

# BEHIND THE BANNER



Overhead Door Companies of  
Colorado Springs & Pueblo, Inc.

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ISSUE 172

## Want More Business? Ask For It!

Your best source for new business is satisfied customers and clients.

It seems obvious that people satisfied with your services or products would be great brand ambassadors, yet asking for referrals or recommendations is one of the least utilized and most avoided techniques used by small business owners to gain more customers.

It's not always easy to ask for referrals. You don't want to turn off clients or embarrass them by asking and risk losing their business. Or perhaps you've already asked and are reluctant to ask again. Or maybe you're afraid the request will make you appear needy or unsuccessful.

Here is another way to look at it: We've been asked for recommendations - whether it's for a restaurant, movie, physician, school, or product. And as a business owner, you have most likely picked up business through referrals as well.

Asking for referrals proactively can increase your business even more than random and sporadic referrals. Here are steps to take to make asking for a referral easier and more effective:

### Confirm Your Value and Define Your Brand

Confidence in the value your product or service provides is integral to making a recommendation request that yields positive results.

You should understand the unique value you provide to customers and how to articulate it. Be able to communicate how you help make customers lives easier, why they use your services and your advantages - this helps you define your brand from the standpoint of your customers.

Once you have the answers to these questions then you can formulate the ask.

### Make the Ask

**Who to ask:** Target repeat customers—people you know by name and have regular interactions with. If you provide services, ask clients who are extremely satisfied with your work and can point directly to how you fulfilled their needs.

*(continued next page)*

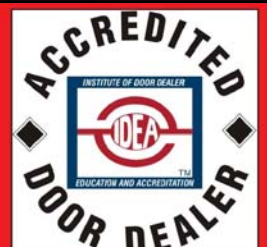
The Original, The Leader...The Best!



Satisfied & loyal customers  
have given us  
over **fifty-five** good years!



Our  
accreditation  
is your  
assurance of  
an even higher  
level of service



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Safety

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**A Monthly Newsletter Reflecting Our Industry Leadership!**

## Want More Business? Ask For It!

(from cover)

**What to ask:** Before you make the ask, reconfirm with them the value you provide. Let them know you are looking for clients and customers like them that stand to benefit from your services. Be specific with what type of clients you are seeking. For example, if you own a small real estate sales company you might want to ask a customer for young couples (like them) looking for their first home in a particular geographic region.

Another way to ask for a recommendation is to create programs to encourage referral business. Programs that incorporate discounts like a 2-for-1 offer, or a bonus card that becomes more valuable with each referral can also generate a buzz.

No matter how you ask, remember to always reiterate the value that these potential new customers would be receiving.

### Show Gratitude

Regardless of who and how you ask for a recommendation, show your customers appreciation for any referrals they make. It could be a gift card, flowers, or a handwritten thank-you note — anything that enables you to “touch” your customers or clients and acknowledge their support. An act of gratitude is remembered for a long time, and serves as an incentive for them to keep on passing the work about your great business.

by **Mary Rosenbaum**

[www.yourcareerbydesign.com](http://www.yourcareerbydesign.com)

## Professional Development

### 2012 is Up to You!

Where is your focus?

What's your plan for achievement?

What tools are needed?

How hard will you work?

What help is needed from others?

How will you measure success?

Who will keep you accountable?

-KCM

*"We are in unusual times and  
'business as usual' will not cut it."*

**Doug Quimby**  
EDC Board Chairman

**H**ere are some thoughts that can hold you back. **Don't let them:**

- I can't.
- That's a problem.
- That's not fair.
- I won't.
- It's been tried before.
- Never.
- Stupid.
- It won't work.
- It's too hard.
- Impossible.
- It's hopeless.
- I'm not good enough.
- Hate.
- I'll get even.

