

# Professional Distributor

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## 2016 People's Choice Winners:

PTEN readers weigh in on their top products from this year's Innovation Awards entries.

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[VehicleServicePros.com/12258382](http://VehicleServicePros.com/12258382)

### Featured Video



Techs have the ability to quickly and easily obtain accurate tire tread depth readings during service and maintenance with the ATEQ Tire Tread Depth Gauge. To watch a product video, visit: [VehicleServicePros.com/12196709](http://VehicleServicePros.com/12196709)

### Product Tool Review

The reviewer said this easy-to-use tool saved him time in the shop while working on any job with a press-able ball joint. To read a full review for the Mueller-Kueps Ball Joint Separator, visit: [VehicleServicePros.com/12208837](http://VehicleServicePros.com/12208837)



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BY ERICA SCHUELLER  
EDITOR

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# Talk to the big guy to get to the rest

Reconsider your shop approach by talking first with the shop owner or service manager.

**R**espect can get you far in this business. This means starting with chain of command.

It's important to respect the time and space of the shops you stop at – while you may be making your customers' day, the shop owner or manager may be seething in his office when he or she sees you pull up.

When this month's cover story subject, Cornwell Tools dealer Tim Bader, restarted a tool route in June 2014, he made sure to talk with all of the authority figures in the shop, to make sure it was okay that he stop.

"When I started, I walked into every service manager's office on the route," says Bader. "I introduced myself to them, gave them a business card, asked them if it's okay to call on their people, and if so, where should I park."

"And boy, did that pay dividends with the service managers," Bader continued. "The rest of the guys (tool distributors) were just driving in there parking in back. That gave me a respect right away that my competitors didn't have. So that turned into more opportunities."

## Already-established stops

While this can help you on your current route, for potential new customers, it may

also behoove you to address your current stops to ensure you're playing by their rules. It's never too late to establish a relationship.

Acknowledge the owner or service manager, say "hello" and strike up a quick conversation. While you have some lucrative shops where you may already talk to many of the techs, this can be helpful for an especially prickly manager whom you may not chat with regularly. Ask if it's okay that you're there at that particular time and day. And, if you're okay to park where your truck is presently. If not, ask what would work best for the shop.

This can even open up an opportunity to shift around your route a bit, if a different day does, in fact, work better. In turn, you may even see new customers.

Once you've established a relationship with a decision-maker in the shop, it also pays you back in other ways, including sales for larger ticket items.

Bader says in the last two years, he's been able to sell capital equipment, such as lifts – which he hadn't done in his previous life as a mobile tool distributor.

For more about Bader's business, check out this month's cover story "All About Attitude," starting on page 10. **PD**

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For a video tour of Bader's truck,  
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# All about ATTITUDE

North Dakota-based Cornwell Tools dealer Tim Bader uses his sales acumen and years of industry experience to excel in the mobile tool selling business, despite a downturn in the local economy.

By Erica Schueller, Editor

**A**t the first stop of the day, Cornwell Tools dealer Tim “The Tool Man” Bader helps his customer unload an Extreme Tools road chest toolbox from the liftgate of the truck. At the second stop, a customer asks about the road chest and Bader feigns regret as he says the toolbox was already sold.

“And I just put it on the truck last night,” Bader says. “But you can go talk to Luke over at Gooseneck [Implement] down the road. I’m sure he’ll let you get a look at it,” Bader continues with a smile.

He goes on to tell the customer he has a second box waiting at home, and can deliver it if he’s interested.

After less than an hour on the road this morning and only two stops in, Bader has already collected nearly \$2,100 and sold \$2,300. While this is an above-average start to the day, it’s not atypical.

“Usually it’s about \$1,000,” says Bader of these morning ag-stop stops. “The box set me over . \$2,800 to \$3,200 a day is pretty consistent.”

Even for a booming economy, which Minot, North Dakota and the surrounding area is not at present, this level of success may be seen as above average.

Bader has continued to successfully run his tool business, despite the recent changes in the local economy.

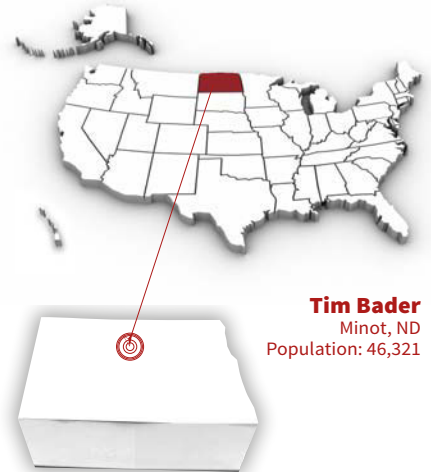
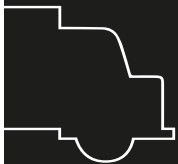
## Changes to the local economy

In recent years, North Dakota has seen a rise in population and growth due to the migration of workers looking to cash in on the energy boom. Since 2010, North Dakota has been the fastest growing state, according to the U.S. Census Bureau.

Minot is one of three larger communities that make up a group of North Dakota cities surrounding the Bakken Formation, a geological shale rock formation that houses an estimated “technically recoverable” 3.65 billion barrels of crude oil and 6.7 trillion cubic feet of natural gas. (Source: U.S. ↻)

### Where in the world is this professional distributor?

The primary industries in and around this north-central North Dakota city include oil and natural gas drilling, farming and ranching. A large U.S. Air Force base is also located 15 miles north of the city.

### Tim “The Tool Man” Bader’s Top 5 Tools

1. Cornwell Rechargeable Hood Light, No. ALLHR3600
2. Cornwell 122 Piece Ratcheting Screwdriver Bit Set, No. CBSD122S
3. Irwin Tools 29-Piece Metal Index Drill Bit Set
4. S&G Tool Aid 20-Piece Back Probe Kit, No. 23500
5. NOCO Genius Boost Pro 4000A 12V UltraSafe Lithium Jump Starter, No. GB150

## DISTRIBUTOR PROFILE

### Quick route facts

- **Franchise:**  
Cornwell Tools
- **Established:**  
Originally started in 1987. Restarted in June 2014.
- **Truck:**  
2014 18' Ford F59 by Tim Herr
- **Route:**  
Metro with pockets of rural
- **No. of customers on the books:** 262
- **Weekly route mileage:** 250
- **Annual sales in 2015:** \$1 million+

Geological Survey – see sidebar on page 14 for more information).

To extract these fossil fuels, a method known as hydraulic fracturing, or fracking, is employed. When oil barrel prices topped out near \$200 per barrel, Minot and surrounding communities saw an influx of transient residents.

Minot alone had an increase from approximately 40,888 residents in April 2010 to 49,450 in July 2015 – nearly a 21 percent increase – according to the U.S. Census Bureau.

In addition to servicing shops directly involved with the drilling or fracking process, Bader also saw an uptick in activity throughout the city at independent repair shops, dealerships, agriculture and heavy equipment shops.

But when the price of oil dropped, production slowed.

Bader says he took notice when the boom began to bust (or at least pause until further notice) in March 2015. In one quarter alone last year,

Bader repossessed \$50,000 in tools and ended up writing off nearly \$35,000 from customers who up and left.

“For what’s left of the transplants, about 15 percent of the population is left,” Bader says. “At one time probably close to 40 (percent).”

Bader acknowledges the economy has had an effect on some of his customers, particularly heavy machinery operations that worked directly with oil and natural gas extraction. He saw a 25 percent decrease in weekly “delivered, completed business” compared to the height of the shale boom.

“It definitely cost a little bit, but not as bad as you would think,” he says. “I think part of that is that I’ve been in this community for so long, and know so many people, it’s the relationships I’ve built over the years. People are still driving, they’re still going to work, still going out to eat. They’re still working on the cars. But, other shops – Butler Machinery – they’re used to be 22 technicians in there – now there are 10.”

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## DISTRIBUTOR PROFILE

### The rise and decline of the North Dakota energy boom

In recent years, the oil and natural gas industries have helped sustain the local economy

Minot, North Dakota, is one of three larger communities that make up the group of North Dakota cities classified as part of the Bakken Formation, and the Three Forks formation. These geological shale rock formations extend through North Dakota, South Dakota and Montana in the U.S., as well as Manitoba and Saskatchewan in Canada, and house an estimated 7.4 billion barrels of oil and 6.7 trillion cubic feet of natural gas, according to the U.S. Geological Survey.

To extract the oil and natural gas currently, technologies such as horizontal drilling and hydraulic fracturing, or fracking, are employed. Between 2000 and 2015, Minot, like other North Dakota cities, including Williston and Stanley, saw a large increase in residents to fill the jobs needed to build oil wells, complete the fracking process for those wells, and provide necessary goods and services for the rising population.

The city grew substantially in a small amount of time, leaving many new residents scrambling to find affordable housing in the area. The price to rent was so high, according to local Cornwell Tools dealer Tim Bader, that oil companies would offer an additional stipend just to pay for room and board. Alternatives also included living in one of the many nearby “man camps,” which were portable housing units built along stretches of highway closer to drilling operations.

“You need a price of about \$60 (per barrel) minimum (to make a profit),” Bader says. “We had \$200 barrel of oil a couple years ago. They were making money like crazy then. It was a free-for-all. If you could breathe, you could get a job.” Due to the recent stagnation of oil prices, fracking has no longer been as lucrative as it once was.

