



Rental Works

MARCH 30, 2010

A PUBLICATION OF [THE ARA OF NEW JERSEY](#)

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President's message



Hello,

I would like to introduce myself. My name is [Michael Yamrock](#) from Drake's Rental in Phillipsburg. My phone number is 908-859-6060.

Starting my term as president of the ARA of New Jersey is a new and exciting challenge for me. Being involved with such a great organization, along with a large group of friendly members, I feel this job will be a lot of fun and educational at the same time.

Drake's Rental was about 60 percent tool and 40 percent party. Over the past two years, those percentages have switched to 40 percent tool and 60 percent party, simply because tool business is so far down.

For the ARA of New Jersey, we plan to have a total of four meetings per year: two at party stores and two at tool rental stores. Hopefully, everyone can get something new out of these ARA of New Jersey meetings.

This year, I believe we will still see some challenges in the first and second quarter. But by the end of the year, we all should feel a little more confident about the economy and see some improvement in our businesses.

For anyone who didn't attend **The Rental Show** in Orlando this year, I thought the Show was very well done. Hats off to national! With the show floor downsized, it made it easy to cover the entire show. Remembering the keynote speaker from his days in Philadelphia made that part very enjoyable for me. I did notice more people milling around the party section than the construction and general tool sections. My thoughts are that party is up nationwide.

You have a great organization with a terrific board that is always ready to help. You also have a well-versed partner in ARA. Visit their Web site at www.ARARental.org. There is a lot of helpful information there. Remember to become a fan of the ARA of New Jersey on Facebook. Visit our Web site at www.njara.org and watch the forum.

Here's wishing everyone an early spring and a good year. Remember, If you would like to host a meeting or have an idea for a meeting topic, e-mail me at michael@drakesrental.com.

Michael Yamrock, Drake's Rental

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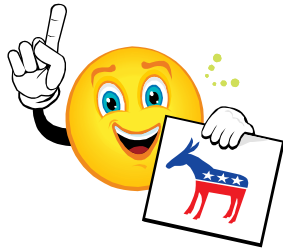


**Upcoming
meeting
dates:**

**Night at the Races
April 8th**

**Mark your
calendars.**

The political front



"Every year, thousands of everyday Americans travel to Washington, D.C., to visit their congressional representatives. ARA's National Legislative Caucus is one of many sessions focused on bringing members to Washington, D.C., to meet with their senators and representatives. Caucus gives attendees the opportunity to participate in an event that is exclusively for the equipment rental industry.

"The program will begin on Tuesday, April 20, with an afternoon session at 3:30 p.m. and formally conclude on Thursday, April 22.

"The ARA Government Affairs Committee has the responsibility to develop the caucus program and agenda. Committee members also act as your hosts at the caucus along with the ARA officers.

"The Legislative Caucus is a great opportunity for us to become more involved in the Association and the political process at all levels."

The above few paragraphs are taken from an invitation letter that Marie Foster, ARA administrative assistant, sends each year to those who are going to represent their state associations at the caucus. At the time of this writing, appointment letters have gone out in both e-mail and fax fashion to every representative and senator from the great state of New Jersey. They will be followed up on in two weeks, and again if necessary, to ensure that we get a fair representation of actual meetings with members of Congress. However, after a decade of being a part of this important process with ARA, I've discovered that sometimes meeting with staff can be as effective, if not more effective, in both time allowance and information.

Many years ago, Megan and I started our participation in this annual event. While I have always believed that we really do have a voice and can help to shape the outcome of certain issues with the simple use of our collective voices — as well as a bit of good old-fashioned shoe leather — nothing has made it hit home more than trekking down to D.C. once a year and making relationships in each office that have carried forward from year to year.

This year will be no different, and we will work with ARA on the issues that are of importance: health care and card check, to name just two. I look forward to working with our former president, Kristen, as she enters her sophomore year in D.C., and our new president, Michael, as he is the newbie. All I can say is get ready to walk, a lot.