**John Van Diest**

### The most popular web sites:

- 1) Google.com
- 2) facebook.com
- 3) Yahoo.com
- 4) YouTube.com
- 5) Wikipedia.org
- 6) msn.com
- 7) amazon.com
- 8) ebay.com
- 9) twitter.com
- 10) bing.com
- 11) craigslist.org
- 12) WordPress.com
- 13) Aol.com
- 14) Ask.com
- 15) LinkedIn.com

from **eBizMBA**

**S**ometimes you or your company drop the ball with a customer. When it happens, stay cool, take care of business: **•Face the music.** Acknowledge that you made a mistake - preferably before customers find out on their own.

**•Take the fall.** Buyers don't care who's to blame. Accept responsibility.

**•Let the buyer vent.** Better to get it all out so you can productively move on.

**•Propose a solution.** And also what you'll do so that it won't happen again.

**•Give it away now.** To compensate for lost time, money or peace of mind, give your customer back something of value.

**•Follow up.** Make sure the air is clear and all is forgiven by sending a personal note expressing your regrets and appreciation.

from **Selling Power**

*Of all the things you wear, your expression is the most important!*

## In Sorrow...

Our heartfelt sympathy goes to **Mark Zimmerman**, whose wife, **Marilyn**, passed away on December 21st. Our thoughts are with Mark and his family at this sad time.



Mark and Marilyn Zimmerman



## In Joy!

We celebrate the birth of **Neela Devani Singh**, daughter of **Stephanie** and **Ray Singh**, who arrived on December 23rd! Neela weighed in at 7 lbs. 9 oz and was 20" long. **Congratulations!**



Neela Devani Singh

## Customer Comments - OHD Colo. Spgs.

**Charlie Essex** did a great job! He's been here before.

**Jim Willmer**

**Kevin Moore** was knowledgeable and kept me informed throughout the process. Class act and a valuable asset to your company I'm sure.

**Sharicka Long-O'Neill**

#4 says it best about **Rickey Holt**. (Arrived at scheduled time, was polite, professional, knowledgeable, was dressed professionally, solved my problem, clearly explained everything from repairs to billing, explained the operation of door, and my work area never looked better!) He was great!

**Earle Chaplin**

**Ryan Hodgson** is wonderful!! Really, Really, Really, Helpful!!

**Harry Gautshe**

Thank you **Sam Head** for making time on a busy day to meet my needs. Very satisfied.

**Barry Hoffman**

I was so appreciative that while **Ken Woltz** was here he noticed and fixed all problems. I was grateful that all prices were given before work was done. I liked that the repairman gave me the truth about the life expectancy of the door and told me what problems to watch for.

**Deborah Wolf**

Impressed with **Bob Stephenson, Karl Prince, and Mark Baker**. They worked hard to ensure all my questions were answered and the door was installed right.

**Steve Leaming**

**Steven Reed** did a very good job. Thanks.

**S. Tanimote**

- submitted by **Toni Achterberg**

## Customer Comments - OHD Pueblo

**Steve Kendall** – Everything was as advertised. Your reputation is well deserved!!

**Paul Eubanks**

**Michael Trujillo** – 5's all the way down!!! Thanks to Melissa too!!

**George Andreatta**

**Michael Trujillo** – Just keep up the good work!

**John Swarm, Jr.**

**Ron Duran** – Ron was very nice and even replaced a light bulb in my garage. I really appreciated that service for me! Have a blessed Holiday Season!

**Rose Masterantonio**

- submitted by **Melissa Cook**

*When people do their job, accept responsibility and "own" what they do....  
It's amazing how much FUN work can be!*

# Department News!

## Service

Last month I talked a little about the process of setting goals so I thought I'd share a few of the goals that I have in mind for the Service Department for this year.

- 1) Design and implement a "Flex Schedule" for the purpose of offering better customer service by having later after noon calls available while still controlling labor costs.
- 2) Increase daily percentage of jobs complete from 88% to 90%.
- 3) Decrease Labor Warranty calls from 3.15 per day average to 2.5.
- 4) Increase door knockers hung to 20 per day.