“Minot is on the fringe with the oil boom,” explains Bader. “There isn’t an oil well located within 60 miles of here, but there are a lot of companies based out of here. The towns of Williston and Stanley, some of these other communities were so small, they didn’t have near the infrastructure to take care of all this equipment. If you went west toward Williston, there were all kinds of “man camps” on the highway.”

The boom began to decline around March 2015. As of August 2016, U.S. WTI crude oil prices still remain at about \$45 per barrel. This has translated to a decline in population and halted construction projects in the area.

“For what’s left of the transplants, about 15 percent of the population is left,” he says. “At one time probably close to 40 (percent). Bader says the population before the boom was about 40,000; and at its peak there were about 60,000 residents including transients, in the surrounding area.

“There are still a lot of good jobs for people out there, on the service side of the industry,” Bader says. “These wells have to be maintained. What creates the most activity is the drilling and fracking. You have to haul so much water out there to frack the well.” In the meantime, the local economy sustains on the agricultural and ranching industries in the area, as well as the U.S. Air Force base 15 miles north of the city.

“Everybody’s expecting an uptick in the business again,” Bader says. “Nobody seems to know when. But [the price of] oil has to go up.”



Bader sold this Extreme Tools Road Box during the first stop of the day.

Bader assists his customer with unloading an Extreme Tools Road Box onto the back of his customer's pickup truck box.

sometimes dealt with pushback or more negative attitudes.

“I’ve had days, at noon I went home, took a nap, readjusted, had something to eat and went back to work,” he says. “Just because I wasn’t going to do them, or me, any favors to continue to press on without getting my attitude right. I think that’s the biggest struggle.”

Bader has continued to reflect on his attitude, and will often think back to sales training he has learned through the years, particularly from author, salesman and motivational speaker Zig Ziglar, if he needs a mental readjustment while on the route.

“If you help enough people get what they want. You’ll get what you want.’ or ‘The sales process is something you do for someone, not to them.’ Things like that, I think, are words to live by,” he says.

Bader’s motivation to stay positive for his customers also coincides with his favorite part of the business: “The only people I have to answer to [are] my customers.”

He says he has a moral obligation to do right by his shops, and maintains that one aspect of running a successful business is being fair and providing exceptional service to ↻

### Self-motivation and staying positive

So how has Bader sustained, while the economy has taken a dive?

As a native to the area, customer make-up and long-standing local relationships have helped him, but Bader also says he keeps a positive attitude when he’s talking with customers.

“You’ve got to find that thing that makes you get up in the morning and go out and be the highlight of their day, because the days are pretty boring for these guys,” Bader explains. “You don’t want to be the ‘Debbie Downer’ that shows up. You want to show up, have a good time with them, make it fun. They just like doing business with people like that.”

“Some days it’s hard to get to that point,” he says. “Some days I’m sure I miss the mark.”

While Bader aims to be the highlight of his customers’ day, of late he has

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Enter 22 at "e-inquiry" on [VehicleServicePros.com](http://VehicleServicePros.com)

SEMA Booth #10160



118MAX Air Hammer



231C Impactool™



2145QiMAX Impactool™

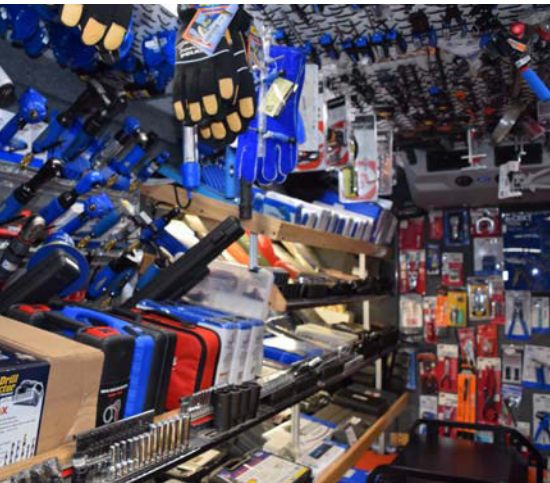


2235TiMAX Impactool™

**IR** Ingersoll Rand.

**MAXREWARDS**

## DISTRIBUTOR PROFILE



*This air tool display is stocked full and allows customers to easily view the different pneumatic options available for purchase.*

all of his customers. This, in turn, builds trust.

“To do a good job and to take care of them is the right thing to do,” he says. “Don’t sell them something they don’t need. It just makes it easier after that. They trust you.”

He adds if customers do purchase a product they’re unhappy with, Bader will exchange it for another item.

Bader’s experience also shows based on the inventory on the truck. Because he has been in the industry for a number of years, and is attentive to his customer’s needs, he says he understands what products to keep stocked.

“You develop a pattern after you figure out what stops you have and what their needs are,” he explains. “Generally, if I sell it four or five times per year, it’s worth stocking. [Or] if you find

something different or unusual or [hasn’t been] seen before.”

While Bader will typically reorder an item once it’s sold off the truck, he says that if the product has sat on the truck for a number of months, he isn’t necessarily quick to get it back on the shelf.

“But that’s funny too, because trends change,” he adds. “What you stock is always changing. You may have had something that was selling like hotcakes and now you can’t give one away. And the time you don’t reorder, is when you need it.”

### Different sales tactics

Bader keeps tabs on average sales throughout the day, and knows where he should be by mid-day.

“I usually check it at lunch time, because I know where I should be ➔

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For information on *Jump-N-Carry* jump starters, visit [www.jumpstarter.com](http://www.jumpstarter.com).

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AAPEX Booth #847



## DISTRIBUTOR PROFILE

by then," he says. "Some guys won't do that, but I want to know."

As part of Bader's approach, he opts to finance many of his customers himself, versus offering the flag-associated financing, Tech Credit.

"I have about \$250,000 on the streets," he says. Bader explains this balance is split between about \$85,000 in timed-payment, or TP, accounts with the remaining amount classified as XCR accounts. With the XCR accounts, Bader says "I charge 1.5 percent APR, with a turn of about 30 weeks. That's good business. I collect about \$25K in interest."

"There's a finite amount of money," he explains, of available business. "These guys only have so much, so you have to retain as much profit out of that sale as you can. They can only pay so much, they only have so much money."

Bader adds that customers don't require a steeply discounted product, so long as the dealer keeps coming back every week to service the shop.

"They don't mind dealing with successful people," he says, of his customers.

Bader's sales approach is confident, focused and deliberate. He has the experience to know what to stock and how to find what his customers need, and he's not afraid to ask for the sale. He's comfortable with his customers and will crack jokes from time to time, but always keeps the conversation on target about tools.

Bader refers to all of his customers by name when he approaches them in the shop. To do this, he reviews the customer list on his computer while checking special orders, prior to entering the shop. Bader says he is also good with faces so

he's able to quickly recall names.

When he sees customers in the shop, he readily reuses the phrase "Want to go shopping?" and "See you out on the truck." Once customers enter the truck, he greets them with "What can I show you today?"

"If someone's looking for a tool, I'm going to find it for them," says Bader. "If they ask me for it - they could have already gone out on the internet and found it themselves - they want me to take care of them. Don't say 'No.'"

While Bader works hard at his business, he makes sure to have a work-life balance. He'll typically put in 10- to 12-hour days, totaling about 45 to 50 hours per week, but will also dedicate time - particularly in the summer months - for boating and riding his motorcycle. ➔



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AAPEX Booth #658

# DISTRIBUTOR PROFILE

• **Torque testing tool.** Bader has a torque testing tool behind his workstation, which allows customers to test out the accuracy of their torque wrenches. If the torque wrench is no longer accurate, Bader explains, "I have the opportunity to get it repaired for them, and in a lot of cases, sell them a new one."

• **TV monitor.** Bader uses the TV monitor at the front of his truck to feature photos of customers with recent toolbox purchases. "When I first started, it was really handy because Cornwell wasn't even in this area," he says of the monitor. "A lot of guys hadn't even heard of it. So the people would come on here and look at a toolbox. "Well, have you sold any?" Yeah, look at the monitor, there's all kinds of them in town."



• **Promos and product displays.** The area at the front of the truck, across from Bader's workstation, is reserved for promotional items, but will include additional retail items as well. "I find it doesn't really matter if it's on promo or not, its if the guy has an interest in it, or a need."

• **Rotating inventory.** Bader says he typically rotates inventory two or three times per year. "I find more time in the winter time. I get home on a Friday, I'll get bored and come on the truck."



**Bader shares insights on shifting his big-ticket sales focus from tool-boxes to scan tools. To read, visit:**

VehicleServicePros.com/12258388

## DISTRIBUTOR PROFILE

“Our summers are so short, and I enjoy boating so much, that I take liberty to do that as much as I can,” says Bader.

### Being your own boss

Self-motivated by nature, Bader says he’s quick to check things off his list, but in the way he wants.

“I’ve always been a doer,” he says. “Give me a task, and I’ll go get it done.”

Unlike some dealers, not even his family or friends assist with the business.

“I run this tool business all on my own,” he says.

Bader adds being a Cornwell Tools dealer has allowed him to be his own boss, and that’s one of the things he likes most about being a mobile tool distributor.

Bader started his first tool truck route in 1987. He quickly moved up to district manager, and found the position

wasn’t for him. After leaving the tool business in the mid-90s, Bader worked for a heavy duty trucking company for 15 years as a service manager.

“When I started to investigate the tool business again, I decided that [being a tool dealer] was going to be my retirement job,” Bader says.

In June 2014 when Bader first got back into the business, he ranked as the No. 12 Cornwell dealer in the U.S. within six months of starting his route. While the economy certainly assisted with this ranking, Bader says he still sets similar goals for himself to remain successful in the business.

