

# DYNAMIC NEWS

Cornerstone of Quality

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## The Five Levels of Communication in a Connected World

based on research by Behance CEO Scott Belsky

Why not consider making a pledge to communicate more thoughtfully. Why? In the digital world in which we live, it has become too easy to send emails, tweets, and texts. Most of us have become too haphazard about how we communicate with colleagues, customers, friends, and family. Often times, an email about a problem should have been a phone call. And sometimes a phone call should have been an in-person meeting.

Knowing what to say and when to say it is not enough. In the modern day, we must decide HOW to communicate.

### Consider the Five Levels of Communication:

#### Level 1: Message into the Ether

Snail mail and email have a few things in common: They can be of any length, and they are not conversational. Emails and letters are sent out, and then new messages are composed and returned. Sometimes it takes days or weeks before a response arrives. Since emails and letters are not conversational (they lump all points together rather than go point, counterpoint, point, etc...), there is a HIGH LEVEL of misunderstanding with this medium of communication. As many of us know, little issues can escalate over email.

In the modern day, we must decide HOW to communicate

#### Level 2: Back-and-Forth Messaging

Whether it is via an instant messaging system or by text, the next level of communication is conversational. As points go back and forth, there is a more casual exchange that is also more direct. Misunderstandings are less likely because each message is quick and each participant can

detect if they were misunderstood by the reply.

#### Level 3: A Verbal Dialog

In a verbal exchange, participants get to voice their opinions and relay a whole new level of data through their inflection. Inflection reveals elements like frustration, annoyance, and stress that are harder to detect in written communication. One major drawback is that verbal discussions often require scheduling. But, when a customer is upset I believe it is best to just pick up the phone and discuss it!

#### Level 4: The In-Person Spontaneous Discussion

When something important comes up, you might decide to just drop by a colleague's desk and start talking. Such spontaneous discussions are often more effective than messages and phone conversations. The benefits of visually seeing each other will add a whole new level of mutual understanding to the discussion. Of course, there

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### PRESIDENT'S MESSAGE

WOW! What a great day. Our 7th Annual Customer Appreciation Day was very successful. We had 11 vendors present and customers had the opportunity to try before you buy and do hands on, side by side comparisons of the products they use verses the brands we represent. It was an exciting kick off to the spring and summer building season. Be sure to check out the pictures inside this edition.

Speaking of the building season, we are excited about the future and the potential we see for further growth and development. To help us address these future needs we have been growing our lines and employees.



We give a warm welcome to Rusty Reneau, our inside sales rep and warehouse manager. Rusty is the proud father of two and he and his wife live in the Ballwin area. Be sure to stop by and visit, he will impress you with his "can do" attitude and willingness to help.

Additionally, we have teamed up with Doug Dickman as an outside rep. Doug has experience in the industrial side of sales and looks to grow that portion of our business.

As always, we give Christ praise as He continues to provide for us. To learn more about our statement of faith visit [www.dynamicsalescoinc.com](http://www.dynamicsalescoinc.com)





As an industry leader, Dynamic Sales wants to make all of your visits to us beneficial. So we have been working to make our showroom, warehouse and website valuable tools for you to use. So whether you visit us on line or in person you are sure to find all the information and products you need.



Providing value beyond the sale is a hallmark of Dynamic Sales. For 44 years, long before the phrase "value added" became a buzz word, we have been leading the industry and setting the standard by which other suppliers are measured.

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are numerous detriments to this level of communication. The fact that others are likely in the vicinity makes it less intimate, and spontaneity doesn't work for everyone.

#### **Level 5: The In-Person Scheduled Discussion**

Planning an in-person discussion allows both participants to think about the topic in advance. The communication that ensues is the most dynamic possible. Inflection and visual cues allow you to gather non-verbal intelligence to ensure clarity. Privacy ensures comfort. Of course, a scheduled discussion doesn't necessarily mean that it is formal.

...you can start to decide which level is most appropriate...

Often I plan an important conversation to address a concern over breakfast or lunch. What makes this level of communication so sacred is the mutually agreed upon time set aside for direct discussion.

After understanding the five levels of communication, you can start to decide which level is most appropriate for particular situations. With so many options, you are liable to choose the path of least resistance rather than focus on your objective and which level of communication will help you achieve it.

## Building Codes Are Changing - New Anchor Designs Now Required

Most states across the country have now adopted the 2006 International Building Code (IBC) and many jurisdictions within each state are now enforcing the new code. As a result, engineers and designers are increasingly being required to specify anchors designed and tested to meet the new requirements of the code. The 2006 IBC requires that Ultimate Strength Design methodology be used when designing structural anchorages within buildings and other structures. This affects how and when post-installed concrete anchors are specified and what products will be suitable for use.