As for the ARA of New Jersey, President Michael and I have talked about taking this same concept to the state level; however, it will require a lot more hands and participation. Be ready to join in when we move on this issue, as your voice and shoe leather, as well as your time, will help to make us and our issues known in Trenton.

Matthew Holt, Adams Rental

Our supporting vendors



Shopping for the right attitude

"The only thing you can control in your life is your attitude, so you better pick a good one." I may be slightly paraphrasing, but this was the most important statement I got from the keynote speaker at **The Rental Show** in Orlando, Fla. I didn't feel this year's speaker was as good as some of the previous keynote speakers (I even enjoyed Barbara Bush — and I'm not a Republican); however I really enjoyed the Atlantic City Boys who sang before and after the opening ceremonies.

Being a party rental store with no tool section, we stay in the party aisles for the most part. Our primary goal when we go to the Show is to find something that would be new and exciting to add to our current inventory. Of course, new and exciting to us is not always new and exciting to our customers. So we have to look at it from the customer's point of view. We also have to keep in mind that we have both male and female customers. The tabletop displays were beautiful this year with some new and elegant tablecloths and chair covers. They weren't in our budget this year, but we know they are available if we get a call for just such a need. There was also a unique tiki bar, but we are OK with our luau items for now.

One of the new vendors that we visited was showing children's ballroom chairs. Their name is Royal Event and we did purchase 50 of their white, resin children's ballroom chairs. We rent a decent amount of children's tables and chairs and our other kiddy chairs are primarily colored plastic. We felt this would be a good investment for those princess parties or for weddings where children are present. They will also rent well for upscale birthday parties and tea parties.

One of the other new ideas that caught our eye was the LED lighting for tents. There were vendors with battery-operated ones and wireless ones that communicate to one another through a special program. And there were other ones that weren't wireless but could also be controlled at one location. For those of us who may be a little technologically challenged, the main idea behind both of these sets is the beautiful way they will light our tents with color and with lights that produce no heat. We bought some of these also.

Besides seeing new vendors and rental equipment, we also got to catch up with old friends and make some new ones. Some of the best time spent is after the Show closes for the day and you get to spend some time sharing ideas with others around the lobby bar or at dinner. This is the time you find out things you may have overlooked and may need to take a look at the next day. It's also a time to kick back and relax and think about your budget and ways to improve your business.

So we came home from **The Rental Show** in Orlando with new children's chairs and new lights for our tents. We also replaced some gold flatware and purchased tent parts and extension cords. How exciting is that? Maybe not very to some. (I had to keep Chris away from the Big Ass Fans. He wanted several.) We've already rented all 50 children's ballroom chairs and may need to get more. And we came home with the right attitude. It's a good one!

Valerie Ruch, The Party Corner



La Cucina

Company pot roast

1 (3-4 pound) boneless bottom round roast

Kosher salt and freshly ground black pepper

¼ cup vegetable oil

2 yellow onions, peeled and quartered

3 cloves garlic, smashed

1 tablespoon tomato paste

1 cup red wine

2 cups beef stock

2 fresh thyme sprigs

2 bay leaves

4 carrots, peeled and sliced into ½ inch pieces

Freshly chopped parsley leaves for garnish

Directions:

Preheat oven to 350 degrees.

Season roast on all sides with salt and pepper.



Shake off the winter dust

As the summer approaches, so does the busiest time of our working year. Are you ready? Are your staff and stock ready?

Having fewer orders streaming in may make it tempting to take it easy, but utilizing this time to make the summer season more profitable is something we all should be keeping in mind.

Inventory and equipment rehab is not only a great way to keep your staff occupied, but it also will give you the ability to fill orders quickly and with confidence that the event will go smoothly on your end. Also, taking the time to organize all your products will save your staff crucial time in the coming season.

Step up your showroom! Presenting upcoming color schemes and products can encourage current customers to become repeat customers. Just as retail stores will display multiple items together to sell the consumer on the big picture, so should you! If a picture is worth a thousand words, a properly merchandised showroom is worth a thousand attempts to upsell a client during the order process. Sink-or-swim time is approaching. Set yourself up for success!

