Thank You…

by Don Laux, President and General Manager Colson Caster Corp.

Hello everyone,

As always, I look forward to the opportunity to communicate with all of you each quarter through our newsletter. My goal, as I sat down to write today, was to say "Thank you for your orders!" Although it has been top-of-mind all morning, it now comes as somewhat of a struggle to put into words. Simply saying "Thank you" just doesn't feel like enough. But, allow me to try…

Food for thought…'our customers calibrate us'…hmmmm.

I say that is true! No company ever succeeds without a highly sensitive ear for its customers. Therefore, I can't just thank you for your purchase orders; I have to also thank you for the challenges, high expectations and the entire decision-making process that leads to your selection of Colson products.

Our products now run the gambit when it comes to diversity. Whether your application is a material handling cart for an AGV machine, an IV pole or even the server rack that stores your precious computer database, we have you covered--all because you have either accepted a new idea that we have fielded or because we have been pushed to specially adapt or design products to fit your own unique application. The point is that changes are made because of your needs or wants. For example, our 2 series stainless steel line has gotten requests over the years for more standard sizes. So, we now have more standard 2 ser stainless steel products. You wanted to enjoy container pricing without having the burden of container volumes. "Voila!" It's done - take advantage of our pallet program. And let's not forget expectations. You expect us to change, right? Everything changes or disappears so they say. We can have a truly terrific solution, but if it's not perfectly aligned with your needs, it is not a solution at all. We change it.

In the end, what I am trying to say is that it is your standards and your expectations that have made us the premiere Colson Associates caster company, and for that I would like to thank you.

Have a great quarter too, because that leads to a great year!

Colson Highlights

Marketing Survey—Plus a Chance to Win a New Shirt!: Great ideas are meant to be shared, right? Or, maybe you would say, Colson should reward me when I give them my great

Quarter 2, 2010

New Products

6" Round Triumph Wheels
(Click here for more info)

Success Story

Colson & Meese Celebrate
(Click here for more info)

Colson In the News

Material Handling Network:

Colson's First Hire of 125th Year
(Click here for more info)

New Equipment Digest:

6" Triumph Wheel
(Click here for more info)

Material Handling Network:

Colson Aids Child Abuse Prevention Efforts
(Click here for more info)

ideas? Geez! Is nothing free these days? Either way you say it, we value your ideas and expertise because we are all on the same team and sharing just makes us all better. Now, having said that, we are asking for your input on a few marketing items to be considered for future planning. And yes, there could be a payoff for you too!

Each person who sends a response to the following questions by May 1st to lbean@colsoncaster.com will automatically be entered into a drawing for a comfy Dri-Mesh Sport's Shirt branded with their distributor name and Colson.

1. What is Colson currently doing that is helping you the most with growing your business?
2. What are other manufacturers doing to help you grow your business that you would like to see from Colson?
3. What marketing programs do you have in-house that are most successful?
4. Do you get pre-qualified leads from your other manufacturers?
5. Can we call and pick your brain some more on how we can help you with marketing efforts?

So let us hear from you. Thank you and good luck!

Sales Tip—4 Ways of Working Around Caller ID: We all love Caller ID when we want to screen our phone calls. But, love quickly turns to hate when your number shows up on your customers' Caller ID and prospects dodge your call. Don't take it personally. We are all busy and guilty of using the service to screen our calls and save us time. Below are four quick and easy tips that just might get you in touch with your prospect!

- **Call another extension.** Most likely you'll reach someone that will transfer you directly to the prospect.
- **Call from your home or cell number**, which will most likely be unfamiliar to your prospect.
- **Ask for a referral.** Talk to one of your good customers who is a current supplier for your prospect, and ask them to put in a good word.
- **Try another means of communications.** Some folks just don't like to talk on the phone. Try e-mailing, texting or even a hand-written note.

New Sales Tools Site with Lead Tracking; Great!...But, how do I use it?:

Hopefully, you are already aware that Colson launched a new Sales Tools site in January. Although it has many productive features, this site is meant to serve as your home base for housing and managing Colson leads. For detailed instructions on how to successfully navigate and get the most from the Lead Tracking system, click on 'website instructions' from the Sales Tools site home page found under Helpful Links.

Here are some helpful FAQs for the lead tracking portion of the Sales Tools site:

-How do I get to the Sales Tools Site?

Go to www.colsoncaster.com. Click login from the website header. You will be prompted to enter your username and password for the Sales Tools site. If you have forgotten or do not have a username and password for our sales tools site, you may request them from Laura Bean (lbean@colsoncaster.com).

-Where do I find Lead Tracking on the Sales Tools site?

Once logged into the Sales Tools site, you will find Lead Tracking in the website header. Lead Tracking is the second option from the left. Click Lead Tracking to see a list of your New leads.

-Why is it important that I make use of the Lead Tracking system and update my leads?