My hope is to be able to continue to improve in all of the areas that I track. The only way to make that happen is to continue to look for ways to work smarter not harder. That's my theme for 2012. **Work Smarter Not Harder!**

What are your goals? Do you have a theme or mantra?

- Shaun Root

## Administrative Support

### Are we shooting ourselves in the foot?

Tommy Walker is an online marketing strategist. His wonderful article entitled "**106 excuses that prevent us from being great**" contains some pertinent reminders for all of us. I'll share two or three a month on an occasional basis throughout the year.

#### **You don't have the knowledge.**

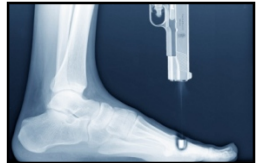
There's one word kicks this excuse right in the teeth. "Google." If you can't find a ton of free information on Google, find a book on Amazon. If Amazon doesn't work, hire a coach. Information is more accessible now than any other point in history, and most of it is free. Spend time to find it. Commit to learning it. Be equipped to tackle your challenge.

#### **It's too hard.**

Anything worth doing is hard. When was the last time "easy" had a huge payoff for you?

#### **You don't learn that way.**

Babies all learn the same way, trial and error. They try, fail, and try again until it becomes second nature. Anyone with an infant learning to stand, walk, or crawl right now will tell you their kid won't stop, regardless of the number of times they fall on their face. Babies don't get the luxury of learning via webinar, audio, or having the process written out. They see others do it, and try it themselves. As a former baby, I can say being receptive to any and all learning will greatly improve your ability to do anything you want.



- Keith Lundquist

## Residential Sales/Installation

This past month we were challenged with some weird weather patterns from warm to cold, snow and wind. Remember it really becomes a challenge when we start our day with bad weather and then 2 hours later the sun is out and snow is melting fast. This makes it very hard to schedule and reschedule jobs with customers. Sometimes we need to take a hard stance and say NO we will reschedule, other times we need to play the 'lets wait and see' approach which requires the customer as well as an Installer or Service Tech to be flexible as well. Make sure when we have weather concerns or delays you communicate with your Supervisor before you come in to work!

- Eric Leaming

The Genuine. The Original.



Overhead Door Company 2501 South State Highway 121, Suite 200, Lewisville, TX 75067

## Quarterly Recognitions 2011!

### Overhead Door Company of Pueblo, Inc. Employee of the Fourth Quarter ►

Over the past quarter, **Steve Kendall** has taken ownership of all commercial jobs in Pueblo and the surrounding areas. His dedication to detail and 'can-do' attitude make Steve stand out above the rest. Not only is he responsible for most commercial jobs, he will always lend a hand to help out on the residential side of Overhead Door Company! **Congratulations!**



**Steve Kendall**

### ◀ OHDCS Employee Spotlight - 4th Quarter 2011

**Ryan Hodgson** gives 110% on every job - he's always here and ready and never complains. He continues to increase his value to OHD by learning sales procedures through helping with inside sales on Saturdays.



**Ryan Hodgson**

### ◀ OHDCS Employee Spotlight - 4th Quarter 2011

Through all the changes and challenges in the Shop, **Justin Jackson** has been the one to take over the majority of Shop duties. He works a flexible schedule and has proven to be a detail-oriented and dedicated co-worker. He is always thinking of a better way and wanting to learn.



**Justin Jackson**



**The Shop Crew**

## Outstanding Honored Department

◀ So much change and yet the Shop continues to shine and get the job done right! Multiple changes in personnel, adapting to flexible schedules, making the best with less - they've had quite a bit of transition this quarter. **Justin Jackson** and **Bob Fedorchuk**, led by Supervisor **Rance Claypool** have stepped up and kept things running smoothly. Installers have lent their help as well. Teamwork pays off for everybody!

