

### TECH CORNER

#### May Selling Tips

- **May is the start of the Summer travel season. Time for a tune-up with Standard Ignition parts.**
- **Don't forget to inspect and change Air Filters when doing PM's. a new Air Filter can help improve gas mileage.**
- **Brake season is here. Try a new set of Bendix CQ or CT3 brake pads on your next brake job and see what a difference a quality pad can make.**

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### Time For A new Set Of Bendix Brake Pads!

Bendix Brakes is now one of the fastest growing product line we sell. With their varied product offering, there's a Bendix Brake Pad for every type of customer. Here's the current lineup:

**Bendix Global**– a top-performing pad at an economy price; Bendix **CQ**– an all ceramic, OE quality pad; Bendix **MKD**– Titanium-Metallic



*Bendix Brake Pads– when performance really matters!*

for OE semi-met pads; **CT3**– the top of the line Ceramic pad that exceeds OE specs; and "**Fleet Metlok**" pads for severe duty and commercial applications.

Bendix truly offers something for every car or truck on the road today. And with their years of O.E. brake expertise, you can be confident that every Bendix Brake Pad you sell or install will meet or exceed your expectation of how a quality pad should perform. So when you're ordering pads for your next brake job, don't settle for second best. Try a set of Bendix Brake Pads. Your customers will thank you, too!

### Parts Plus Oil by Amalie– Better Than It Has To Be

Most of you are familiar with our Parts Plus line of motor oil, but most folks don't know that it is produced by Amalie. For over 100 years Amalie has been supplying the aftermarket with top quality oil products. That same level of excellence goes into every bottle of Parts Plus motor oil. If you want a premium quality oil that meets or exceeds the OE specification without the high price tag, check out our line of Parts Plus oils. They're 'better than they have to be.'

### Exide Batteries and ATS– Partners For Your Success

Auto Tech Supply is now one of the largest Exide Battery distributors in the Southeast. ATS and Exide have programs for anyone wanting to grow their battery business, no matter what size. If you're

not currently stocking batteries and want the best, call ATS and ask about Exide Batteries. Exide is the industry leader for top quality batteries at a competitive price. Their patented manufacturing proc-

ess puts them ahead of any other brand. They're also the leader for late model coverage. If you want to 'start something,' call ATS and ask how Exide Batteries can help you be more profitable.

### Available Now!

Be sure to check out these exciting product lines:

Bendix CT3 Brake Pads

Dorman Variable Valve Timing Solenoids

Motorcraft DOT 5 Brake Fluid

OSC Radiators

Port-a-Cool Cooling Units

Trico Direct-Fit Rear Wiper Blades

### Keeping Your Eye On What Ball?

By Dr. Scott Hunter

"Previously we mentioned a USA Today article stating 1 in 3 employees hope to find a new job this year. What's sad for the employers who are unaware of this is stated clearly in the article: that the impending exodus could wallop employers who have to pay for recruiting and training replacements, as well as deal with lost productivity as they seek personnel. If you have a leadership position in your company, I want to ask you a question: what ball is your eye on? I've been thinking about this a lot since I met a gentleman I'll call "Dan" at a recent speaking engagement who owns and operates a plumbing company with about 150 employees. He came over to me after my presentation and arranged a time for us to chat. When the appointed time came, he shared that he was very inspired by what I had presented and wanted to discuss how we could take my message

to all of his employees. As I'm sure you would in the same situation, I asked him why he wanted to do that, what was his motivation. I was actually quite stunned when he said: I think it would improve the quality of their lives, contribute to them being happier people. Imagine that? I don't think I've ever heard anyone say that to me in that way before. So I pressed him a bit further. Fundamentally he explained that he cared about each and everyone one of his employees, he wanted each of them to have a better life as a result of working for him, and that he was sure that happy employees are loyal employees and do a good job for the customers. Right on! Here's the best part of the story. We arranged to do an all day pilot program for a first group of 28 employees. As part of the program, we gave all 28 an opportunity to communicate to him any disappointments they had at the

company. While there were a few minor points of disappointment, that took maybe 3 minutes, every employee took most of their turn thanking him for what a great boss he was and for allowing them to work for a great company. At the end of the day, as we gave everyone a chance to say whatever they wanted to say, almost every one of them thanked him for the gift of the program. So let me ask you: do you think he has to worry about 1 in 3 looking for a new job? Do you think he's going to have to pay dearly for recruiting and training new personnel? I think the answers are obvious. Again, if you have a leadership position in your company, what ball is your eye on? Expenses? Meeting your monthly/quarterly/yearly goals? Getting people to do more with less? If yes to any of those, I think you could learn something from Dan."

### Parts Plus Tools & Equipment Flyers– The Tools You Need!

You may have received one of our colorful Parts Plus Tool & Equipment flyers at one time or another. New editions come out quarterly, and they're packed full of great deals on the tools you need to grow your business. We have top

name suppliers such as Rotary Lifts, Ammco Brake Lathes, Bosch Diagnostic Equipment, and Coats Tire Equipment, just to name a few. In fact, Parts Plus is now the largest distributor of Rotary Lifts in the country! Put that purchasing power to

work for you when you need equipment for your shop. Most items can be drop-shipped right to your door, and if financing is an issue there's even an equipment lease application right on the back cover. Ask your salesperson for complete details today!

#### This Month's Quote:

***"The Automotive business is the best part-time job you will ever have. There are 24 hours in a day and if you're lucky you will only have to work 18 of them ."***

***W.D. Ward***

#### You Could Be a Star!

Looking to get yourself noticed? Tired of being overlooked by your friends? Just send us your name, funny photo, exciting achievement, or personal anecdote and we'll put it in next month's newsletter! Our circulation is only in the hundreds, but it could be the first step on your road to fame and fortune!

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Thanks for reading our

SAW/ATS Newsletter!