Also, we should all take a page out of Hallmark's greeting card division and create themes for people's gatherings during the winter. People just need a reason to party. I say let us give it to them.

Jeff Hinck, A Party Center



Rental people are _____

So here we are, already in March! Every year just gets faster and faster. For those of you who went to **The Rental Show** in Orlando, Fla., you know what the sentiment was ... VERY POSITIVE! Finally, some good stuff after the year we all have had. It seems most people feel there IS a light at the end of the tunnel and we have seen the worst of it. Boy, I hope they're right. I will say this, being a part of the ARA of New Jersey has been a blessing in a time of bleakness. My fellow members have been my support, inspiration and salvation. OK, before you think I've gone all wacky (keep your comments to yourself), let me explain.

Since being involved in the ARA of New Jersey, I have met a fantastic bunch of people — and not just any people, RENTAL PEOPLE! Let me tell you, I feel the support of all of them. It's amazing. What other industry wants to and helps their competitors succeed? Not many. Now, I know for a lot of you all this kumbaya stuff just ain't your speed, but don't think that I haven't looked upon you or felt your support — and you know who you are. So even if you don't believe, it doesn't matter because we are here for you whether you like it or not 😊 Kisses!

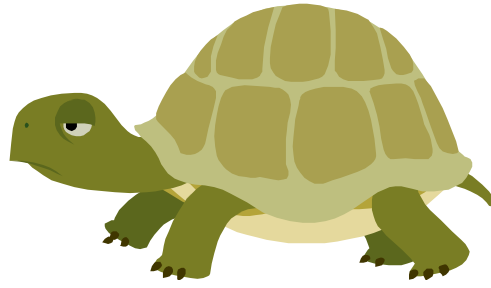
Kristen Redmond, United Rent All

In a dutch oven over medium-high heat, heat the vegetable oil and sear the roast on all sides. Add the onions, garlic and tomato paste and cook until slightly colored. Add the wine, stock, thyme, carrots and bay leaves. Bring the liquid to a simmer, cover and place in the oven.

Roast for 2½ hours, then transfer to a cutting board and let rest for 15 minutes. Slice and place on a serving platter. Skim the fat off the braising liquid and serve with the roast. Garnish with parsley

Judy B.

When business is slow ...



Over the past number of months, many of us have been looking sad and counting the days until business improves. Do we need a stimulus? Perhaps we do, but not the government type! It has to come from within! Each of us *can* make our own list of ways to improve our business, even in the tough times. Are we acting on this list, one day at a time?

Are there parallels between my rep business and the rental operator? Of course, but you can be the judge:

I need to knock on more doors to spread my product information. If it's good, I need to share it. If it's not so good, why do I need it?

Can I improve my time use? Will technology help? This is a tough one since I usually fight more technology. I must admit, however, there have been many times that I could have saved time and anguish with a Blackberry!

Am I planning ahead? If not, I need to get on the stick! Am I driving too many wasted miles by making too few appointments?

Am I improving my listening skills so I can focus on the needs of my customer?

Am I improving my product knowledge?

Am I networking enough through ARA of New Jersey meetings, plus other relevant organizations?

For myself, as a rep, I am doing some of this soul-searching. Are you doing the same?

If I don't do some of these things for myself, who will do them for me? You're right — nobody!

Howard Heller, M & R Sales Inc.

Hiring a good employee

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There is no doubt that in the lifetime of your business hiring good employees will actually become one of the most important decisions an owner/manager can make. It ranks right up there along with finding the right location and determining what rental equipment to invest in.

Employees are an extension of your business. They deal with vendors, fellow employees and, most importantly, your customers. So keep in

mind that you need someone who not only has the skills and experience you are

looking for but also has a pleasant personality as you literally will be working side-by-side with them.