### OHDCS Supervisor of the Fourth Quarter ►

**Chris Sartin** has taken the past quarter to move into the Accounting Department and straighten the organizational nightmare that it had become! The mood of the department and accounting professionalism have greatly increased in the short time since Chris has taken hold of the reins. He has gained the respect of his staff and of his peers as well. His impact has been immediate, correcting where necessary and involving his crew every step of the way!

**Chris Sartin**



## Safety First Award - 2011

**The Safety First Award for 2011 goes to the Office!** They have had zero recordable injuries for the last two years. Even though not exposed to a lot of hazards as our outside Techs are, they do lift heavy boxes, make deliveries and can work in awkward positions during the day. They have been safety conscious in all they do and even make sure when others are working in their space that safety rules are followed. Congratulations to the Office Staff for zero recordable injuries in 2011!

## Annual Recognitions - 2011!



### OHD Pueblo *Employee of the Year - 2011*

**Ron Duran** continues to beat the drum that the Service Department marches to in Pueblo. His dependability and honesty not only reflect on him but make him an ambassador for Overhead Door. He is a good example of doing a job the correct way and his rapport with customers must be commended. Ron is always asking for information not only on Overhead Door products but also on products from other manufacturers. He comes to work everyday ready to tackle anything that may be thrown his way. He never complains and is always willing to put the customer first. Ron's van is always in order and ready to meet the needs of our customers and he is available and willing to lend a hand to his co-workers when needed. **Congratulations on this well-deserved honor!**

Ron Duran

### OHD Colo. Spgs. *Supervisor of the Year - 2011*

**Rance Claypool** takes very personally his responsibilities to the Shop and his team members there, keeping them on track and reminding them to be alert. His years of experience and expertise are invaluable to both OHDCS, OHD Pueblo and to Overhead Door Corporation. Rance consistently attends OSHA and other safety meetings. He is friendly yet business-like, helpful, knowledgeable and a model for all his fellow supervisors! **Great Job, Rance!**

Rance Claypool



### OHD Colo. Spgs. *Employee of the Year - 2011*

A great attitude, work ethic and thirst for knowledge are refreshing and inspiring. **Mark Baker** is willing to go anywhere, try anything and always puts forth his best effort! Mark doesn't complain, does what is asked of him and always has a smile on his face. He is focused and motivated and is a great representation of what we want in an Overhead Door employee - professional, polite, likeable and hard-working.

**Congratulations on being named our 2011 Employee of the Year!**

Mark Baker

## We Take Pride In...



As a BBB member, we promise to provide:

- ✓ Honest value
- ✓ Courteous service
- ✓ Truthful advertising
- ✓ Full information

If you are ever dissatisfied with any aspect of our merchandise, service or the way we do business, please let us know. We are committed to resolve any misunderstanding or complaint.

**A satisfied customer is our most important asset.**

## **More Department News!**

### **Commercial**

I was having a conversation the other day with one of the Technicians when he told me his motto going into 2012. I am guessing he used the 5P motto (Prior Planning Prevents Poor Performance) we have for his basis. He called it the

#### **3 Ps for field Techs:**

**P- Process** - go into every job as a complete unknown and process what you have to deal with.

**P- Prepare** - logical second step now that YOU know what you are dealing with. Get yourself, equipment and anything else you may need, at your disposal - eliminate needless trips.

**P- Perform** - no different from any other vocation... This is why you get paid!

I have to agree! Pretty much all of our jobs can be successful if we have the same motto. Thanks, Rob!

**- Mario Riggio**

#### **Commercial Building Permits Fall to 16-year Low**

The Pikes Peak Regional Building Authority issued fewer permits for commercial construction in 2011 than in any other year since 1994. Permits dropped from 2010's low of 111 to just 109 last year. That's the lowest since 1994 when only 95 were issued and a 69% drop from the 2008 peak when 356 were issued.

### **Accounting/Human Resources**

#### **Plan for 2012 Taxes by Updating Your Form W-4**

It's a new year and it's a good time to review your tax situation for 2012. If you have had any life-changing events such as getting married, buying a house or having a baby in the last few months, you might want to make sure you have turned in a new Form W-4.

