



April 2009

Dynamic Sales Co., Inc.

Dynamic News Vol 4



President's Message

April 23 will mark our 6th annual Customer Appreciation Day, and I hope to see you that day. If you have not been to Dynamic Sales lately, you need to come by and see how we have grown and check out the new lines we have added. We will have 8 vendors present to show case their products with some good deals to pass along to you that day at the show. In spite of the economic news that we hear, we are experiencing a strong year in sales thanks to you and the confidence you have shown in us by being our partner in business. We are being truly blessed and are thankful to Christ for His provision.

We will be providing lunch, fresh baked chocolate-chip cookies, door prizes, and having a drawing for some other great prizes, including two tickets to a Cardinals/Cubs game in the Luxury Box at Busch Stadium including food and beverages.

So please join us for a day of hands on demonstrations, food and fun, and allow us the opportunity to show you our appreciation. Thank you and see you here on April 23, 2009 between 10:30am - 5:00pm.

Leadership in Tough Times - Tom Reilly

Leaders inspire. Leaders set the tone for the organization. Leaders help their employees see things they may not have seen on their own. Managers focus on process; leaders attend to people. You can be a manager without being a leader and a leader without being a manager. But in tough times you must be both. Turbulence requires a clear head, a steady hand on the controls, and a reassuring voice. Leadership in tough times is more of what it is in good times. When Winston Churchill was petitioned with cries of, "How will we survive this war?" he proclaimed, "We will not just survive, we will prevail." His confidence and reassurance led a nation out of times much tougher than we are experiencing now.

As a leader, you must show leadership in several areas. First, leaders must have open and pragmatic communications with employees, customers, and vendors. You cannot shield employees from the tough news that might otherwise blind side them. Employees are surprisingly understanding when it comes to the truth. Their tolerance for bad-news truth is greater than their acceptance for over-the-top unrealistic optimism. Your saying, "We heard there's a recession and decided not to participate" is a good sound bite but not pragmatic. You will participate, even if you decide to do nothing.

If you grow in tough times, you have participated in opportunistic fashion. So, frank conversation, laced with hope, is better than short-lived platitudes. Connect with your market. Go visit customers. A lot. Hear first-hand what they are telling you about down-line opportunities. You already know how bad it is; find out how things will be six months from now. Do you know what you need to do to sculpt your organization for 2010? Trusting historical data versus studying down-line information is one of the big mistakes managers make in tough times.

Connecting with the market means unfiltering the filters. Unless you connect at the tactical level, you only hear what others are telling you—what they think you can or will handle. This has something to do with shooting the messenger. continued...

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**US WIRE &
CABLE CORP.**
Proudly
produces all of
our outdoor
extension cords
in the USA

Leadership continued

Offer steady reassurance to the market and your employees that you will prevail in these tough times. Discuss the positive, proactive measures you are taking to position your company for the future. Explain how you plan to capture the opportunities always present in tough times.

When cutting costs, be strategic, across-the-board reductions are not effective. When you cut entertainment, promotion, and travel for your salespeople you are depriving them of the fuel they need to help drive your company out of tough times. When you cut inventory, you may be relinquishing your competitive advantage. You cannot save your way out of a recession. At best, contraction is only 50% of the answer. The other half must come from growth. When you trim training budgets, you are missing a huge opportunity to gain traction over the competition. Train, invest, do what the other 90% can't or won't do. If you fail to train & help your salespeople sell your way out of tough times, you have handicapped your chances to take advantage of tough times opportunities. Why would you put your company and employees in that position?

As the leader in your organization, people look to you for guidance and steadiness. It is an awesome responsibility. You have within your power the opportunity to inspire your employees or leave them wondering if your company will survive these tough times. It's time to leader-up.

Visit Tom Reilly on the web @ www.tomreillytraining.com

Electrical Safety on the Jobsite - Greg Krynski, US Wire

It is always good business to monitor electrical safety on the job. Electrical deaths and injury are second only to "falls" according to OSHA's information on Jobsite Safety.

US WIRE & CABLE CORP. Proudly produces all of our outdoor extension cords in the USA and we are pleased to partner with Dynamic Sales in the Marketplace.

Always check your cords and make sure that they carry the Underwriters Lab label. This assures you that this cord has been made to the exacting safety specifications required by UL. In addition, OSHA uses UL standards and the National Electric code for inspecting electrical products on the site. Get caught using a Non-UL product and you will be fined and possibly shut down. You can purchase and use US Wire's model numbers 74050 & 74100 with confidence as stocked by Dynamic.

Another vital safety issue is the use of GFCI products on all temporary jobsite wiring. Ground fault circuit interrupters (GFCI) detect any leakage of current traveling on the ground conductor. Once detected the GFCI instantly "trips" and shuts down the current flowing to a tool or electrical accessory thus saving the user from a potential

Electrical Safety continued

shock or electrocution. OSHA requires that these devices be used on the job wherever temporary wiring is set up. Dynamic Sales stocks the popular inline unit with triple tap 15 Amp receptacle from US Wire & Cable.

Electrical Safety is good business for employers and employees.



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Announcing the winner of EC&M Magazine's 2009 Product of the Year Competition in the Fasteners category:

The Gripple Trapeze Fastener System

- Gripple's Trapeze Fastener System is a quick and effective suspension solution for prefabricated units in a single or multi-tiered configuration.
- Available individually or as a kit, with a variety of cable length and end fixing options, the Trapeze slots into the channel configuration to support cable tray, basket tray, ladder tray, pipe work, and square or rectangular ducting.
- The setting pin provides easy and instant adjustment and can be removed after installation for added security.
- Independently tested and certified by Underwriters Laboratories, CSA International.



BENEFITS OF GRIPPLE

- **Fast to install(as much as 6 times faster than traditional methods)**
 - **Versatile**
 - **Simple to use**
 - **Strong but light weight**
 - **Safe & aesthetically pleasing to the eye**
- **Ready to use with appropriate cable end fixings**

The unique Gripple Hanger has revolutionized installation techniques.

The product can be used for suspending or bracing:

- **Mechanical & electrical services**
 - **HVAC**
 - **Panels for cold rooms**
 - **Seismic bracing**
- **Other suspended services**

The unique Gripple Hanger has revolutionized installation techniques. The product can be used for **Seismic Bracing!**

THE SIGN
OF
QUALITY



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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!



unibor®



Since it was founded in 1979, Universal Drilling and Cutting Equipment has had a simple mission; to lower the cost of making holes in steel. From the factory in Sheffield, United Kingdom, to its distribution headquarters around the world, Universal Drilling (Unibor) has grown to become the global market leader in annular cutters and magnetic drill stands.

At the factory in Sheffield, UK, Universal Drilling manufactures *all* of its cutters, out of fully ground, world class Sheffield Steel. Also made in Sheffield are Unibor Magnetic Drills outsourcing no portion of the production process. The result of this immense production volume is tools that meet or exceed the highest quality standards, earning Universal Drilling ISO 9002 certification.

Before You Drill

1. Adjust feed rate to match material being cut. Harder material needs to be cut at a slower speed and may require special cutters (i.e. carbide tipped cutters)
2. Do not force cutting tool into the material. This may cause excessive friction and heat to be generated which will reduce the efficiency of the cutter and cause tool breakage
3. Make sure coolant or lubricant is used
4. Do not force cutter through hard spots in material. Ease off pressure and cut at a lower speed.
5. Identify material properties before cutting (i.e. tensile strength)

**Unibor adds 5% cobalt to HSS alloy, creating a cutter that lasts up to 30% longer.
Remember cobalt cutters offer longer life when compared with standard high speed steel.**