“Definitely have goals,” he says. “The goal this year is to get into the Top-10 before the end of the year. I had quite a bit of time off this year, so it’ll be quite a bit of a push.”

There are a number of uncertainties that Bader, as well as many residents and businesses in western and central North Dakota, face. As a “wait-and-see approach” Bader has tossed around the idea of opening a storefront. He’s considered purchasing or leasing a new truck, and expanding his route to other area towns. But these changes are all dependent on which direction the economy turns.

Bader is 54 years old, and he plans to run his route another eight to 10 years. His goal is to achieve and sustain as a Top-10 dealer nationally with Cornwell.

“I want to do well in this business,” he says. “It’s a numbers game. I like being higher up in the standings with Cornwell. That’s important to me. That helps drive me.” **PD**



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**SEMA Booth #10265**

# Catered to the customer

This 24' 2017 Freightliner M2 features ample storage and customized displays.

By Erica Schueller, Editor

**C**ornwell Tools dealer Brian Brotherton has run a tool truck route for 3-1/2 years in the Riverside and San Bernadino Counties of California, servicing the cities of Ontario, Mira Loma and Fontana. "I keep it pretty balanced between dealerships, independent shops and heavy duty shops," he explains.

Prior to becoming a tool dealer, Brotherton worked as a sales manager in some form – including at BMW and Mazda dealerships - for the past 13 years.

Brotherton leased this 24' 2017 Freightliner M2 106 Business Class truck in March 2016.

Outfitted by Summit Bodyworks, he selected to customize a number of areas on the

truck, including the pocket door between the cab and store, a personally designed power tools display and additional knife storage.

Brotherton says he keeps his truck organized by similar product category.

"I like to change it up," he explains, about the truck organization. "Usually every couple of months I reorganize the truck." **PD**

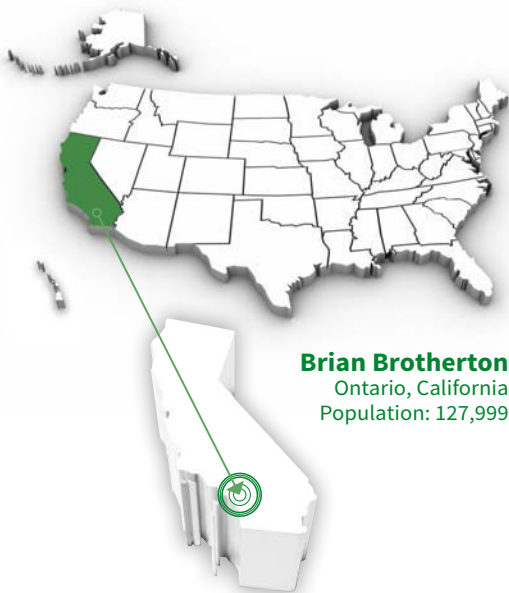


Brotherton runs a route in the cities of Ontario, Mira Loma and Fontana in Southern California, approximately 40 miles west of Los Angeles.



### Cordless tool organization.

Brotherton created the customized cordless tool displays with materials purchased from a local hardware store. The metal devices slide into a panel mounted onto the wall, and feature hooks that conveniently hold each tool individually. "The weight of the tools on [the hook] holds them there and they never fall off," explains Brotherton. "At the same time, customers can walk back and pick up a [n impact] gun and compare it with another." Brotherton sells both 12V and 18V models of Milwaukee, Makita and Ingersoll Rand brands.

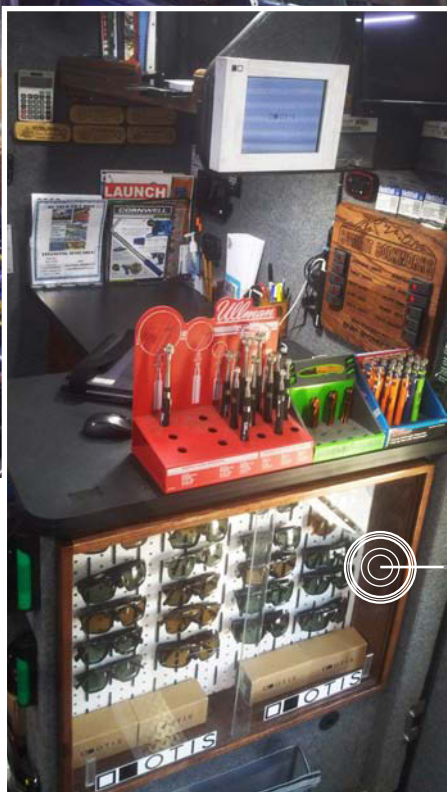
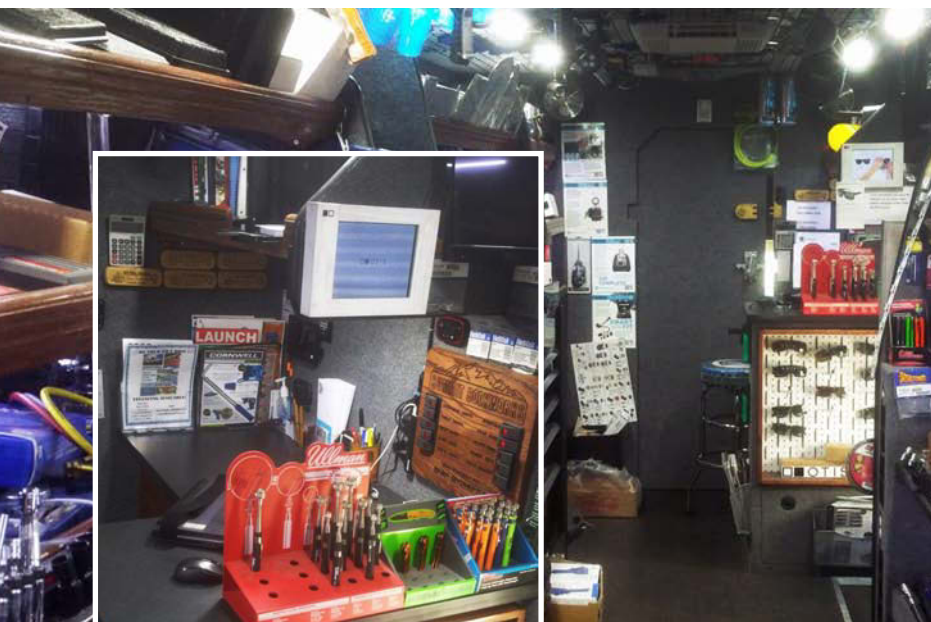


**Tool storage trends.** Brotherton has two large openings on his truck for toolbox displays: one across from the customer entrance, and one at the passenger side back. "I just put on an 84" in one opening (shown here). Then I've got two large carts in my other opening. I see it in my area trending more towards large carts," Brotherton says. "The day and age of the 'Mine is bigger than yours' isn't as rampant."

## SHOW ME YOUR TRUCK



Cornwell Tools dealer Brian Brotherton drives a 24' 2017 Freightliner M2 106 Business Class truck.



### Customer choices.

Brotherton carries three brands of knives on the truck: Taylor Brands, Kershaw and CRKT. "It's important to me to have a good variety of things to customers, especially on the items that take into consideration personal [preference]," explains Brotherton. "It's not overly expensive to have a lot of knives on hand, and customers like having choices."

### Custom pocket door.

California sun can quickly heat up a closed vehicle. Brotherton specifically requested a pocket door between his cab and store to easily open and close to keep the truck cool.

"It allows me to close off the windshield. It keeps it much cooler in the back," Brotherton says. "It also provides an extra level of easy security to pull it closed and have it locked."



**Product demos and organization.** "I keep all my lights together. All electronic test and computer stuff together," says Brotherton. "I usually keep a couple (scan tool) tablet demos on my truck so people can play with them or borrow them."

**Shades on display.** Brotherton carries the Otis brand of sunglasses. While they're considered a leisure brand, Brotherton explains "they're made of mineral glass, so they're guaranteed against scratching. They're a little bit more, but they're quality."

### Show us your truck

Recently upgraded your truck? Have a product display or demonstration area for customers? Share it with us!

Contact Editor Erica Schueller by email at [Erica@VehicleServicePros.com](mailto:Erica@VehicleServicePros.com) for more information.

## MOST WANTED

### A Ignition System Analyzer

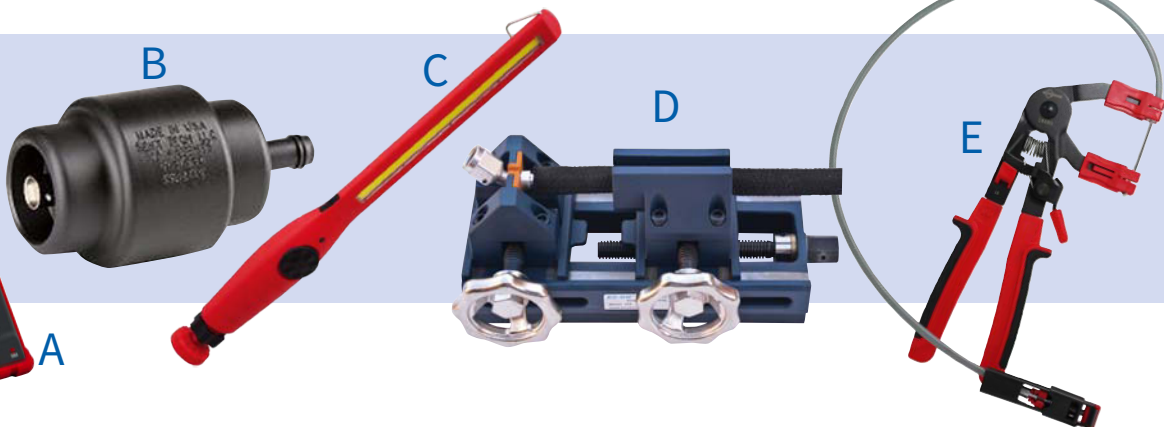
The **General Technologies Ignition System Analyzer**, No. GTC505, is compatible with all common types of spark ignition systems. The GTC505 can display waveforms in real time, compare readings between cylinders and detect and display dwell angle and primary current ramp time. Additionally, the device can chart burn time, spark plug voltage, dwell/ramp time and rpm for each spark, allowing for detection of misfires. It displays all this data on its 3.5" color TFT LCD screen. Its rechargeable Li-ion battery provides six hours of continuous use, and it passed the MIL-STD-810 drop test.