When designing concrete anchorages, designers are now being required to consider, among other things, whether conditions exist that may cause the concrete to crack. If it's determined

such conditions do exist, anchors designed and tested for use in cracked concrete must be specified. If it's determined there is no risk of concrete cracking, the designer may choose to specify anchors approved for use in uncracked concrete. In either case, ultimate strength design methodology is required as part of the 2006 IBC.

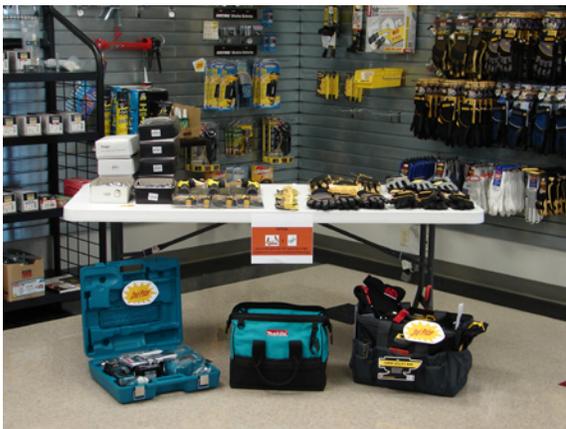


**Simpson Strong-Tie Anchor Systems**® has, for years, been at the forefront of developing anchors for use in both cracked and uncracked concrete. In fact, one of our test labs was the first lab in the U.S. to be accredited for testing anchors in cracked concrete. We have devoted years of research, product development and extensive testing in the evolution of our cracked and uncracked concrete anchors. With our technical expertise and support you can rely on us to be the trusted source for concrete anchors.

# 2010 Customer Appreciation Day

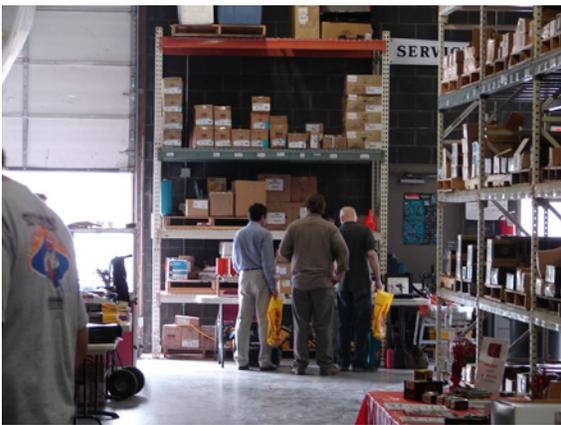


At Dynamic Sales, when you're successful, we've succeeded. We are here to meet your needs, because we *are* your business partner



Jobsite delivery  
Inventory Management  
Pricing Guarantees  
Technical Assistance  
Application Advice  
Whatever your needs, let us help

We welcome your suggestions and ideas on how we can serve you better.



Congratulations to our drawing winners:  
1st Prize -Charlie O'Hearn, Heritage Woodworking  
2nd Prize - Jim Rose, Newspace  
3rd Prize - Dave Hinton, Centocor

†JOHN 14:6

MATTHEW 6:33

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**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!

# The Saw Makers Art as Practiced at M.K. Morse

MK Morse products are manufactured in Canton, Ohio in the industry's most advanced production facility. Since 1963 they have been developing, improving and refining their saw blade manufacturing processes.

*The saw maker's art*, as practiced by MK Morse, is a combination of state-of-the-art production facilities, engineering innovation and personal skill. Many of their engineers and production employees have been at it for decades.

Their whole business is making saw blades for **professionals**. They make blades that last longer, cut smoother and do every conceivable cutting job. They are made for plumbers, electricians, carpenters, roofers, sheet metal workers, and anyone who uses power tools. By continuing to invest in better research, development, manufacturing processes, raw materials and

better facilities, they provide a wide-ranging product line that offers professionals blades that work better and last longer.

Look to MK Morse for products like:

Master Cobalt Bi-Metal Hole Saws

Master Cobalt Bi-Metal Recip Blades

Master Cobalt Bi-Metal Bandsaw Blades

Bi-Metal Jigsaw Blades

Bi-Metal Hacksaw Blades

Morse Metal Devil Circular Saw  
Blades

MK Morse Metal Devil Circular Saws

MK Morse - unsurpassed quality, dependability and innovation. Like **Dynamic Sales Co., Inc**, they are a trusted leader.

