



**Colson Caster Corp Newsletter, Q2 2013**

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## Letter from Donald Johnson: Change for the Good

Dear Colson Customer,

Winston Churchill once said, "To improve is to change; to be perfect is to change often."

Change is rapid in all facets of life, especially in today's fast-paced industrial environment. From changes in our operating structure, to new systems and contacts, we at Colson have definitely been part of recent change. Although it is easy to be fearful of change, I truly view the changes under Colson Group USA as a great opportunity for the Colson brand, and I hope that you feel the same.

At Colson Caster, along with all of the Colson Group USA brands, we are making change work for us by taking advantage of best practices amongst all facilities. You might not even realize changes are taking place in our business practices. But, behind the scenes, management is listening to employees through discussion groups. And, we listen to you, our distributors, through surveys and the Colson Distributor Council, among other ways. While managing this change we still seek to exceed your expectations daily. In fact, at the end of the day, the task at hand amid all of the changes (internal and external) remains the same--to help Colson Caster distributors grow their business.

If you have any questions about our new operating structure under Colson Group USA, please feel free to contact me at any time. I'm happy to discuss this opportunity with you!

Sincerely,

Donald Johnson  
Colson Caster Brand Manager

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## NEW Commander HD Wheel: High Capacity and Floor Protection

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www.colsoncaster.com](#)

### Product Spotlight



#### 7 Series Enforcer Fork & Commander HD Wheels

- Heavy duty fork/wheel combination with high impact strength
- High capacity (Up to 7,200 lbs) and floor protection
- Easy rolling, quiet and tough
- Little to no maintenance required
- Strong, kingpinless fork design
- Applications include assembly line equipment, tool and die carts, engine hoists and much more!

Contact your Colson rep for more information!

### Did you Know?

**Colson's Engineering Team will Test Casters for You.**

We love a challenge! If you are having problems with a non-Colson product, let us test it. Colson's team will verify why the competitor's caster product is failing, provide a detailed test report and suggest a better suited Colson product for the application.

Contact your Colson rep today for more information!



Colson Caster has announced its newest line of heavy duty wheels for mass distribution: the Commander HD. The innovative wheel is designed for superior performance in some of the most abusive applications and environments where high-load requirements and impact resistance are a must.

"As with all of our wheel products, the new Commander HD wheel is backed by Colson's industry leading, three-year warranty. The wheels were designed, engineered and rigorously tested to insure the quality, performance and competitiveness that we require," said Charles Harris, testing and quality manager for Colson Group USA. "Our customers asked for an extremely heavy-duty wheel alternative that protects floors and holds up to corrosive environments, and the Commander wheel is that product." Once again, our customer input has served as momentum for a new product."

The Commander HD wheel is constructed of a high impact polymer, Nylatron®. The wheels are machined, not injection molded, which provides superior resilience and impact strength. In addition, the special polymer blend resists moisture and most chemicals making it suitable for corrosive environments. The wheel features a slightly crowned tread profile, rolls easily and provides better floor protection than other high capacity wheels, such as steel, iron or phenolic. Applications for the new wheel include, die carts, engine hoists, ground support equipment and much more.

The new Commander HD wheel is available now in 4", 5" 6" and 8" diameters, each with a 2" tread width. The wheel is also available with a 3" tread width for 8" and 10" sizes. Capacities for each wheel range from an impressive 2,000 lbs to 7,200 lbs each.

Contact your Colson representative for pricing and to place an order.

[Click here for Commander HD literature!](#)

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## Sales Tip: You Can Thank Me Later

As sales and marketing advice goes, this may very well be up there with the best of it. This is a BIGGIE. Tune in.

I ended a recent webinar with what I consider to be some sage advice. To me, what I am about to suggest is both logical and extraordinarily simple. It is effective and incredibly apropos. It does not cost a penny and the results are extremely powerful.

The truth is however, that nobody can do what I am about to suggest without feeling uncomfortable to some degree. This last sentence, in and of itself, may explain why there are not more successful travel-related sales professionals in the United States today.

I challenged my audience on this particular day to pick up their telephones as soon as our meeting was over, and call a prospect, customer, or the first person who came to mind to simply thank them for something. I reminded them not to get cute, fancy or eloquent. I urged them to act on this assignment immediately before all of the worthless, inappropriate, nonsensical excuses had a chance to take over their thought process.

The assignment was simple and straightforward. "Call somebody up to say "thank-you." I then ended the webinar and went to lunch. Upon my return, there were two emails waiting for me as a result of my

### Quick Link!

3D Models Available at  
[www.colsoncaster.com](http://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



earlier challenge. Both emails were happily reporting their results from reaching out to their clients. In both instances, they decided that the email route was the way to go. (It certainly was the easy way to go, but it certainly was better than doing nothing.) In sharing their success stories with me I noticed a disturbing trend. They were both hesitant in saying thank you to me. One mentioned in her email, "I hope this isn't mushy but..." while the other opened with "This is probably corny but..." Why couldn't they say "thank you?"

Has the business world become so suspect to the "sales pitch" that we have become frightened to tell people what we sincerely feel and think for fear of being misinterpreted.

If it has, this is a sad commentary. Although at times this may be a tough statement to defend, most people are not buffoons. Most people can tell the difference between a "come-on" and a sincere compliment. In fact, women are better at this than men. Women have the luxury of being equipped with a built-in "creep-o-meter;" whereas men have trouble sorting through the slugs from the good-guys. Sorry boys. You know I'm right.

What could be easier than to say "thank-you" to somebody who has helped you, guided you, supported you and provided you with a few dollars now and then to insure some degree of eating regularity? This should come naturally ... but it doesn't.

It is easy. It has always been easy. It will continue to be easy. And it will become the most worthwhile marketing strategy (or courtesy) of your entire business campaign.

In a similar vein, why don't more men open car doors for women? Why don't more people stand up and approach visitors as they enter their place of business? Why don't more people listen to what others are saying? Why do both men and women insist on playing the game "I can do better than that" when communicating in small groups?

But I digress. Thank more people beginning today and you can thank me later.

*Source: Mike Marchev, Material Handling Network Magazine, February 2013*

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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](http://www.colsongroup.com)