Here are some steps to follow: Know exactly what it is you are looking for and what the person will do. Create a job description. Next, post the job description on [craigslist](#), [monster.com](#), as well as in the classifieds and with employment agencies. Browse through the resumes you receive and pick the top people to interview. Finally, if you want to hire someone great, you have to offer a great job. It does not have to be the best-paying job, but it would hopefully include some creative work, good hours and profit-sharing, etc. — something special to entice someone special.

Judy Boelhouwer, Friendly Rental Center

Find the right employee through ARA's industry-specific job board

If you are looking to hire new employees, be sure to check out the American Rental Association's (ARA) job board — the only rental-specific job board available that allows you, as an ARA member, to post jobs for **free**.

ARA's job board, which can be accessed via the home page of the ARA Web site, [www.ARArental.org](#), or at ARA's rental career center, [www.RentalCareers.com](#), has been receiving quite a bit of attention. In February alone, the site received 38,271 views. Currently, there are 759 resumes posted and nearly 50 active job listings.

"We are pleased to see increased activity on the job board as it might be a sign that some rental companies are feeling more confident and looking to add to their work force," says Carla Brozick, ARA director of education and training. "Besides the job board, we also provide brochures that highlight the various career opportunities available in the equipment rental industry, offer rental businesses posters that can assist in recruitment efforts and have available job descriptions that businesses can use to career-track their work force. All of these resources are aimed at helping members find well-qualified help and demonstrate to their employees that careers can be made in the industry."

The job board offers many benefits:

For rental operators, it offers:

- Easy, confidential access to specialized talent
- Help in recruiting the right people more cost-effectively
- Job announcements in real-time from your desktop
- Immediate notification when new candidates post resumes
- Targeted searches of the resume database
- The ability to track activity online to measure recruitment advertising results
- Your job to be posted on the ARA site as well as on [www.indeed.com](#), a job board aggregator; the National Urban League's job board and the American Veterans Association job board. All postings will be labeled to the ARA job board. This will give your ARA posting an even broader reach.

For rental operations that have had to downsize, employers can let their impacted staff members know about this service. For job seekers, the job board offers the ability to:

- Tap rental industry jobs and employers around the clock
- Post a resume (even confidentially) at no charge to catch the eye of potential employers

- Conveniently browse opportunities by employer, location, job category and/or title
- Receive auto e-mails when new postings match their preferred job profile
- Confidentially store their resume and cover letters online when not seeking a new job

See how ARA's job board can assist you and your business. It will be worth your while.

Remember when quality was job No. 1



Spring training is officially under way. How exciting is that? This morning on the radio I heard that CC Sabathia was throwing faster than a runaway Toyota Prius. For those of you who have not been following the Toyota saga, that would be 94 mph. First, that is great pitching, but most disturbing is that it's being compared to faulty car performance.

Yes. Toyota is having its issues but they are just one piece of an economy that is so based on price rather than quality. Corners are being cut and systems are failing. I personally see this as a wake-up call that, as a society, we have to really take a look at what is important and where we want to be in the immediate future.

As a small business owner, I see firsthand how price is driving this economy. It's like nothing else matters. Is the public so bent on a cheap price they are willing to risk not only quality but safety as well? I think we have reached a point when we all need to speak up and let our voices be heard. Please bring back quality. I would like to see the day when "Made in America" means something again.

If we continue on like we are going, we will see more accidents, more equipment recalls, more companies filing Chapter 11, more lawsuits and more products that we depend on coming in from overseas. Let's start to demand and insist upon quality-made products and services.

Not only will this improve our safety and lifestyles, but it also will serve as an economic stimulus for our country to get out of its growing debt. Yes, we all agree quality comes with a price. But you know what else comes with quality? That would be "PRIDE." Let's make and provide products and services that we can be proud of. Pride is something that is needed today. Let's take pride in living in this country and take pride in being an active member of a society that produces exceptional products. Pride is something money can't buy. It has to come from within.