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### B FirstLook Engine Diagnostic Pulse Sensor

The **AESwave FirstLook Engine Diagnostic Pulse Sensor** verifies the mechanical condition of the engine before using a scan tool. With the sensor connected to a lab scope and inserted into the exhaust (pressure) or intake manifold (vacuum), it performs cold crank, warm idle and power brake tests. The sensor works with most modern lab scopes, finds intermittent problems and verifies injector function by mapping the pulse waves generated by the engine. Any change or irregularity in this predictable pattern can be traced back to problems in the engine. The pulse wave can be affected by unburned fuel in the exhaust and this abnormality is also detected and displayed. The FirstLook sensor does not require any external source of power.

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### Do YOU stock it?

The following products are among the most requested tools and equipment from recent issues of *PD's* sister publication, *PTEN*. Perhaps you've already received requests about some of these items. Take a closer look at stocking them.

### E Pro Ratcheting Hose Clamp Pliers

The **Mayhew Tools Pro Ratcheting Hose Clamp Pliers**, No. 28680, feature a reinforced, flexible 5/64" cable; a pivoting jaw design to fit all hose clamps up to 2"; specialty bi-material hand grips with a snap feature for compact storage; and a ratchet lock with slide guide. Mayhew's Pro Ratcheting Hose Clamp Pliers allow users to change the cable quickly, and the tool works on a wide range of hose clamps. If necessary, cable replacement is made easy. Replacement cables are available separately.

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### F Digital Battery Tester

The **Associated Equipment 12-1015 Handheld Digital Four-in-One Battery Tester**, with a thermal printer and USB port, provides an electrical system test in less than three minutes. The 12-1015 tests all types of 12V batteries with a range of 100-1,700 including: CCA for measured voltage of a battery, battery CCA rating after test, starter test displaying lowest voltage of battery during start, alternator test and vehicle ground testing for intermittent connections in the electrical system. The 12-1015 provides a cost-effective handheld tester with the ability to print out test results for the customer or shop supervisor. Test results can also be downloaded to a shop computer for recordkeeping. The 12-1015 is OE automotive manufacturer tested and approved, and comes with a heavy duty plastic case with impact protection.

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## C 15" Magnetic COB LED Work Lamp

The **Dent Fix 15" Magnetic COB LED Work Lamp**, No. DF-LED935, has a maximum lux of 935. The adjustable dimmer switch controls the amount of light needed for the job. At its lowest setting, a full charge provides 12 hours of run-time and at the brightest setting, it offers 2-1/2 hours of light. Included with the lamp is the 5V USB/wall charger to recharge the Li-ion battery.

[Enter 28 at "e-inquiry" on VehicleServicePros.com](#)

## D EZ-ON Hose Press

The **EZ-ON Hose Press** from **Koull Tools** is designed to be fast and portable, and it assembles both straight and angled push-lock fittings. The user simply clamps the fitting into the stationary vise and the hose into the travelling carriage, and then turn the feed screw with an impact gun. The EZ-ON Hose Press will install the hose onto the barb in a matter of seconds, says the company. Made of investment cast steel, the EZ-ON Hose Press works for -4 to -16 hose sizes and comes with a custom carrying case for easy, on-site hose assembly.

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## G 2- and 3-Pin Adjustable Brake Piston Tool

The **Cal-Van Tools 2- and 3-Pin Adjustable Brake Piston Tool**, No. 723, designed to rotate brake pistons back into the caliper on most domestic and import vehicles with self-adjusting parking brakes, gives the technician the ability to rewind brake pistons using a 1/4" extension. This single tool replaces kits that contain up to 20 parts by having universally adjustable 2- and 3-pin configurations. The tool fits on a standard 1/4" ratchet or breaker bar and works on both right- and left-hand pistons.

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## H Hose Clamp Pliers for Click Clamps

The **KNIPEX Hose Clamp Pliers for Click Clamps**, No. 85 51 250 C, opens and closes click clamps quickly and effectively. The tool will not harm the clamps they're compressing, allowing them to be reused multiple times. The swivel tips allow access from multiple angles, and the push-button adjustment helps users find the right adjustment position.

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## I HP8R Flashlight

The **Coast HP8R Flashlight**, equipped with the Pure Beam Focusing Optic with Slide Focus, allows users to easily shift between a wide flood beam or spot mode with transition halo at varying distance and brightness, all controllable with one hand. The Beam Lock System also ensures that users keep the beam in place while they work. With the Flex Charge Dual Power system, this light harnesses either lithium or alkaline power and using a micro USB, users can recharge the batteries either in or outside of the light. The HP8R has a light output of 760 lm and a beam distance of 698' on high.

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## J Liquid Wrench Penetrating Oil

**Radiator Specialty Co.'s Liquid Wrench Penetrating Oil**, Nos. L106 and L112, dissolves rust and cuts through grease to free stuck nuts, bolts and locks. This oil quickly penetrates corrosion on contact while being safe for use on painted surfaces. This product is intended for use on applications where rust or corrosion prevents a fastener from being removed. Liquid Wrench Penetrating Oil benefits from being low odor, low VOCs and not causing stains.

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**PTEN**  
 INNOVATION AWARDS  
**PEOPLE'S CHOICE**  
 2016



For the third year in a row, we have allowed all of our readers to weigh in on the *PTEN* Innovation Awards. Named the 2016 *PTEN* People's Choice, the following pages feature the top 26 products selected by our readers, per product category, that were originally nominated for the 2016 *PTEN* Innovation Awards.

*PTEN* magazine will be hosting an official awards ceremony to honor *PTEN* Innovation Awards winners and the *PTEN* People's Choice winners at the AAPEX Show this November.



**Chief Automotive Technologies**  
 Self-Piercing Rivet Gun, No. PNP90  
*CATEGORY: Body Shop*  
 Enter 36 at "e-inquiry" on VehicleServicePros.com



**Bartec USA, LLC**  
 Tech400Pro  
*CATEGORY: Tire, Wheel Service*  
 Enter 38 at "e-inquiry" on VehicleServicePros.com



**Chicago Pneumatic Tool Co.**  
 1/2" Angle Impact Wrench, No. CP7737  
*CATEGORY: Air Tools*  
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**Snap-on Tools**  
 Synergic MIG Welder, No. MIG160i  
*CATEGORY: Welding*

**Innovative Products of America**

Relay Bypass Master Kit with Amp Loop, No. 9038A  
*CATEGORY: Electrical Systems*  
 Enter 37 at "e-inquiry" on VehicleServicePros.com



**Tech-Life**

The Grid professional power station  
*CATEGORY: Tool Storage*  
 Enter 39 at "e-inquiry" on VehicleServicePros.com



**Mayhew Tools**

Pro Ratcheting Hose Clamp Pliers, No. 28680  
*CATEGORY: Specialty Tools*  
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**Pico Technology**

PicoDiagnostic NVH Kit  
*CATEGORY: Inspection Tools, Lab Scopes*  
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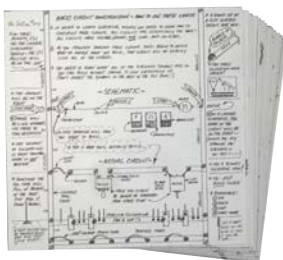




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**Electronic Specialties, Inc.**  
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Electrical Training Cards  
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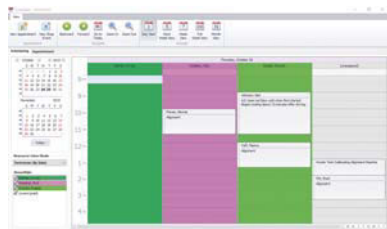
**General Technologies Corp.**  
Ignition System  
Analyzer, No. GTC505  
*CATEGORY: Engine  
Service and Repair*  
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**Phoenix Systems**  
Coolant + Brake  
Fluid Test Strips  
*CATEGORY: Diagnostic  
Test Equipment*  
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Manager SE – Scheduler  
*CATEGORY: Computers  
and Software*  
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**SKF/  
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Low-Capacity Drains  
*CATEGORY: Fluid Exchange*  
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**Portacool**  
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*CATEGORY: Shop Equipment*  
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**Milwaukee Tool**  
M18 FUEL 3/8" Compact Impact  
Wrench with Friction Ring, No. 2754-22  
*CATEGORY: Power Tools*  
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**Lock Technology**  
Brake Fitting Re-Thread  
Kit, No. LT993  
*CATEGORY: Brake Service*  
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**Snap-on Tools**  
Wireless Battery System  
Tester, No. EECS550  
*CATEGORY: Battery  
Service Equipment*



**Rotary Lift**  
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4 LED Runway Lights  
*CATEGORY: Lighting*  
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**Snap-on Tools**  
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No. TEMP100  
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## SNEAK PEEK

### Welcome to Sneak Peek!

This section features recently introduced automotive tool and equipment products. See new tools even before automotive technicians read about them in *PTEN* magazine.

