

# DYNAMIC NEWS

Cornerstone of Quality

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## The Power of Non-Verbal Communication

by Hal Becker - Kansas City Business Journal

Many people call reading the other party the study of body language. The bottom line is that our bodies reveal a great deal to an astute observer, and we usually are unaware of the message our body sends: emotions such as fear, sadness, happiness, like or dislike. Sometimes words say a lot less than our body language!

For example, if you think someone is lying, just look him straight in the eye. Most times, a person who is lying will blink or look away — anything to avoid eye contact. The FBI and the police are very good at detecting when a person is lying, whether it involves a minor traffic infraction or an interrogation.

Reading body language is useful if you travel overseas and do not speak the language. Watch people when you meet them. A smile in particular is still one of the most straightforward types of body language. A smile is universal, regardless of your location or situation. As you become more proficient in understanding this concept, you will realize how eyes and a smile are the two biggest things to watch when negotiating.

The other side of the coin is developing the talent to not reveal your emotions or expressions. This skill is hard to master. Have you ever played cards with little kids? Their faces tell you right away whether they have a winning hand. Adults do much better, but when you get really good at reading other people, you will find that even the most experienced card sharks cannot stop the pupils of their eyes from dilating when they have a really good hand.

Now, let's look at the person's arms and legs. Are they crossed? Are they crossed in a closed position, that is, crossed away from you? That indicates some sort of resistance toward you.

An open position — arms or legs uncrossed, or crossed toward you — indicates that the person is receptive.

As with most new concepts, learning to read body language takes practice. Here are a couple of things you can do to improve your skills and confidence in reading nonverbal communication.

1. The next time you go to a work-related event, such as a networking session or a luncheon, pause for a moment at the door and observe the room as a whole instead of looking for someone you know. Try to identify the people who are more influential and the ones who command respect. Who are the employees, and do they act differently?
2. When you are someplace with a large number of people, watch someone at a bank of phones or using a cell phone, and try to figure out who is on the other end of the conversation. Is it a friend or a romantic interest, a co-worker or a boss? If the caller tilts his head or cradles the phone affectionately, it may be a romantic interest. If the caller is shifting from foot to foot and looking around, it could be a spouse or parent. If the caller is focused, standing rather stiffly or looking at a planner or a sheet of paper, it's probably a business call.

A great communicator can use knowledge of body language to create a mood of empathy. Once you notice the other person's mood or attitude, you can temper your words or actions appropriately. If the other person is agitated or angry, bring down your tone of voice or talk in a slower or calmer fashion. If the other person is not enthusiastic, put some animation into your voice and body. Try it! You will find that it works, and it can be fun!



### PRESIDENT'S MESSAGE

Well our fiscal year ended June 30 and yes it was challenging, but, Praise The Lord, it still ranked as one of our top 6 in terms of sales over the last 44 years, we did not lay anyone off, and we added lines to our product mix. All in all a respectful year.

As the summer heats up, so to do the new job opportunities. St. Louis is swarming with activity representing a \$352 million construction boom. Four large projects, The Laurel, One City Centre, St. Louis Centre and Park Pacific will create more than 1600 construction jobs, creating the biggest boom downtown has seen in years. There are few if any places in the country taking on the size and complexity of these deals. Add to that projects in the surrounding communities that include hospitals, nursing homes, records centers, high schools and the like and there is good news to get excited about. We look forward to a strong recovery worth celebrating.

As we move towards this new growth we have prepared by expanding our existing lines and adding new ones that we feel will be beneficial to you. Be sure to ask your sales rep for details.

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)





We extend a heartfelt thank you to the men and women who have served and our presently serving our country to protect us, our freedoms, and our way of life.

We pray God will bless them and their families



Dynamic Sales Co., Inc.  
Cornerstone of Quality.

This represents our foundation in the industry, the expanded product lines we offer as a cornerstone in industrial & contractor supply solutions, and most importantly our values & belief in The Chief Cornerstone — Jesus Christ.

## The Performance of Performance Gloves

by Max Hackett, VP of Sales and Marketing Youngstown Glove Company

Ten years ago the only gloves you could find on a jobsite were your traditional bulky, one-size-fits-all leather gloves. Today those traditional gloves are still around but they are quickly being replaced by Performance Work Gloves and String Knit (Dipped Gloves). Both models offer superior dexterity, but it is the Performance Work glove that is built around quality, durability, comfort and job-specific tasks.

For you non-glovers, a "Performance Glove" is a glove made of technical man-made fabrics that are designed to wick away moisture while also being flexible, durable and washable. These fabrics are cut and sewn into form-fit, 3-Dimensional 'performance' patterns. The result is increased efficiency, comfort and safety for workers.