Spring training is a new beginning for a new season. You know the pride you have when your favorite team wins after playing an awesome game? Let's have that same pride in the products and services we deliver.

Steve Kohn, Miller's Rentals

Read all of my blogs at Stevekohnblog.com.



Caterer's corner

By Chef Jeff

Roast Beef with Wild Mushroom Sauce and Caramelized-Shallot Mashed Potatoes

1 tablespoon plus 2 teaspoons minced fresh thyme, divided
2 teaspoons coarse kosher salt
3 garlic cloves, pressed, divided
1 2 1/2- to 2 3/4-pound beef tenderloin, well-trimmed
4 tablespoons olive oil, divided, plus additional for brushing
8 ounces fresh chanterelle and oyster mushrooms, sliced (about 4 cups lightly packed)
2 tablespoons minced shallots
4 tablespoons brandy, divided
1/2 cup whipping cream
1 rounded tablespoon all purpose flour
Beef reduction (store bought or fresh demi-glace)
Caramelized-shallot mashed potatoes (see recipe below)
2 tablespoons minced fresh Italian parsley

Mix 1 tablespoon thyme, 2 teaspoons coarse salt and 2 pressed garlic cloves in a small bowl. Rub salt mixture over beef tenderloin. Wrap in plastic. Place in 11x7x2-inch baking dish and chill at least a day and up to three days.

Heat 3 tablespoons of oil in a heavy, large skillet over high heat. Add oyster and chanterelle mushrooms and sauté until browned, about 8 minutes. Add minced shallot, 1 pressed garlic clove and 1 teaspoon thyme; sauté 2 minutes. Add 2 tablespoons brandy and stir 20 seconds. Add cream; stir until almost all liquid is absorbed, about 3 minutes. DO AHEAD — Can be made 2 hours ahead. Cover and let stand at room temperature.

Preheat the oven to 400°F. Brush heavy, large roasting pan with oil. Heat remaining 1 tablespoon oil in heavy, large skillet over medium-high heat. Add beef tenderloin and cook until browned on all sides, about 5 minutes total. Transfer to prepared roasting pan. Roast until instant-read thermometer inserted into center registers 118°F for rare, about 28 minutes. Transfer beef to cutting board; let rest 10 minutes.

Meanwhile, re-warm mushroom mixture. Sprinkle flour over; stir to coat. Add remaining 2 tablespoons of brandy to roasting pan. Heat over medium heat, scraping up browned bits and then add to mushroom mixture. Add beef reduction to mushrooms and bring to a boil. Reduce heat to medium-high and simmer until slightly thickened, about 5 minutes. Stir in remaining 1 teaspoon thyme. Season to taste with salt and pepper.

Caramelized-Shallot Mashed Potatoes

6 tablespoons (3/4 stick) butter, divided
2 cups sliced shallots
3/4 cup whole milk
2 pounds large Yukon Gold potatoes, peeled, quartered

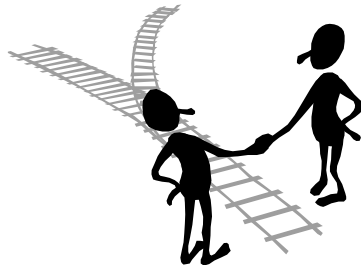
Melt 2 tablespoons butter in heavy, medium skillet over medium heat. Add sliced shallots and cook until tender and brown, stirring often, about 20 minutes. Transfer shallots to small bowl. Add milk to skillet. Set aside.

Meanwhile, place quartered potatoes in large saucepan. Add enough cold water to pan to cover potatoes by 1 1/2 inches. Bring to boil, reduce heat to medium and simmer until potatoes are tender, about 15 minutes. Drain. Return potatoes to pan and stir over medium heat until dry, about 1 minute. Add remaining 4 tablespoons butter. Bring milk in skillet to simmer, scraping up any browned bits. Add hot milk to potatoes. Mash potatoes. Stir in caramelized shallots and season to taste with salt and pepper.