### MULTIPLE CHARGE RATES FROM 15A TO 100A

The **Clore Automotive PRO-LOGIX 100 Amp Fleet Wheel Charger**, No. PL5100, from **SOLAR**, is a heavy duty 12V/24V charger that features multiple charge rates from 15A to 100A to deliver a precise charging routine to vehicles from passenger vehicles to over-the-road trucks with an eight-battery configuration. It also features 425 amp engine starting assistance for vehicles with a low battery. Approved for all-weather use, the PL5100 features the ability to properly charge a wide variety of lead acid battery types, including conventional, AGM, spiral wound, start-stop, deep cycle and marine batteries. The PL5100 adapts its approach based on the needs of each battery or battery pack it services. It also incorporates safety features like over-voltage protection, reverse polarity protection, smart clamp technology and battery fault detection.

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### SUPER-BRIGHT 400 NM VIOLET LIGHT LED

The **Tracerline VioMAX Plus**, No. TP-8650ACS, is a telescopic, true UV leak detection lamp engineered for finding A/C and fluid leaks in tight, cramped areas inaccessible to larger lamps. Its super-bright 400 nm violet light LED offers optimal fluorescent response and contrast, and it works with both universal/ester and PAG A/C dyes, as well as most fluid dyes. It weighs 1.6 oz and measures just 9" in the closed position. It extends to 29" when open. Powered by three 1.5V batteries (which are included), the VioMAX Plus has an LED service life of 100,000 hours.

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### QUICK SOCKET RELEASE SWITCH

The **Florida Pneumatic AIRCAT 3/8" Mini Palm Ratchet**, No. 807, offers 35 ft/lbs of torque at a free speed of 300 rpm. The 1.1-lb, 5.4" tool has a quick socket release switch to assist changing sockets. The compact tool can be used around radiators and in other restricted workspaces. The composite grip adds comfort while insulating the operator's hand from the effects of cold air.

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### J2534 REPROGRAMMING, WITH NO EQUIPMENT COST

The **Drew Technologies Remote Assisted Programming (RAP) Kit** provides shop technicians the ability to complete J2534 ECU reprogramming updates and electronically-controlled parts replacements, with no start-up or equipment costs, and no specialized technician training required. Flash success is guaranteed, says the company. Shops have two options for using the RAP kit: they can rent the kit or they can lease the kit. Both options do not require any upfront costs, and are based on a pay-per-use model. The self-contained kit provides everything needed to program an ECU, including the remote expert.

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### LOW HEIGHT OF 3.5"

The **Monster Low Profile Service Jack**, No. MST13002, features solid steel construction, green and black Monster colors, a wide 4.5" saddle and a dual-piston pump system. With a low height of 3.5", the heavy duty jack can get under most low-clearance vehicles, and its dual-piston pump system allows the jack to reach its maximum height of 21.38" in only four pumps with no load. It can lift up to 3.5 tons and is equipped with a safety valve to prevent overloading. The two-piece handle with bumper pad offers a comfort grip while also offering protection for the vehicle. The company provides a two-year warranty, and this jack complies with ASME PASE 2014 safety standards.

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### FOUR HIGH-RESOLUTION CAMERAS

The **Pinnacle Automotive Systems 3D Wheel Aligner**, No. T75, comes with a tablet remote standard and is equipped with the company's Golden Eye drive-on camera. The T75 utilizes 3-D technology, which is provided by four high-resolution cameras. A lower 19" LCD allows users to view the alignment screens while under the vehicle. Annual database updates are provided free for three years and can be downloaded from the internet. The T75 can be installed within 60 minutes and no in-shop calibration is required.

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## SNEAK PEEK



### INCLUDES COMPLETE VEHICLE COVERAGE

The **Launch X431 Pro** scan tool uses an Android tablet with access to third party apps, featuring a bright 8", high-resolution touchscreen. The X431 Pro's software includes complete vehicle coverage, powerful special test functions, fast live data and graphing, with eight multi-color graphs per page. The X431 Pro also features a Bluetooth VCI, allowing for a wired OBD-II experience in a wireless device. The X431 Pro includes a complete OBD-I adapter set, all in a hard-sided case.

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### QUICKLY SWITCH BETWEEN DIFFERENT LIGHT HEADS

The **Steelman PRO Command Post<sup>3</sup> Modular Light by JS Products**, No. 79057, has a patent-pending quick-release mechanism that allows users to switch between three light heads in a matter of seconds. Simply slide the quick-release collar back to pop the head off. Then, click another one into the universal power station base. This all-in-one lighting solution includes an ultra-bright, 550 lm flashlight head, a 400 lm, 1/4" Slim-Lite head and the Bend-A-Light bendable inspection light head. Additional heads and accessories are also available.

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### POWERED BY AN 18V LI-ION BATTERY PACK

The **Zipp Air Tool Cordless Riveter**, No. ZCR18BL, uses a brushless motor that extends the life of the motor and does not have electromagnetic interference. With double injection housing, the riveter has a battery power indicator, overloading protection and high-efficiency ventilation. Powered by an easy-release 18V Li-ion battery pack, the tool sets blind rivets up to 1/4", offers two-speed adjustment, a stroke of 26mm and pulling force of 1,900 lbs. The cordless riveter offers automatic reversing, a full metal gearbox and an ergonomic grip.

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## SNEAK PEEK



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The **Coast FDX302 Knife** uses the company's Double Lock System with a Frame Lock, which provides added safety and prevents the knife from accidentally closing. With a stainless steel handle to go along with the a stainless steel blade, this knife carries less bulk yet is strong enough for many tasks. The FDX302 is a stylish, and extra-safe, mid-size knife for everyday carry. The knife, which is 7.5" long overall—4.5" when closed with a 3" blade—is backed by Coast's lifetime warranty against defects in materials and workmanship.

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The **AutoEnginuity Giotto Version 14.3** is available for the Windows and iOS platforms. It allows users to read a vehicle's diagnostic trouble codes, live vehicle sensors and IM240 system test results to quickly determine what service the vehicle requires. AutoEnginuity offers manufacturer-specific options for BMW, Ford, GM, Chrysler, Toyota, Nissan, Hyundai, Kia, Land Rover, Jaguar, Honda, Subaru, Porsche, Mitsubishi, Isuzu, Audi/VW and Mazda group vehicles. It also offers expanded Ferrari/Maserati coverage to include several new models, adds dozens of new controllers and improved existing coverage. Version 14.3 has a focus on Audi/VW, BMW/MINI and Mercedes Benz coverage.

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SEMA Booth #10271



## SNEAK PEEK



### ACCURACY WITHIN 2 PERCENT

The **NEBO Tools Temptra Laser-Guided IR Thermometer** with spot light measures infrared waves radiating from the surface of any object. With an accuracy within 2 percent, the Temptra measures from -4 to 716 degrees F and has adjustable emissivity for various surface materials. The Temptra also features a powerful LED spotlight with adjustable zoom that lights up what's being measured.

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### ANGLED TO ACCESS TIGHT SPACES

The **Lisle 30 Degree and 80 Degree Push Pin Pliers**, Nos. 42420 and 42430, assist in removing plastic push-pin style panel fasteners with center pins. The plier tips are angled so they can be used in tight spaces such as wheel wells. The pliers are designed to prevent damage to the pin or anchor.

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### PRODUCES UP TO 200 LM

The **CAT Rechargeable Micro Utility Light**, No. CT6525, is compact yet boasts 200 lm on high and 100 lm on low. A magnetic base and recessed folding hooks provide hands-free versatility. With a rechargeable Li-ion polymer battery and an onboard USB charge cord attached in a recessed groove, the

Rechargeable Micro Utility Light provides approximately six hours of run-time on high and up to 14 hours on low. Additionally, an LED battery level indicator and a protected USB output charging port are included.

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### COMPRESSES ANY SIZE BRAKE CALIPER

The **Cal-Van Tools Universal Caliper Turn and Push-Back Tool**, No. 727, compresses any size brake caliper, from motorcycles, standard size cars, trucks and SUVs, to 18-wheelers. A 3/8" ratchet can be inserted on the end of the tool for easier use. This turn and push-back tool can also perform front brake jobs by flipping the head around, and it eliminates the need for sets with high piece counts.

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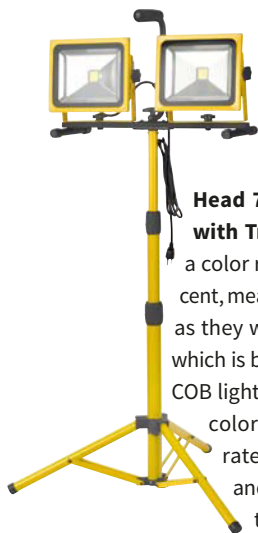


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TOOLS & EQUIPMENT SECTION  
BOOTH 10144

SEMA Booth #10144

## SNEAK PEEK



### HEADS TILT AND SWIVEL INDEPENDENTLY

The **Alert Stamping Twin Head 7,000 Lumen Floodlight with Tripod**, No. LF238T, offers a color rendition rating of 79 percent, meaning colors closely appear as they would in natural sunlight, which is beneficial for painting. The COB light, featuring a comfortable color temperature, has separate switched heads that tilt and swivel independently so the lights can be aimed in opposite directions to provide 360 degrees of illumination. The head bracket has a handle and can be unscrewed from the tripod and used alone. The 9' SJTW cord remains flexible in cold temperatures.

