

DYNAMIC NEWS

Cornerstone of Quality

VOL 6
FALL 2009

Agent of Good News

by A.D. "Butch" Horn, CD Magazine Aug/Sep 2009

"YOU'VE GOT TO GET OUT THERE AND MEET PEOPLE, and be an agent of good news, not more gloom and doom," says Jim Henderson, president of Dynamic Sales Co., Inc. of his company's business model. "The last guy they met with told them how bad it was, you've got to tell them something else."

With more than four decades of service to the St. Louis area, Dynamic Sales has chosen now to rebrand and re-en-
"a trustworthy powerhouse." gerize its commitment.

"What better statement to make to our customers in this 'tough economy' than to show them that we are serious about business? We've been here. We will continue to be here," explains Henderson. "It's time for a bold step, and while everyone else is running around talking about how bad things are, we're operating on a different standard. We think this is a great time to step up... when most are retreating and falling back, is a perfect time to get your name out into more places.

"NOW'S THE TIME TO GET PEOPLE TO NOTICE YOU AND SAY; 'WOW!'"

The level of trust among large, long-term, customers is dramatic. "Our largest customers give us full access to their warehouses, shops and jobsites," Henderson explains. "We go in on a regular basis to review what they need, write up orders or outline what they need. Then, we'll get what they need pulled and delivered. "We have earned their trust to the level that we don't need prior approval.

We write it up, deliver and bill. They know we aren't going to try to sell them too much, something they don't need or something that costs more than they expect.

One of the building blocks of the Dynamic Sales success has been its ability to define true cost to be more than just base price. A low price with poor delivery, reduced quality and little or no service can actually result in a much higher cost to a customer. Especially if it leads to down time on a jobsite. "We have a track record of being fair — sometimes we have the lowest price, sometimes we don't, but we always have the lowest true cost.

"We go to market with our customers. They come to consider us extensions of their own operations. We build that relationship based on what I call 'a servant's heart.' We're here to serve them and they know it," he explains.

Over the years, Jim and his brother, Bruce, have grown in the business and matured from "Wayne's boys, to just Bruce and Jim," according to Jim. When they expanded the company and moved into its current location it went from "a trustworthy Mom 'n Pop shop" to a "trustworthy powerhouse." From Day 1, the driving force behind the company was the basic principles of SERVICE, QUALITY, COMMITMENT and INTEGRITY. +



PRESIDENT'S MESSAGE

The start of our 2009/2010 fiscal year has been filled with blessings. As noted in our last newsletter, we re-branded our company and it has been well received – what a blessing. Additionally, we were blessed to have been featured in one of our industry publications, Construction Distribution magazine. Excerpts are featured in this issue of our newsletter.

The timing of the article was also a blessing, since it came after our re-branding and as such we received nationwide advertising for our new logo; the number of visits to our website spiked as a result of this coverage.

We are grateful to all of you for your continued support and trust which allows us to continue to develop our industry leadership and marketing position. We are constantly looking for ways to improve our service to you and our industry. Be sure to check our website often for updated information. It is my desire to keep our website fresh and relevant. Any feedback is welcomed and appreciated. You can send me an e-mail direct from the site or send your comments to: jim@dynamicssalescoinc.com

This new fiscal year holds great promise and we are forever grateful for Christ's provision as He directs our path to the future. +





Dynamic Sales Co., Inc. is committed to serving and meeting local community needs. Through our faith, LIONS Club, BSA, NFIB and other community/ business organizations, Dynamic Sales Co., Inc. is meeting its commitments to the community.



Stop by and visit our showroom located at 9419 Koenig Circle Dr. Our showroom hours are Monday thru Friday 7:30am to 5:00pm.

When Drilling Holes - SPEED KILLS

Drilling holes can be a straight-forward task, but drilling experts report that overzealous and inexperienced drillers often make more work for themselves. In most cases, running the drill at top speed may gain marginal productivity and cause longer, slower drilling times. Wood drilling takes the least amount of finesse; masonry and concrete drilling can be simple when the right tools and bits are used. Metal drilling takes the most know-how, the experts explain.

DRILLING IN WOOD

Spade bits, ship auger bits, auger bits, self-feed bits and variations on them are commonly used for rough drilling through studs and sheathing. Selecting the right bit for the job depends on the job at hand. Are you drilling hard or soft wood? How deep is the hole? Finish or rough? For finish holes, use a brad-point bit, which will give precise hole placement and accuracy. It has a longer point, which overcomes the bit walking at the start of the hole and reduces tear-out at the end of the hole.

If you have a specific wood hole-drilling application, there is likely a bit that's built for the task. If you're going to encounter nails during drilling through studs and sheathing, try using a self-feed bit that makes a rough hole but can handle nails. Ship auger bits can be used for holes less than 2" in diameter. Most ship auger bits range in diameter from 3/8" to 1 1/2" for deep hole drilling and can make holes up to 18" deep. Auger bits are best for nail-free wood holes that are up to 6" deep. Auger bits won't handle nail impact, but they are a bit faster than ship auger bits. They have two cutting edges and are double-fluted. Ship auger bits have one cutting edge and a single flute, but can take nail impact.

Flat boring or spade bits are considered throwaway bits. They are an economical choice that can drill in a variety of materials, including laminates.