By keeping your withholdings current you will be less likely to under pay on your taxes for the year and find yourself with a large tax bill at the end of the year. You may also benefit by increasing your take home pay during the year by claiming the proper number of exemptions.

Either way, it is a good time to review your tax situation and plan accordingly. For more information, please see me!

**- Chris Sartin**

### **Information Technology**

#### **New Phones for All!**

You now have in your possession the new Sprint cell phones! All OHD employees received either a flip or a 'smart' phone.

In 2005 Sprint acquired Nextel, seeking to profit from the "push-to-talk" feature which was exclusive to Nextel. The intent was to eventually move that feature from Nextel solely to Sprint within a year. After delays due to various issues like software, hardware and programming, Sprint had to delay implementation.

Finally after getting all their ducks in a row, they decided to take the plunge and make the switch. This past summer they began to have all their customer accounts upgraded to the Sprint system with the goal of shutting down Nextel completely by the summer of 2012.

With the decision made, Sprint offered their customers fantastic deals on upgraded phones and accessories, and this is why we now have the phones we do! Currently there are only two models available with the "push-to-talk" feature. New models are in the works and should be out soon to give the consumer a better variety from which to choose.

Over the years many phone service carriers have come-a-calling asking us to switch to their brand, but because the "push-to-talk" feature makes communicating between employees so much more beneficial for us, we have never done so. Instant communication saves this company time and money.

The old Nextel system has been very good to us. Hopefully as with all things new, this system stays in place and it keeps making it a little easier to get the job done right the first time!

**- Fred Spell**

***Be sure to thank our customers; no one owes us business!***

## More Department News!

### Shop

It's the beginning of a New Year - a time to recommit ourselves and set new goals! One of our shared goals is to increase the knowledge of the Installers by helping the Shop out in the a.m. Eric Leaming will assign an Installer each week to work in the Shop for the morning, then install in the p.m. This will help on the basics of track, springs, hardware doors and product location. It should increase efficiencies in both departments when we get busier.

January is our fire extinguisher maintenance and check month. You will bring your fire extinguisher in on Friday, January 13<sup>th</sup> after your work day is complete. The extinguisher needs to be marked with your vehicle number, placed on the bench and marked off the list. After the inspections are done, we will return your fire extinguisher to your front seat for you to secure. *Remember that code requires you to check your fire extinguisher monthly.* I recommend that you do it the first of the month so you don't forget. Remember that everybody needs to practice SAFETY FIRST every day. Let's make 2012 the safest year that we can, with everyone doing their part!

- Rance Claypool

## Say Something NICE!

**Bob Fedorchuk** has come into the shop full time and has been tasked with learning a lot more than openers. He has become proficient at springs, has learned how to hardware and load trucks and has been learning about track and is doing well.

**Mark Zimmerman** has continued to raise the Tech Sales bar, consistently providing our customers with the best replacement value possible.

**Rob Brown's** professionalism and reliability have benefitted not only the Colorado Springs office but Pueblo as well. When he saw a need to help out Pueblo during their leadership transition, there he was, stepping up and moving there, helping our Pueblo customers and co-workers. .

**Dominic Manchego** has been eagerly learning from several Service Techs, earning high marks and quickly sharpening his skills.

**The Accounting Department** has done an outstanding job for a department with few people. They do whatever it takes whether that entails typing hard copies or looking up past history on a moment's notice. They do it with a smile and want-to attitude.

**Keith Lundquist** is helpful, always willing, responsible, reliable, never idle and does it all everyday with a great attitude!

Thanks to **Fred Spell** who keeps us up-to-date with our social media as well as keeping all of our computers, electronics and phones up and running!

**Shaun Root** finds ways daily to improve his Service Techs through his teaching, mentoring, sharing and learning himself.

Always willing to drop what he is doing, **Jimmy Alexander** puts his co-workers and our customers first!