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### PREMIUM NON-SLIP DRAWER LINERS

The **SK Hand Tool 56" 9 Drawer Roller Cabinet**, No. 56561, is part of the SK Tool Box line. With 6,396 sq. in. of space, the all-aluminum cart provides a load capacity of 1,000 lbs per caster and each drawer has a rating of 250 to 500 lbs. It comes with premium non-slip drawer liners and measures 56" wide by 43.5" high by 30" deep.

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### ALLOWS FOR INTERCHANGEABLE THREADED BUSHINGS

The **ProMaxx Rocky D Model ProKit** helps users make repairs on the exhaust manifold. According to the company, it is the newest and fastest version of the Rocky exhaust manifold repair kit. It is also compatible with the Ford 4.6L, 5.4L, V8 and 6.8L V-10 and incorporates removable drill bushings. It allows for interchangeable threaded bushings to facilitate stepped drilling to larger drilling and corresponding extractors with higher torque capacities. Even if an extractor fails to release the stud, or fails itself, the technician can move step to the company's large ProBushing and machine the stud completely out, leaving only the threads. It can follow with the company's ProChaser to clean the threads and complete the repair. It is also hard-coated for longer life and repeatable accuracy.

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AAPEX Booth #1656



### STRAIGHT OR A 45-DEGREE ANGLED JAW

The **KNIPEX Extra Long Needle Nose Pliers**, Nos. 28 71 280 and 28 81 280, feature multiple gripping zones and are capable of pulling and twisting. Small pipes, screws, cables and round parts can be carefully gripped, held and guided with the four grooves in the serrated jaws of these slim pliers. The tool is available with a straight or a 45-degree angled jaw for additional flexibility, which helps prevent scraped knuckles while trying access hard-to-reach areas. The pliers offer non-slip plastic coated handles and they are forged from German tool steel, oil-hardened and tempered.

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## PRODUCES UP TO 700 LM

The **Maxxeon WorkStar 620 Technician's Headlamp**, No. MXN00620, offers a rechargeable LED that produces up to 700 lm. This lighting tool uses a brilliant white light to illuminate a work space. The beam has adjustable focus for distance, allowing users to select the appropriate beam dimensions—either flood or spot—depending on the distance from the work area. A single switch selects high, medium or low light output as needed. The light head pivots up or down to direct the light. The adjustable head strap makes it easy to wear for extended periods of time. The light comes with a 3' coil cord for mounting the battery pack on belt. It includes a 120V charger and USB cable, and an optional spare battery pack (No. MXN00600) is available.

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## HEAVIEST 16 GAUGE BRAKE

The **Woodward-Fab Boss 16** is a 1/16" thickness capacity box and pan brake in a 4' length. The Boss 16 is the heaviest 16 gauge brake available, according to the company, with extra heavy frame and thick fingers that make it ideal for both automotive and industrial use.

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## FEATURES A CONTOURED, WRAP-AROUND FRAME

**Honeywell Uvex Acadia safety eyewear** features a contoured, wrap-around frame, several premium comfort features and both a range of lens tints and Uvex anti-fog lens coating.



Uvex Acadia can be used both indoors and outside. Acadia lenses are available with Hardcoat lens coating or Uvextreme Plus anti-fog lens coating, for fog-free vision. Available in black or brown frames, Uvex Acadia eyewear is offered in eight lens tints: clear, gray, amber, SCT reflect 50, red mirror, blue mirror, espresso and orange mirror.

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## PROTECTS AGAINST OXIDATION

The **Caig Laboratories DeoxIT Grease**, No. L260-DNp PLUS, is manufactured in semi-solid form for use as a combination cleaning, deoxidizing, protecting and lubricating preparation. It protects against oxidation (galvanic corrosion) and is free of mineral acids, sulphurs, alkalis and other noxious components aggressive to metals. According to the company, DeoxIT improves performance of electrical contacts and mechanical components that require precise lubrication. The infusion of DeoxIT D-Series D100L into the formulation provides an additional film on the metal surface to dissolve corrosion, improve conductivity and provide a moveable/flexible protective barrier on the metal surface.

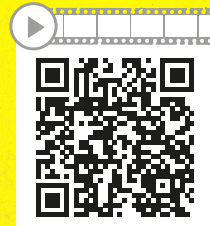
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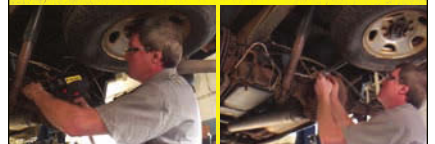
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**BY JOSH SMITH**  
CONTRIBUTING EDITOR

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## Cash in on consumables

Unlike typical tools, consumables have a shorter lifespan, and therefore, are reordered much more frequently.

**W**hile keeping up with emerging automotive technologies, distributors can become fixated on the newest tools required to make repairs on today's vehicles.

Because distributors stand to make large commissions by selling a high-ticket tool or a large piece of equipment, it can be easy to lose sight of the lucrative follow-up sales from consumables—a broad product category that includes rivets, brushes, chemicals and even snacks.

“Great distributors bank on consumable sales for steady, reliable income,” Geoff Preston, VP of marketing at Dent Fix, explains. “Sure, you can sell them a spotweld drill or dent puller. But once that customer has their tool, they have little need for a duplicate piece of equipment until it breaks. However, the consumable demand for that tool never ends as long as it is operational. The more jobs the shop performs, the more consumables the shop will run through.”

Unlike typical tools, which can last for years, consumables have a shorter lifespan, and therefore, are reordered much more frequently.

“The inflow of cash is steadier because your customers will continue to buy a product every month, two months, three months, etc.,” adds Jarrett Newman, who handles media relations and customer support at The Hand Stuff – a brand of balm for dry, chapped hands. “It’s revenue you can count on.”

### Why carry consumables?

First and foremost, distributors that carry consumables provide an additional incentive for customers to climb aboard their truck.

“The distributors are stopping at their customers’ shops at all times of the day, including lunch hour. Sometimes that is the biggest motivator to come on the truck – because they have beef jerky or other snacks on their truck,” says Michelle Schramm of Medina Foods, makers of Goldrush Beef Jerky products.

Tim Taylor, sales director of automotive products at Deb Group, a manufacturer of chemicals and cleaning agents, notes that technicians and shop



owners are likely purchasing consumable products from another vendor – possibly even a competitor. He adds that consumables can many times be an impulse buy, so a distributor may be walking past a selling opportunity.


Consumables are not always purchased on a whim. When it comes to body repair, a small consumable part may be the only thing holding up a job from being completed.

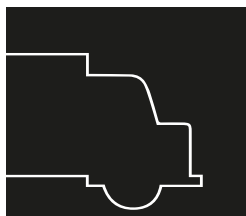
“A distributor can become a hero if they can provide the shop with a solution to their consumable shortage,” says Dent Fix’s Preston. “Another reason to carry these items is that they are often very affordable, and it is a great way to open a new relationship with a technician, show dedication to your tool line and support the shop operation.”

### Meeting customer needs

Some customers might not be open to trying new products. So The Hand Stuff’s Newman stresses the importance of introducing technicians to consumable products on the truck.

“Customers don’t know what they like if they don’t know they like them,” he points out.

What items a tool dealer carries will depend on the individual stops they make. Medina Foods’ Schramm says the ultimate decision will come 



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## PRODUCT TRAINING

down to distributors and their knowledge of their customers.

“Some of the shops are more acclimated to their tool distributors carrying certain products and a number of different items on the truck than others,” Schramm says. “If there are a number of different customers requesting the same product, it would be wise for that distributor to bring the product in.”

“Consumables will vary with the type of prospect you are engaging,” Deb Group’s Taylor adds. “For example, PBE (paint, body and equipment) customers will use specific consumables, such as tape, respirators, sandpaper, paint removing hand cleaner, etc. Automotive repair facilities deal more with hard parts, oil, filters, etc.”

Because of the constant shaping, refinishing and coating of repaired parts that body shops perform, Dent Fix’s Preston adds these shops may be looking for single-use, disposable items. If a distributor has stops like this, he or she should consider carrying:

- Steel stud pins
- Wiggle wire
- Weld rods
- Aluminum stud pins
- Drill bits
- PDR glue tabs
- PDR glue
- Plastic rivets
- Bumper staple clips
- Decal eraser wheels
- Coarse wheel brushes
- Fiber discs
- Self-piercing rivets

“Most body shops work on steel and plastic, so stocking these consumable repair parts makes a lot of sense,” Preston explains. “There is even an emerging market and a huge opportunity for distributors to establish themselves as their body shop’s source for aluminum repair consumables like studs and self-piercing rivets.”

Once a distributor has narrowed down the type of consumable products their customers are looking for, he or

she then must determine the amount of product to stock on the truck. This may require walking around a shop to see what work is being performed, surveying customers’ needs or enduring some trial-and-error to determine the demand.

“See what types of machines are in the shop, and what repairs they perform at the shop,” Preston suggests. “A better method of finding out what a shop buys is to simply ask. Most shops will tell you what they use the most.”

“Probing and qualifying the need of the customer base would help identify inventory levels and if it’s viable to stock inventory for a customer. In many cases, a distributor will purchase lower volume items through a warehouse distributor so that he/she is not tying up cash flow,” Deb Group’s Taylor adds.