There are several reasons to keep your leads updated, which include the following:

- Colson provides prequalified leads to you free of charge, but if it is determined that leads are not being pursued, the RM will send leads to another distributor for fulfillment.
- The lead contact is probably waiting on a response from you.
- Reporting on lead sources and closure rates allow us to determine where marketing dollars are best spent.
- Disregarding leads usually means a missed sales opportunity.
- Taking advantage of the sales leads provided beats cold calling any day!

-Where do these leads come from?

Currently Colson has several ways of gathering leads: Many are emails sent to Colson Info Dr., Website Inquiry, Website Quote Request, 3D Content Central Quote Request; in addition there are leads from Trade Show contacts, Phone Messages, In Person Meetings, 3D Model Downloads from Colson Website, 3D Model Download from 3D Content Central or Other outreach activities. The lead source will always be noted in lead details under How Prospect Contacted Colson and serves as a great starting point for discussion.

-Why do I have zero leads?

Your Regional Manager receives leads on a regular basis and forwards them to the appropriate distributor contact in the lead system database. If you have no leads, it may be that another contact from your company was in place as the central person to receive leads for dispersal or there may not have been a lead sent through the system in your area yet. If you feel you are not receiving leads appropriately, please let your Regional Manager know.

-How do I know when I get a new lead?

There are three ways to view a new lead that has been assigned to you. First, you will receive an email in your Inbox alerting you of a new lead. The email contains a link to the lead on our Sales Tools site. Secondly, on the home page of the Sales Tools site, there is a summary of your New, Open and Total leads under the site Welcome message. Click on New, Open or Total leads for a list view of leads with their corresponding status. Finally, when you login to Sales Tools and click Lead Tracking, a list view of your new leads automatically appears.

-How do I view lead details?

Once you have clicked on Lead Tracking within the Sales Tools site, a list of your new leads in a list view will appear by default. To the far right of each lead number you will see an Edit/View button. Click the Edit/View button to view the lead details.

-How do I change the status of a lead?

Once you have clicked Edit/View to view lead details, you will find the lead status drop down box above Lead Notes. Lead status options are: New; Open; Quoted; Closed: lost business;

Closed: got business, or Closed: just information hunting. Choose the appropriate lead status from the Lead Status drop down box based on your level of communication with the lead contact. Don't forget to click Save before you exit the lead details. Options for Save or Close are found above the lead number in the lead details view. Save will exit you from the lead and save any changes you made to the lead details. Close will exit you from lead details without saving any changes. After clicking save you will be sure that your changes were saved as you will receive a note in green saying "Success! Updated!"

-Why are the changes or additions I have made to lead details not being saved?

Before you exit lead details, make sure to save your changes. Options for Save or Close are found above the lead number in the lead details view. Save will exit you from the lead and save any changes you made to the lead details. Close will exit you from lead details without saving any changes. After clicking Save you will be sure that your changes were saved as you will receive a note in green saying "Success! Updated!"

-How do I view my open, quoted or closed leads?

On the home page of the Sales Tools site, there are links under the Welcome message to your New, Open or Total leads. Another way to view leads by status is to click on Lead Tracking from the Sales Tools site home page header. You will then see a list view of your New leads by default. You may choose to view another lead status by clicking a different lead status option (New, Open, Quoted, Closed or Archived) above the search button. Click the Search button after the lead status option has been chosen. This will pull a list view of the chosen lead status.

-How do I close out a lead and stop lead email reminders?

The system recognizes a lead as closed only when the lead status is one of the following: Closed: got business; Closed: lost business; or Closed: just information hunting. To change the lead status to closed, choose the appropriate closed option from the drop down box entitled Lead Status from the lead details view. Don't forget to click Save before you exit the lead so that your changes will be saved.

-Why am I getting these lead reminder emails?

Once your RM has forwarded a lead to you, if the lead status does not change within a given period of time, you will receive a reminder via email to check the lead. The lead reminder schedule is as follows--

New Status Leads: Reminder email is automatically sent after 7 days.

Open Status Leads: Reminder email is automatically sent after 14 days.

Quoted Status Leads: Reminder email is automatically sent after 21 days.

Note: If a lead remains unclosed for more than 30 days, your RM will receive a copy of the lead reminder.

-What are the lead prequalification fields all about?

At Colson we work very hard to assure our distributors only get prequalified leads. If a lead is sourced as 3D Model Download, Colson Website or 3D Model Download, 3D Content Central, effort was made for the contact to be reached by phone. And, the contact was asked the series of questions you see as fields under Lead Prequalification Information. You will find notes from our conversation with the contact in the Lead Notes field. Please make special note of the Priority field as well; this field will tell you if the lead is active. Leads noted as Active also include the annual dollar volume of caster business the contact entertains.

Priority levels are as follows:

Active $10,000 - $25,000

Active $25,001 - $100,000

Active < $10,000

Active > $100,000

Non-Participant (opted out of our phone survey)

Unreachable (could not be reached by phone)

Inactive (not a current buyer)