**Charles Wallace's** laugh can brighten your day! His strong work ethic and sense of responsibility assure his jobs are done correctly.

**Bob Stephenson** steadily increases his sales by prospecting customers and promoting OHD seven days a week, wherever he goes!

*A replacement garage door continues to generate one of the best returns on investment of all home remodeling projects!*

# Team Sales 2011!

## How did we measure up?

	# jobs bid	# jobs sold	closing % # jobs	total \$ bid	total \$ sold	closing % \$\$ jobs
Team Eric monthly avg	33	22	67%	\$27,506	\$18,289	67%
Team Mario monthly avg	31	20	65%	\$26,548	\$15,636	59%
Team Bob monthly avg	41	20	49%	\$28,567	\$12,964	45%
Per Team monthly avg	35	21	60%	\$27,540	\$27,540	57%
Colo Spgs combined monthly avg	105	62	59%	\$82,621**	\$46,889*	57%

\* Tech Sales/Team Sales ended up 83% of our 2011 monthly goal of \$56,667/mo average sales.

\*\* Which means with our 2011 average of 57% closing ratio that we needed to give combined estimates of \$99,416 per month to reach our goal of \$56,667 per month in Tech Sales/Team Sales OR if we had a combined closing ratio of 69% we could have made goal with the estimates that we gave.

**Our choice ..... increase # estimates given or become better salespeople. Our opportunity!!**

## We Can Make a Difference!



◀ On Fridays we look past our "no blue jeans in the office" policy, but only if you donate \$5 to the charity 'pot'. **Since May 2011 we've collected \$500!!!** We proudly donated the funds to **LifeQuest**, a warrior transition program that helps soldiers integrate back into our community through empowerment rather than entitlement. Pictured with LifeQuest soldiers are: **Kevin Maguire, Mario Riggio, Michelle Woltz and Shaun Root.**

## No Bull-Just Plain Hard Work



*Dear Kevin and Overhead Door Company Staff,  
We at The Home Front Cares appreciate your support to our troops of the USA who are clients of THFC. You help make a great community in the Pikes Peak region...*

*Warmest regards,  
THFC Board and Staff*

**Some things just don't change at Overhead Door Company!  
Show up. Work hard. No BS. No entitlements.  
It's called 'work' for a reason! We're proud to say,  
"We hire good, hard-working people!"**

The Genuine. The Original.



**Overhead Door Company  
of Colorado Springs Inc.  
1205 Ford Street  
Colorado Springs CO 80915  
719.596.2171**

**◆ SAFETY ◆ SAFETY ◆ SAFETY ◆ SAFETY ◆ SAFETY ◆ SAFETY ◆ SAFETY ◆ SAFETY ◆**

Businesses are opening earlier and closing later. This can be a dangerous situation for workers who leave at odd hours. Follow these guidelines if you are one of these workers who come in early or stay late:

- ◆ Always make sure someone knows when you are working and when to expect you home.
- ◆ Think about your location; is there a safe place to go? Always be aware of your surroundings.
- ◆ Park your vehicle in a well-lit area, even if it means moving it from its original spot later in the day.
- ◆ Make sure that all entry ways are locked till other co-workers arrive.
- ◆ Always have a phone close by - a cell phone is even better.
- ◆ Never let a stranger know you are there alone.
- ◆ Don't be afraid to alert the authorities if need be. Law enforcement is always glad to provide a drive-by or welfare check.

**S - Staying  
A - Accident  
F - Free  
E - Everyday**

There are risks to working alone. It 's very important, as we have talked about before, to constantly be aware of your surroundings. You should not be alone if you are operating machinery or if you are exposed to hazards like heavy loads or sharp objects. Make sure you follow proper safety procedures and use PPE's when appropriate.

When we use these common sense guidelines, we can all be safe no matter what our working hours are. Be sensible, practical, safe and aware and there won't be any problems!

**As always stay safe and practice SAFETY FIRST!**

**- Rance Claypool**