**Washable:** When a traditional leather glove gets wet it hardens when it dries or worse yet – it falls apart. A performance glove is not only designed to withstand water – it is machine washable.

**Dexterity:** Performance gloves fit like a second skin so there is no wasted time taking a glove on and off for intricate tasks – instead your hands are protected all day.

**Breathable:** Specially designed 'moisture wicking' fabrics are used to literally pull sweat and heat from your hand and expel through the top.

**Durable:** Although durability can vary from tasks to task, as a general rule, a reinforced performance glove can outlast a traditional glove in multiples as great as 4 to 1.

**Task-Specific:** In addition to varying levels of general duty designs, a wide range of designs are offered for the more specific tasks out there – Cut-Resistant, High-Visibility, Waterproof and Anti-Vibration



Youngstown Glove Company, founded in 2002, is unwavering in their commitment to produce top quality gloves that exceed the demanding needs of professional workers. Every Youngstown style goes through extensive testing – both in the laboratory and in the field. Their thorough testing, proven patterns, innovative materials and meticulous quality control methods ensure that Youngstown is truly # 1 in Durability.

**Now through September 30, all Youngstown gloves are on sale, so don't miss your chance to try them out at special pricing!**



## Does Safety Pay? Online Tool Provides the Answer

### **Want to know how much sales growth is needed to cover injury costs?**

An on-line tool can help you figure it out. The "Safety Pays" e-tool allows employers to estimate the costs of work related injuries and illnesses and an estimated impact on a company's bottom line. The tool also estimates the projected sales growth needed to cover the costs associated with those injuries & illnesses. To access the tool go to:

[www.osha.gov/dcsp/smallbusiness/safetypays/index.html](http://www.osha.gov/dcsp/smallbusiness/safetypays/index.html).

## Beware of Indirect Costs of Injuries

### **You know about workers' comp costs when an employee is injured, but there are also indirect costs including, but not limited to:**

- Any wages paid to injured workers for absences not covered by workers comp.
- The wage cost related to time lost through work stoppage.
- Administrative time spent by supervisors following accidents.
- Employee training and replacement costs.
- Lost productivity due to new employees learning curve.
- Replacement costs of damaged equipment, machinery, and property.

## Exit Routes: The Way Out in an Emergency

### **How would you escape from your workplace during an emergency?**

### **Do you know where all your exits are in case your first choice is too crowded?**

### **Are you sure the doors will be unlocked and that the exit access, such as a hallway, will not be blocked in case of an emergency?**

Knowing the answer to these questions could keep you and your workers safe during an emergency. And though you may not be responsible for designing your workplace and designating exit routes, you are responsible to ensure that the exit routes are not blocked or locked, and that employees are familiar with the exit routes and the Emergency Action Plan.

Information for these article provided by J.J. Keller & Associates, a preferred STAFDA consultant on Safety issues.



Dynamic Sales - providing our industry with contractor & industrial supply solutions since 1966. We have become a proven leader through Service, Quality, Commitment and Integrity - the four points of our star. Look for the star and order with confidence.



We appreciate each and every opportunity to serve you. So whether you call, fax, e-mail or stop by, you can be assured that we are thankful for the confidence you place in Dynamic Sales and we will continually work to earn your trust.

†JOHN 14:6

MATTHEW 6:33

**DYNAMIC** NEWS  
*Cornerstone of Quality*

**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!



# Storm Preparedness Guide by Rayovac

## Lightning

- Unplug all appliances, including air conditioner,
- before the storm hits.
- Listen for storm updates on a battery-powered radio.
- Avoid using the phone. Telephone lines can conduct electricity.
- Metal pipes also conduct electricity. Stay away from faucets, sinks, and bathtubs.
- Keep pets on a leash or in a carrier.
- If you are outside, take cover in the best shelter you can find.
- If you are in your car, keep the windows closed.

## Tornadoes

- Peak tornado season in the southern states is March through May; in the northern states, it is late spring through early summer. However, tornadoes can form at any time of the year.
- Tornadoes occur in every state in the country.
- Seek shelter in the lowest level of your home (basement or storm cellar). If there is no basement, go to an inner hallway, a smaller inner room or a closet.
- Keep away from all windows.
- Make sure you have a battery-powered radio nearby.
- Cushion yourself with a mattress, but do not use one to cover yourself.
- Cover your head and eyes with a blanket or jacket to protect yourself from flying debris and broken glass.

**Dynamic Sales proudly carries Rayovac batteries & lighting products**