Thinly slice beef. Divide caramelized-shallot mashed potatoes among six plates. Arrange beef slices on plates. Spoon mushroom sauce over, sprinkle with parsley and serve.

The fine art of compromise

If anything you have to do in life requires time and energy, it is a job. When more than one person is involved, it requires negotiation. From getting your kids to clean their room to million-dollar deals and litigations, everything requires some sort of compromise.



The problem is most people are so naïve and never think things through. Awhile back a friend of mine was not given her yearly bonus because the company cited her performance as subpar. I suspect in these economic times they were nitpicking and looking to cut wherever they could. One employee's bonus for \$5,000 may not seem a lot, but in a company that employs thousands, having many hundreds affected could prove a considerable savings.

My friend went on and on about, 'Don't they understand about the little people living from paycheck to paycheck and why don't they take it out of upper management's pocket?' She also felt the decision was unfair and prejudiced. First, she should wake up and realize she is there to do a job. No one knows whether she needs the job to survive or if she is there making spending money. Quite frankly, no one cares. That's why people should be hired on qualifications and job reviews should be based on performance.

I explained to her that if she pressed the issue and disputed this, she wouldn't get more than \$3,500 as a settlement. She told me I was wrong. She went on and on about how she was going to make a difference for the next person and she would quit if she didn't get the whole amount. I told her if she left, no one would remember or care or even know about what happened to her. I told her to think about negotiating the best deal, but my words were useless against naïve stubbornness. She said I was wrong, and she would get her whole bonus amount. When a person opens their mouth and says things like this and then doesn't follow through, they put their credibility in the toilet. For me, I lose respect when people stand on principle then cave like an accordion. If you aren't going to follow through, then shut your mouth.

Most people think when they have been wronged they will be vindicated like some hero in a movie. In life, there are no clear-cut winners and losers. There are just two parties who are both dissatisfied with the outcome. I kept on telling her to focus on

a settlement compromise but no dice. She had already envisioned herself the heroine righting the wrong for humanity.

Mostly, I have worked for small, independently owned companies. Truthfully, in this case, an employee wouldn't get squat. In a large public company, it is easier for them to pay off one employee who complains because they are still ahead with the ones who didn't complain, as in this case.

Had my friend negotiated from the beginning, she might have walked away with more. But she was so adamant that she was right and right would win out in the end.

She wanted two things: one was to have her record with the bad review that led to the forfeited bonus expunged, and, second, her whole bonus restored. Now this was never going to happen so she had to decide what she wanted more — her untarnished record or the money. The company knew the money was the focus. No matter how noble we act it's always about the money. Anyone who says not is delusional. Again, I tried to explain this wasn't going to happen and wasn't heard. Now I don't know whether the outcome would have been different but guess what — the settlement was for \$3,500 and the record of the bad review remains on file. I would've done things differently. I would have been relentless and prompted countless discussions to find a compromise hoping to wear them down. Even if I didn't get any more, I probably would have had the money months earlier along with the fact that I would have felt I compromised instead of feeling, as I am sure she did and does, cheated.

What the company accomplished was what they were going to do in the first place — give up a little money. They didn't waste a moment more on the matter. My friend spent hours imagining being vindicated then probably since has spent countless hours seething and being annoyed because she didn't come away with anything she thought she would. She didn't even think how to take this experience and learn from it.

For me, I look at any situation and already have in mind what I am willing to compromise on. This gives me power because I now become part of the negotiation and not a victim of a decision. Also, if you already know what your bottom line is, then if you have to walk away, you can "knowing" that you did all you could.

By [Charlotte Sorrentino](#)

Sorrentino runs a consulting and sales company providing both store image and event party items for sales. She has 10 years industry experience. To view all of Charlotte's articles, follow this link: [Article source](#).

Discover customer creditworthiness with ARA's Product of the Month

Before you extend credit, particularly in this economy, you need the facts. Receive that objective information from the American Rental Association's (ARA) Credit Report Service.