What’s more, a distributor may need additional training on selling techniques if these are outside of his or her comfort zone.

### Displays

There are multiple strategies for displaying consumable products. Some distributors will place consumables at the back of the truck, encouraging customers to walk along other product displays to access them.

“Customer[s] tends to look at all the items displayed on their way back and may find something else that catches their eye,” Schramm of Medina Foods explains. A best practice is to have a board displaying an opened item, or to have a menu with pictures of available consumable items.

“Ideally customers should see the consumable board as they step onto the truck,” Dent Fix’s Preston advises. “Advertising a packaged deal on the board is a great way to move larger quantities of consumables – and consumables that group together well.”

Companies may offer specific displays also. The Hand Stuff, for example has a special gravity display to keep jars stacked neatly.

## PRODUCTS



Dent Fix Equipment  
Stud Welding Pins

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Deb Group KrestoGT  
Paint Shop Heavy  
Duty Hand Cleaners

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Medina Foods  
Goldrush Beef Jerky

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### Summary

The need for consumable products exists in most shops, Newman of The Hand Stuff stresses.

“Ask for the business,” advises Deb Group’s Taylor. “Many shop owners are consolidating suppliers and, from a selling perspective, you can add more to the orders that you are writing. You could also survey the employees to identify if the existing supplier is providing prompt service and quality products. They also could provide insight as to what their needs are beyond what the shop owner may disclose in conversation.” 

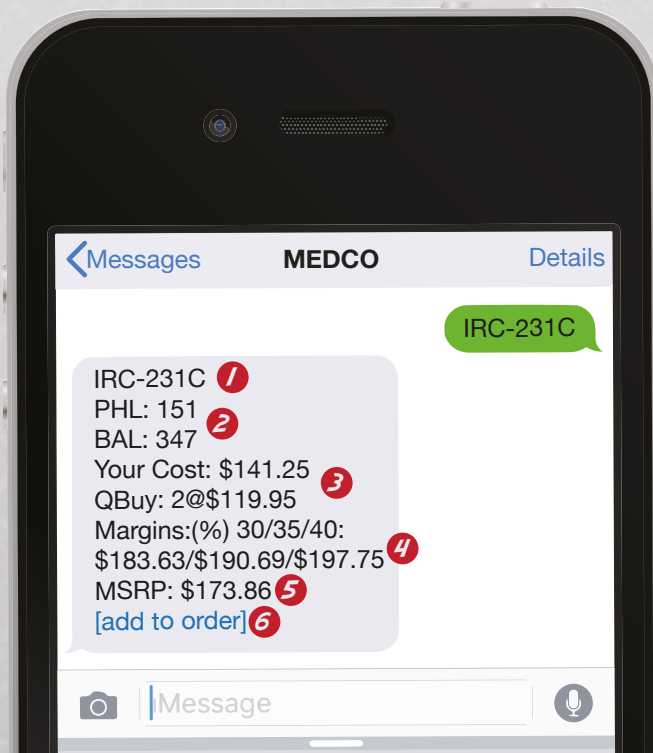
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**BY PHIL SASSO**  
CONTRIBUTING EDITOR

Phil Sasso is president of Sasso Marketing Inc. (sassomarketing.com), a technical marketing agency specializing in tools and equipment. Subscribe to his free marketing tips at [philsasso.com/blog](http://philsasso.com/blog)

## Selling on impulse

How to make more incremental sales on non-tool items

just did it. I'm sure you've done it before, too.

I was in line at Walmart and grabbed a Snickers bar. I didn't plan it. I didn't need it. It was an impulse. The store planner didn't accidentally put the gum and candy at eye-level. He or she knew by enticing shoppers that a certain percentage would cave to temptation. Today it was me.

There's a business lesson in my guilt: impulse sales can improve your bottom line.

**Q.** Are you saying that as a tool dealer selling \$1 candy bars will make me rich?

**A.** It won't make you a billionaire. But impulse and side items can definitely impact sales.

About 84 percent of consumers have admitted to making an impulse purchase, says a poll by CreditCard.com. (The rest are living in denial, I think.) More than 54 percent have spent more than \$100, including 20 percent spending more than \$1,000 on impulse buys.

As you can see, I'm not talking about making money selling penny candy.

And, as much as it may be a weakness for many, chocolate is probably not a good fit for a tool truck. It melts and has a short shelf-life. So, I suggest you avoid selling candy bars.



**Q.** So, what should I sell?

**A.** "I've had dealers tell me that the number-one unit volume part number on their truck is a particular flavor of beef jerky," says Don Russell, marketing manager at Cornwell Quality Tools. He emphasized he's not talking dollar volume, but units. "Heaven help them if they stock out."

Some customers get irritated if their favorite jerky flavor isn't in stock, Russell says. "We also have dealers that say they eat all their profits because they like the jerky as well."

Jerky is a great item: Long shelf life. Low cost. Perfect fit. And it gets customers out to your truck where you can engage them, or they can browse and buy tools.

"Some dealers cover the back wall of their truck with beef jerky so customers have to walk all the way to the back," says Russell. Same strategy as the grocer buying milk and bread deep in the store. The

more stuff you pass by, the more stuff you're likely to buy.

And as long as you're selling salty snacks, don't forget drinks. A mini fridge stocked with regular and diet soda, along with some energy drinks, can go a long way to more impulse buys. To increase per-unit profits, consider stocking up at local sales or a warehouse store.

"On a hot day, why would a guy not come out to the truck for air conditioning and a cold drink?" Russell says. (Just don't forget, you're the Tool Truck Guy, not the Gut Truck Guy!)

Most dealers don't allow customers to put snacks on time payment. You probably shouldn't. You need the cash flow to quickly replenish snack inventory – and you can't repo jerky and a Coke.

Soda and snack foods aren't the only impulse products worth carrying. There are other side items. They may say "the way to a man's heart is through his stomach," but they also say "the difference between men and boys is the price of their toys."

**In the next issue**

Sasso covers how to assess your year in sales, and tips for how to set goals for the coming year.





**Q.** What kind of toys are you talking about?

**A.** Obviously I'm not talking children's playthings—except during the holidays (see the next question on “gifts”). I'm talking about non-work-related gadgets and hobbyist items. We're looking at side products, that aren't part of your core business of selling tools and equipment. That is, anything not in a technician's toolbox or on the shop floor.

“Bluetooth—anything, cameras, small drones and other electronic toys sell very well,” Russell says. “We actively seek out items like that.”

Technical people tend to be drawn to anything with a battery inside. But many technicians are also outdoorsmen. You just need to know who your customers are both on and off the job.

I live in Chicago. My wife Beth's family lives in Wisconsin. The cultures are very different.

A Milwaukee repair shop will likely have more hunting-fishing types working there than a shop in Chicago, even though the shops could be less than an hour apart. However, just because he doesn't hunt doesn't mean a Windy City customer wouldn't like to buy a good hunting knife.

“What guy doesn't like a nice knife?” asks Russell. “The number of knives sold through mobile distribution is amazing ... Look at any mobile tool company and they all have knives. But are those tools or toys?”

Bottom line: It's all about what influences *your* bottom line. Guys need tools to do their job. They have a dollar amount in mind they expect to spend on tools. But they also have “fun mon” (or “discretionary cash” in marketing speak), that they'll spend for things they want.

It doesn't matter if you're meeting a want or need, inventory both and you'll make more sales.

**Q.** So what about gifts?

**A.** The CreditCard.com poll notes that many impulse purchases tend to be selfish.

About 47 percent of impulse buyers bought something for themselves, says the poll. I guess you could say that's a “to-me-from-me gift” if you want to stretch the definition. But over one third (37 percent) said they bought for a loved one on impulse. Close to 16 percent bought something for their spouse or significant other and 21 percent made a purchase for a child.

Most franchises and warehouses will offer gift items for the holidays in September or October. Follow their lead and stock up before the big season. Holiday gifts tend to sell out quickly. And since these aren't traditional catalog items, once they're gone, they're gone.

Big holiday sellers include toy racetracks and radio-controlled planes, drones or automobiles.

Bluetooth headsets and speakers are also great holiday gifts, and big sellers year-round, says Russell. Cornwell has brought in some items for the holidays and ended up carrying them year-round because they've been big sellers.

“There's not a lot you can buy for Christmas from 7-Eleven on December 24,” jokes Russell. So you have a chance at a good number of last-minute sales depending on your stock.

“To me it all goes back to your truck being a retail store that coincidentally has wheels on it,” says Russell. The more you think like a retailer, the bigger the jump in your incremental sales.


**Q.** What about selling my branded merchandise?

**A.** I don't think flag-branded merchandise is a big mover.

I do like the idea of making your branded merchandise available for purchase. But I think expecting something like wearables to become a profit center is misguided. Your customers have been conditioned to see branded product as free product. It may be very hard to change that thinking.

I think a customer may buy a branded jacket, hoodie or sweatshirt when they're in a pinch. But I don't think that's a first choice as a gift or for themselves.

The real benefit of a price tag is it gives your giveaways a higher perceived value. A free jacket is nice. A free \$100 jacket is GREAT!

So next time you reach for that candy bar at the gas station, ask yourself what you can learn from their techniques, displays and merchandising. 

# KNIPEX Hose Clamp Pliers for Click Clamps

These pliers are designed to allow the technician to open and close click clamps quickly and effortlessly.

