

Colson Caster Corp Newsletter, Q1 2012

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Letter from Don Laux: How do I grow my business?...

Dear Laura,

What's the one question all business people (big, medium or small companies) constantly ask themselves? If you ask me, it is "How do I grow my business?" Good question. The simple, more sarcastic answer is to get more sales. I wish it were that simple.

If you Google the phrase "grow my business," you will find an infinite amount of books, blogs and so-called experts provide what they think are the right answers. Well, below are some ideas for growing your business that have worked for Colson.

1. **Focus:** Know your business capabilities and strengths. Then, run with it. This means do not waste your time on projects that don't play on your company's core strengths. Here is an example: I know Colson Caster is the very best at engineering and manufacturing medium-duty industrial casters. So, Colson is not going to spend resources and time on making clocks. That's not what we are good at!
2. **Knowledge:** ...the market, your product, competitor products, customer needs and more. It's true; knowledge is power if you use it. Learn as much as you can about every aspect of your business. Know what the market is looking for and market the heck out of those products if it fits your business!
3. **Expand:** Do you need to add sales people or open another location? Having the right people in the right places is the key.
4. **Value:** If you are not the lower priced option, know what values your company brings to the table to off-set price.
5. **Position:** Stand firm behind your products. And, prove your position by backing it up with a warranty. That is why Colson was the first in the caster industry to offer a 3-year warranty on its products. And, today it is still the industry's best warranty.

The five ideas above are not just ideas. They are actions! I can't predict the future, and everything changes. But, I can tell you the winners are those who adjust to those changes in the market appropriately.

I hope you find the above tips helpful reminders. Let's make it a successful 2012!

Sincerely,

Don Laux
President & General Manager
Colson Caster Corp.

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Product Spotlight



Colson's 2 Series Stainless Steel Caster Line is Newly Expanded.

What's New?:

- Newly designed Top Lock and Total Lock brakes
- Hollow king pin for custom mounting options

Colson 2 Series Stainless Steel Casters are perfect for harsh and demanding environments, such as laboratories; meat, poultry and seafood processing; and dairies and manufacturing sites.

[Click here to learn more!](#)

Did you Know?

Colson and Encore Mix and Match.

When economy and less high end features are required, try matching Colson and Encore product.

Here's an example: match an Encore 4 Series Standard fork with a flat 6x2 Trans-forma wheel. This combination is a great alternative for the waste container industry.



Contact your Regional Manager for more recommended combinations!

Colson News

Product School is back!

Sales Tip: 5 Little Tips to Start the New Year Off Right

A few quick sales tips can have a big impact on sales results.

1. **Smile:** You will see personal and business benefits by smiling more. Smiling reduces stress, lowers blood pressure and even enhances other people's perceptions of you. Customers and prospects can hear and see the smile in your voice. Try it!
2. **Believe:** ...In what you are offering. Once you have gained extensive knowledge on your products and services, reflect on how they boost the quality of life for your customers.
3. **Avoid negative talk:** When you are talking with customers and prospects be positive. Try to avoid words like "But", "We can't", or "However". A better alternative is to lead your customer into your positive world by saying words like "And". For example, "I understand where you are coming from Mr. Prospect "And" have you considered this alternative instead?"... By the way, smiling will help keep you in a positive mindset.
4. **Objective, objective, objective:** Such an easy idea, but it is crazy how many salespeople don't have a basic objective for every sales effort. Set yourself apart. Keep it all together by forming an objective for your sales visit or call ahead of time.
5. **Love letters:** Make it a point to send at least one hand written note per day. It sounds old fashioned, but writing a note adds an unmatched personal touch. Make it part of your workflow, and you won't regret it.

Ok...so, these tips aren't going to change the world as we know it, but they could give you that slight edge to be successful in sales. It is the little things that help us be different and memorable to everyone avenue of life. Try a few of the tips and see what happens!

Colson Expands Encore Dolly Caster Line

Colson has added new products to its low-cost 'Encore' Dolly Caster line. Requested by Colson customers, the additions include a top-lock brake model in all sizes, an economy rigid model, and the popular, optional #59 top plate is now available on all of Colson's Encore Dolly line swivel casters.

"The requests to increase our Encore Dolly line started almost as soon as we introduced the line's swivel caster last year," said Brian Crain, product manager for Colson. "The products are the best-for-the-price when quality, durability, and performance still matter."

Crafted to move dollies, food service carts, and stock carts easily and silently, the new products provide additional options for today's demanding applications. The new top-lock brake model is formed with a durable zinc-plated finish, and paired with the series' easy-rolling and non-marking grey TPR wheel. In addition, the wheel is fitted with a unique plastic thread guard that also serves as an integrated spanner bushing. All models have a 1 ¼" tread width and are available in 3", 3 1/2", 4" and 5" wheel diameters with load capacities tested from 180 to 260 pounds. The new caster selections are built with a single centered precision wheel bearing to provide easy rolling. The #59 top plate can now be ordered for any of the swivel models opening up more low-cost solutions for all of Colson's customers' high-priority applications.

All of the new Encore Dolly Caster line additions are available now for immediate shipment. For more information on the new Encore Dolly line product offerings [Click Here](#) or contact your Colson Regional Manager today.



Training dates are Wednesday, May 16th through Thursday, May 17th.

Email lbean@colsoncaster.com for more information.

Seats are limited, so reserve your spot today.



Distributor Spotlight: R. H. Brown Named MHEDA MVP!

RH BROWN CO.

Material Handling Solutions

R. H. Brown was recently honored as a MHEDA MVP (Most Valuable Partner). MHEDA's new program is exclusively for distributor member companies. To achieve MVP status, the company met eligibility requirements in the following areas of excellence: Industry Relations, Customer Relations, Peer-To-Peer Networking, Training and Best Practices. In essence, the award provides a tangible way of demonstrating R. H. Brown's commitment to business excellence for its customers, employees and suppliers.

Congratulations R. H. Brown. Colson is very proud to have R.H. Brown as a distributor and active member in the MHEDA organization.

For more information on the MVP Program, visit www.mheda.org.