Through national credit bureau Experian, ARA's program offers both general and associate members four types of U.S. business reports and one consolidated Canadian report. Each easy-to-read report offers important credit risk information that can help you determine creditworthiness so you can make an educated decision.

When you order throughout April, you will save \$5 off the regular member price of each report, thanks to ARA's Product of the Month program. So, if you haven't tried ARA's program, now is the time to check it out and save while doing so.

To order, download the credit report form online by going to the "ARA Members Only" section of www.ARArental.org. Once there, click on "Business Resources" and then "Credit Report Service." During weekday business hours of 8 a.m. to 5 p.m., Central time, you usually will receive reports within an hour of your faxed request and often as soon as 15 minutes. First-time orders of reports containing Fair Credit Report Act (FCRA)-regulated information might take a little longer.

For more information, call ARA Member Services at 800-334-2177.

The lead in ... five helpful strategies for closing Internet leads

Internet leads are not like other leads from other sources, and they require a different sales strategy. An Internet lead is probably a bit better qualified through the TentRentalSearch.com system based on the information that the consumer is willing to provide. The consumer is being uniquely proactive. They have used a search engine to complete an online form requesting contact. The Internet lead is primed to take action. Here is how to proceed:

1. **Call all leads** — The sooner the better. Sometimes people look over the leads and cherry pick the ones they think are best. This is a mistake. Top closers realize that sales is a numbers game. Unless you are psychic, how will you know which lead is good and which lead is bad? Never assume! Just like an inbound phone call, you do not know which lead will result in a sale. When you pass on a lead that you do not think will work, the only thing you guarantee is that you will not make a sale. Timing is critical. Call when you receive the lead. Be consistent and persistent!
2. **Contact is king** — Now that the prospect has taken the first step, you have to be just as proactive in reaching them. Immediately call the consumer at home or work. Immediate contact gets the sale. At the same time, or even before you call, send an immediate personalized e-mail introducing yourself and your company and explain why you should earn the customer's business. Once contact is established, remind the consumer that you are following up on their request.
3. **Listen to the consumer** — Ask questions, but spend most of the first call listening to the consumer. Never rely entirely on what the consumer has put on their lead. Find out what questions they have that you can solve. Do you have flexible and creative solutions to their particular needs? Remember that it is your job to educate first and sell second. Communicate clearly the advantages of working with your company. Respect the consumer's requests and wishes at all times.
4. **Be persistent and courteous** — After you've established contact, do not assume that the business is yours. Aggressively move down the process. Constantly sell yourself and your company. Respect the consumer's requests and listen to their needs. Bridge the gap between their request and your

company. Be the consumer's advocate by focusing on solving their problem. Educate the consumer about comparing competitors' fees and services. Why should the consumer be your client? Why should they stay with you? Answer both of these questions before leaving the first call.

5. **Recycle your leads** — Many consumers are turned off by the initial rush their online request unleashes. Others find that their needs have not been met. Maintain a regular call and e-mail follow-up schedule for those leads that did not convert. Some events are planned a long time in advance, and some consumers do not make a decision until one to two weeks before the event.

Internet lead factoids

1. Did you know that Internet lead data shows that the first vendor to contact a consumer increases their conversion 15 times. The first five minutes after the lead comes in are critical.
2. The first company to contact a consumer has the opportunity to position their offering first and make competitors play catch-up.
3. More than 65 percent of the leads that convert, convert on the first call attempt.
4. The biggest payoff is after-hours calling.
5. **Call Fast – Call First** and increase your conversion!

Jim Palmer, TentRentalSearch

Contributions from: "How Much Time Do You Have Before Web-Generated Leads Go Cold" Research Study, Sloan School of Management, MIT, October 2009.

Additional Sources: LeadQual, Emeryville, Calif.

Jim Palmer is the CEO of TentRentalSearch, a lead generation company based in Highland Heights, Ohio. His 30-plus years of marketing and 10-plus years of Internet experience provide a unique understanding of both consumer and dealer business segments.

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