or even possible with technology. I chuckle when I hear people talk about waiting for voice recognition to be ready for business use. When they find out I was installing voice capabilities in the early 70s, they are very surprised. This is the time: We are facing strange economic times. There is new competition everywhere. Price fluctuations make it difficult to forecast or plan. New regulations can strangle a business. Broken procedures make our processes slow, expensive, and error prone. There are many ideas out there that are tried and true. It is just that many distributors don't know they exist. Some give lip service to things like Internet sales or collaborative computing (computer-to-computer communications between trading partners), but few implement. This means there are opportunities for anyone willing to challenge the old way of doing things.

This is a good time to look for new options and opportunities, and a good opportunity to look beyond the killer phrases and attitudes that keep you stuck in the past.

Article by:  
The Brown Smith Wallace Consulting Group a St. Louis-based technology consulting firm.

## The Ultimate Turkey Bow - By Dustin Bomley - Production Manager, Alpine Archery

For many years I viewed Turkeys as a critter that needed to be harvested with a shot gun. I believe the reference that I used was that turkeys were "Communist". It took a few short years of learning how to effectively call them in and one day it dawned on me. Turkeys should be hunted with a bow too. I decided to embark on the challenge of bowhunting for turkeys.

As with anything and everything in archery, it all boils down to personal preference.

Here are a few things that I have learned in my years of chasing the wily birds with a bow. First, it is not necessary to hunt turkeys with the same set up that one would hunt deer and elk with. Let me point out that the kinetic energy produced in a bow for big game might be a bit of an overkill. I personally use the same bow, but I lighten the poundage by 5 to 8 pounds and use a lighter arrow. Unless you are hunting from a ground blind, any motion made while drawing your bow could be picked out by the sharp eyes of a big strutting tom. By keeping the draw weight down it will allow you to draw without too much effort and keeping motion to a minimum. The use of a lighter arrow will also decrease the amount of kinetic energy which is not always a bad thing when shooting turkeys.

Second, your arrow head choice can improve your success rate. The massive

selection of broadheads, small game heads and turkey specific arrow heads will help you determine if you need more or less energy. I personally like to use either a mechanical head or a small game head when hunting turkeys and try to not get full penetration. I have had better luck in recovering birds when the arrow did not pass through them. This stated, a sharp broadhead will work equally as well when placed properly as with all game animals. I have noticed that if the arrow remains in the turkey, the bird has more trouble flying and usually stays grounded proving an easier recovery. Some turkey specific heads like the Gobbler Guillotine may need a bit more KE to do the job since it is a tip that is designed for head shots on turkeys.

I had mentioned hunting from a blind. This also sports a point that hunting from a blind is easily done with a shorter axle length bow. I personally prefer a shorter bow like the Alpine Silverado for hunting in general. I like the short axle length for getting around in the brushy spot and stalk, or close-in, game calling type hunting that we have out west. This allows me to already be used to shooting a shorter bow, so hunting turkeys in a blind is an easy transition for me. Shorter axle bows have always been known to be more critical to shoot, but note that when hunting turkeys with archery equipment, one should limit the

shot distance to "not very far" anyway. Kill zones on turkeys are substantially smaller and require an accurate shot placement. This is not to say that longer axle bows should not be used, it is just to point out the positive aspect of the shorter bows along with my own personal preference.

When working up your preferred turkey hunting set up, keep concealment in mind. Good camouflage on your bow is equally important as your clothing, head cover, and even shoes. Turkeys pick up on the smallest things and one can foul a hunt very easy by not paying attention to even the smallest detail on your bow. Shiny items on your set-up can trigger an instant loss of opportunity if the sharp eye of a gobbler catches anything that may spook him.

For me, the "Ultimate Turkey Bow" is an Alpine Silverado set at 57#, shooting a 320 grain arrow tipped with a small game head, fully camouflaged and driving nails out to 35 yards. Once turkey season is over, I will let you know how my Ultimate system worked and what I will do to the same bow to prepare it for deer, elk and moose for this fall.

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## Dynamic News

### Welcome to Dynamic Sales!

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

**As our logo says, we are **The Sign of Quality**.**

**We are open Monday through Friday from  
7:30am - 5pm CST. Stop by to see our showroom!**

The following questions are part of our effort to gauge YOUR thoughts on our performance. Known as a Net Promoter Score, the results of these questions will help us focus on areas where improvement is needed and become a more valuable partner to you.

Please e-mail, fax, or snail mail your responses to:

Jim Henderson

[jim@dynamicsalescoinc.com](mailto:jim@dynamicsalescoinc.com)

Fax: 314-428-2638

9419 Koenig Circle, Berkeley, MO 63134

- 1) On a scale of 0-10, How likely is it that you would recommend Dynamic Sales to a friend or colleague?
- 2) Please tell us why you gave us the score you did.
- 3) May we follow up with you via phone?