



Colson Caster Corp Newsletter, Q1 2013

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Letter from Donald Johnson: Come See Us At ProMat

Dear Colson Customer,

First things first...Happy New Year. It's a new year and new times here at Colson Caster. And, there are many exciting things happening with the Colson brand this year. We are starting the year off right with the ProMat tradeshow in Chicago. This will be your first chance to see the Colson Group USA brands all together. What's more, you can walk the show to check out the latest supply chain innovations.

So, come see us in **booth 4227** at Chicago's McCormick place January 21-24. Look for the Colson Group USA logo, grab a copy of Colson's latest literature, and check out samples of new products to come. I'll be there to help share the latest Colson offerings and happenings. Hope to see you there.

Here's to a successful 2013!

Sincerely,

Donald Johnson
Colson Brand Manager



McCormick Place, Chicago
January 21 - 24, 2013

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2013 Colson Mini Catalogs Now Available

Join Our Mailing List!

Visit us at
www.colsoncaster.com

Product Spotlight



Light, Medium & Heavy Duty Trans-forma Wheels

- Made in the USA
- Priced like an import
- Multi-purpose, high performance design
- Easy rolling, quiet and tough
- At home on any floor, indoor or outdoor: carpet, wood, tile, concrete, office, cafeteria, retail, and more
- Available only from Colson!

[Click here to learn more!](#)

Did you Know?

Colson's most popular products are made in the USA!

The Colson brand can be traced way back to 1885 when we manufactured tricycles and wheel chairs in Elyria, OH. By 1957, all manufacturing of caster products were moved to Jonesboro, AR. Today, many of Colson's 2 & 4 Series products (among others) are still produced in Jonesboro.

[Click here to learn more about Colson history.](#)

Quick Link!



Colson Caster has published an updated version of its 'mini' product catalog. The new catalog showcases a sneak-peek of Colson's most popular products.

The new 2013 mini catalog provides a quick and helpful overview of Colson and its products. As you browse through the 16-page catalog, you will find basic information on selecting the proper caster and wheel types, a quick glance at product options, and specifications for Colson's most popular 1-8 Series caster and wheel products. The catalog is perfect for inclusion in proposals and is an easy reference for prospects and lead contacts.

The Colson 2013 Mini-Catalogs are in stock and ready to ship. Place your order by calling 1-800-643-5515 or by emailing info1@colsoncaster.com. Reference part number 12340.14. In addition, you can download a digital version of the new catalog from Colson's website now by [clicking here](#).

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Sales Tip: 13 Tips for Success in 2013

- 1) Reflect on 2012:** Take some time to review 2012. What went well? What could have gone better? Insights from the previous year will help you get started on the right track in 2013.
- 2) Set goals for 2013:** Setting clear, attainable and measureable goals for 2013 is a must. Think of these goals as your road map for the upcoming year.
- 3) Regularly review and track goals:** There's really no need to even make goals if you are not going to follow-up on them. So, at least monthly it's a good idea to see if your actions are following the goals you set for yourself in 2013.
- 4) Keep learning:** Reserve time in 2013 for training or professional development. There are always new tools and techniques available that can help you do your job better. The more you know, right?
- 5) Check your attitude:** Be fully committed to growing your business in 2013...no excuses. You will be amazed at the power of persistence and determination.
- 6) Ask for referrals:** Check in with recent customers to make sure they are satisfied. Then, find out if they may be able to provide referrals.
- 7) Upsell current customers:** If you haven't tried to sell current customers new products or services, you might be missing out.
- 8) Ask for business:** You don't get what you don't ask for. Even an awkward attempt to ask for business is better than nothing at all. Practice makes perfect, so the more you ask for business the closer you will be to finding out the method that works for you.
- 9) Keep It Simple Stupid (KISS):** Offer fewer options. To help your customer move forward, decrease the complexity of the offering by giving the prospect less to choose from.
- 10) Critique yourself:** After each sale, brutally identify the strengths

3D Models Available at

www.colsoncaster.com!

- Click "build 3D model" from our homepage
- Build a caster to your specifications
- Then, download and import directly into your design system



and weaknesses of the process. Could you have gotten a higher margin, or was there a chance to upsell? There's always room for improvement!

11) Plan to prospect: Block out time at least weekly for prospecting to avoid your pipeline drying up.

12) Know your leads: Sign up for your leads' email news and other marketing materials. Set up Google alerts around the leads' brand. These strategies are a great way to stay relevant and give insight on how to market to that prospect. If nothing else, seeing the latest information about the lead will give you topics to talk about the next time you make contact.

13) Stop selling (What?!): I mean, don't make your customers or prospects feel like you are trying to sell them something. Find out what they need help with, and help them with your products and services. When people feel like they are being sold, barriers come up. Avoid those barriers by being helpful.

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Colson Caster is the namesake brand for the largest caster conglomerate in the world, the Colson Group USA. For more information on the group, visit www.colsongroup.com