Overzealous and inexperienced drillers often make more work for themselves

DRILLING IN MASONRY

Drilling up to 1/2" holes in masonry, including concrete block, can be easily handled by a hammer drill, but larger holes are most effectively made with a rotary hammer. For making holes in masonry with carbide-tipped bits, pushing harder doesn't make the hammer drill work any faster. Let the hammer drill and the bit do the work. When drilling in masonry with a hammer drill, there is not nearly as much impact energy on the tip. It has more of a cutting action. There is less need to press down on the drill. It's also important to frequently clear debris out of the hole. Bits

are designed to match the category of the tool. In masonry, an SDS-Plus rotary hammer and bit can blow the back half out of a cinder block or brick. We recommend using straight-shank (not SDS or SDS-Plus) bits when drilling masonry.

DRILLING IN CONCRETE

In concrete, speed and pressure can kill any chance at productivity. Speed is important when drilling in concrete, most tool manufacturers suggest running SDS bits at 1,100 rpm. Pressure makes a difference and some pressure is needed. Too little pressure leads to premature bit wear, but a heavier load can cause bit failure. The tool should do the work; too much force only transmits vibration back through your hands and arms and doesn't speed drilling. In concrete, a rotary hammer is definitely the tool to use. It efficiently transfers the impact power from the hammer to the tip of the bit. The bit is not really cutting, it is pulverizing. Hold the tool steady, minimize side pressure and clean dust out of the hole often. Hitting rebar is a concern when drilling into reinforced concrete. With carbide-tipped bits, let the drill run freely without binding. If you hit rebar, either start the hole over or use a special bit to get through the rebar.

DRILLING IN METAL

Metal can be the most demanding material to

continued from previous page

drill – if you don't know what you're doing. There is a misconception that if a bit is made of high-speed steel, you should drill with it as fast as possible. Not true. Use the correct rpm. It's usually listed on the drill's packaging. Black-oxide or titanium-coated bits can do 90 percent of steel drilling work. If you need to drill in cast iron or stainless steel, consider using cobalt-treated bits. These bits are built for harder, more abrasive metals – not wood or plastic. The cobalt helps maintain a sharp edge under heat. There is also a misconception that one speed works for all material and that faster is better.

In reality, speed must complement the bit's geometry for metal drilling. The faster you drill in steel, the shorter the bit's life.

Bits with a 135-degree split-point bit are best for metal drilling. It helps get an exact hole where you want it. There is no need to center-punch the hole like you need to with a 118-degree conventional bit

Experienced users will back off the speed when cutting different materials. Stainless steel needs a fair amount of pressure to keep the bit loaded while drilling. It helps to use a wax or other lubricants on softer, gummy metals such as aluminum

Published in the November/December 2008 issue of Contractor Tools and Supplies magazine.

Using Social Media *Lisa Barone in Small Business Trends*

Social Media. Word of Mouth Marketing. Online Reputation Management. Engagement. Listening. We've given it a lot of fancy names over the past year, but all we're really talking about is customer service. It's about treating customers better than they expect to be treated and surpassing their expectations. And if you're a small business, customer service is what most separates you from the big corporations. Customer service is your point of difference.

If you're a small business, you can't afford to ignore your customers. Each point of contact is a chance for you to win them over again and get them talking about your company. We've made up a lot of words for customer service because that's how important it is. When you're out there being social and trying to bring in new customers and attract new eyeballs – don't forget the people who have already made the decision to trust you. The ones who actually walked into your store, bought from a sales rep or ordered on line. Customer service and personal touches are what separate small businesses from the big conglomerates. You can reach out. You can be accessible, more personable. Because that's how you better your brand and build

positive buzz. That's how you create trust and authority. By doing all the little things that make people feel good and want to tell their friends about you. You build positive word of mouth when you do things like:

- Answer emails
- Call people back
- Be present
- Empathize with their complaints
- Go out of your way for them
- Make it your mission to make their lives easier
- Don't hassle them, don't tell them "it's not possible" when it is, don't blame them for the error, and definitely do not ignore them.

All we're really talking about is customer service.

Old marketing was based on customer service and it's even more important than

ever. Social media has given us a great way to reach new people, but once you have them – take care of them. Value them. That's how you grow your business and spread positive word of mouth. Otherwise, you're just wasting your money attracting customers you're going to turn away a month from now. Don't forget about real life customer service. There is no substitute.



To find out more about the products and services Dynamic Sales offers, go to www.dynamicsalescoinc.com



Providing value beyond the sale is a hallmark of Dynamic Sales Company, Inc.

For 43 years, we have been leading the industry by providing this value and we continue to set the standard by which other suppliers are measured.

†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!

Good News Report

Everyone is tired of hearing about job losses, bailouts, high profile bankruptcies and low consumer confidence.

If you ask most people what is the one word they want to ban from their vocabulary it would be “economy.” Everyone is tired of hearing about job losses, bailouts, high-profile bankruptcies and low consumer confidence.

As a “Good News Agent” let me share some encouraging news.

Economists (and the media) feel the worst is behind us and there should be a slight uptick later this year and into 2010. Although the rebound is predicted to be at a snail’s pace, here are some positive numbers.

...word they want to ban from their vocabulary...“economy”

1) The National Association of Realtors reports home sales are rising and the glut of homes on the market is dropping

2) The National Association of Home Builders said prices on lumber, gypsum and insulation have fallen dramatically, and although prices on steel, copper and cement remain high, they are not at their peak from a few years ago.

3) The National Association of Manufacturers reports an increase in productivity, inventory replenishment and global expansion.

In Summary, things ARE getting better.

by Georgia Foley, Executive Director, STAFDA