The **KNIPEX Hose Clamp Pliers for Click Clamps**, No. 85 51 250 C, opens and closes click clamps quickly and effectively. The tool will not harm the clamps they're compressing, allowing the clamps to be reused multiple times. The swivel tips allow access from multiple angles, and the push-button adjustment helps users find the right adjustment position.



## Application

The KNIPEX Hose Clamp Pliers are well-suited for working on fuel hoses, vacuum pipes and suction nozzles, as well as many other applications.



## Origin

Opening and closing click clamps is a difficult process without the right tool. Mechanics typically pry them off or cut them off and then replace them with a screw clamp. The screw clamps may lead to leaks in these application areas, therefore being able to simply open and close the clamps with the tool saves mechanics and car owners both time and hassle.

## Features and benefits

- These pliers will not harm the clamps that they are compressing, allowing the technician to reuse the click clamps over and over again.
- The rotatable tips will reliably grip click clamps in all positions up to 2-3/4" in diameter.
- The slim head design and 25 adjustment positions will allow the narrow head to fit into the most confined spaces.

## Storage and display

These pliers are shipped one per a box and should be displayed near other pliers.



## Suggested retail price

\$124.07



## Selling points

- These pliers feature serrated gripping jaws for the easy loosening of tight hoses.
- There is no need to replace the OEM clamp with a screw clamp, and hold your breath until the next leak.
- These pliers will not harm the clamps they are compressing, allowing them to be reused over and over again.
- These pliers are designed to allow the technician to open and close click clamps quickly and effortlessly.

## Manufacturing specs

KNIPEX Hose Clamp Pliers are made in the KNIPEX German headquarters in Wuppertal, Germany. They are made from of German chrome vanadium electric steel, which is forged and oil hardened. These are 10" pliers with a maximum capacity of 2-3/4" and feature 25 adjustable positions.



## For more information

Beverly Richards  
847-398-8520  
beverly.richards@knipex-tools.com

Enter 100 at "e-inquiry" on  
VehicleServicePros.com



To watch a video demonstration of this product, visit:  
VehicleServicePros.com/12196734

# E-Z RED Hood Hawk Under Hood Clamp Light System

This product is designed to be a complete rechargeable underhood light that can fit in a toolbox.



The **E-Z Red Hood Hawk Under Hood Clamp Light System**, No. XLUHLS, can be used as hands-free illumination under hoods, wheel wells and the vehicle undercarriage. The COB LED provides 1,000 lm on high and 500 lm on low. It is micro-USB rechargeable - both a cord and A/C adapter are included - and provides a three-hour run-time on high, and six hours on low. Padded bumpers protect the clamped surface from damage and provide a secure grip. The light adjusts through two axes, allowing versatility when directing the light onto a work area. It also includes an interchangeable hand grip for handheld use.



## Application

This system is designed to illuminate hard-to-see areas.



## Origin

The product was created because there was a need to provide a light that is not long and difficult to store in a toolbox.

## Features and benefits

- Easily clamps on to the hood with non-scratching bumpers
- Works under the car, in a wheel well and almost anywhere in the shop
- 1,000 lm, COB LED light that floods out for complete underhood illumination

## Manufacturing specs

- LED COB
- 1,000 lm on high setting
- 500 lm on low setting
- Three-hour run-time on high setting
- Six-hour run-time on low setting

## Selling points

The E-Z Red Hood Hawk Under Hood Clamp Light System is designed to be a complete rechargeable underhood light that can fit in a toolbox.

- The product features a clamp fixture that can clamp anywhere.
- The light swivels in any direction.
- Bonus pistol grip accessory is included.



## For more information

[www.ez-red.com](http://www.ez-red.com)

Enter 101 at "e-inquiry" on [VehicleServicePros.com](http://VehicleServicePros.com)

# OTC Encore featuring Bravo software

The update provides technicians a faster, more stable tool with additional vehicle coverage and a reduction in screen-to-screen waiting times.

The **OTC Encore Featuring Bravo software** helps technicians repair vehicles with its AutoDetect system. The system searches several on-tool and internet databases, providing the most likely vehicle fix based on more than 30 million vehicle-specific and experience-based fixes. The update provides technicians a faster, more stable tool with additional vehicle coverage and a reduction in screen-to-screen waiting times. The updated software includes 9,058 new vehicle-ECU combinations, an improved AutoID VIN success rate of 99 percent and clearer user controls. The recent Bravo 2.7 release features additional TPMS updates and tests for Ford, Chrysler and Toyota models; expanded coverage for 642 new systems and 2,314 new vehicle ECU-combinations; and increased tool functionality, coverage, special tests and performance improvements.



## Storage and display

The item is shipped one unit per package. It should be placed out in the open on a truck, plugged in, so technicians can pick it up and play with it. The screen should be "on" and the tool should not be in demo mode.

**\$ Suggested retail price**  
\$2,499

## Application

The OTC Encore diagnoses vehicle problems and provides possible solutions and resources for helping to fix it. This tool is used on electrical and electronic problems whether or not a diagnostic trouble code is present.

## Origin

The Encore was created to solve vehicle drivability and other issues relating to diagnostic trouble codes, and other electronic and electrical issues.

## Selling points

- The OTC Encore has the strength of the company's diagnostic programs combined with the Android system to create a diagnostic tablet.
- Identifix Direct-Hit, embedded in the OTC Encore, provides support during repair.
- Class-leading coverage for Duramax, Cummins and Powerstroke diesels found in 3/4- and 1-ton heavy duty pickups.

## Features and benefits

- One-touch AutoID identifies the year, make, model and engine for most CAN vehicles.
- Tap to get codes and access to millions of confirmed fixes with 1 Touch DTCS.
- Avoid reentering the vehicle ID and losing data when you cycle the key with onboard battery.
- Custom browser homepage with access to popular technician forums right from the Encore screen.
- The OTC Encore includes: battery power, Wi-Fi, Bluetooth long-range wireless, headphone jack and 7" high resolution touch screen display.
- OTC Encore includes: OBD II cable, USB cable, power adapter and hard carrying case.

## Manufacturing specs

- The OTC Encore is manufactured in Owatonna, Minnesota, U.S.A. with some globally sourced components.
- Unit size: 2"x9" x 6"

## For more information

Matt Anderson  
Matt.anderson@us.bosch.com  
Enter 102 at "e-inquiry" on  
VehicleServicePros.com

# SHOPSOL Welding Stools

These stools have a polyurethane seat developed with a chemical mix to not deteriorate even with welding splash that is not removed immediately.

The **ShopSol Welding Stools**, Nos. 1010302 and 1010303, have a polyurethane seat developed with a chemical mix to not deteriorate even with welding splash that is not removed immediately. The seat will wipe clean. With all components tested in welding environments, the seat's ergonomic design promotes increased productivity, according to the company. The round ring height adjustment control can be accessed from any seating position to move the seat from its low setting of 15-1/2" to 20-1/2" or its high setting of 19-1/2" to 26-1/2". The Welding Stool includes an 18" diameter steel tool tray, and it meets and exceeds BIFMA testing standards.



## Application

These products are designed for welding applications.



## Origin

Many welders stand all day long or sit on inverted steel buckets since a conventional stool cannot withstand the heat from weld splatters. Additionally, when welding is done in low height like on a chassis or body shop, frequently welders have to squat down and be in a very uncomfortable position. This results in poor productivity and potentially health issues for operators.

## Features and benefits

- The specially formulated PU seat on this welding stool is constructed in such a way the weld splatter bounces off the seat and can be wiped off without deteriorating the seat. For the first time, welders can now benefit from a soft padded stool that allows them to be ergonomically positioned to do their tasks and maximize their productivity.
- The welding stool come with a pneumatic lift to easily adjust the seat height for low height and standard height applications. Welders no longer have to squat down uncomfortably or be unstable. Model 1010302 provides seat height range from 15-1/2" to 20-1/2"; Model 1010303 provides seat height range from 19-1/2" to 26-1/2".
- The base pan provides storage space for welding supplies, tools and fasteners.
- Large 3" industrial casters provide mobility. Two of the five casters have a locking feature which allows the operator to lock the stool from moving when performing precise tasks.



## Selling points

- Round ring control provides convenient 360-degree lift activation for adjusting seat height.
- The specially formulated polyurethane seat is resistant to weld splatter.
- The reinforced steel base pan provides rigidity and versatility for use in a rugged environment.

## Storage and display

The product is packaged in a compact corrugated carton and can be assembled without any tools within minutes.

**\$ Suggested price**  
\$325.50

## Manufacturing specs

The seat is made of a specially formulated integral skin polyurethane. The round ring mechanism, pneumatic gas lift base pan are all made out of steel. Model 1010302 weighs 20 lbs.; Model 1010303 weighs 22 lbs.



## For more information

[www.Ldsindustries.com](http://www.Ldsindustries.com)

Enter 103 at "e-inquiry" on  
[VehicleServicePros.com](http://VehicleServicePros.com)



To watch a video for more information on this product line, visit:  
[VehicleServicePros.com/12258346](http://VehicleServicePros.com/12258346)

## DRIVING SALES

Power Tools and Air Tools

### Power Tools and Air Tools

Whether it's impacts and ratchets, or grinders and sanders, when it comes to cordless and pneumatic tools, techs require a wide variety of items to service vehicles.



#### ACCEPTS UNIVERSAL 328 BY 10MM BELTS

The **Dent Fix Finger Belt Sander**, No. DF-FBS16, can access tight spaces while providing 16,000 rpm and 90 psi. An interchangeable belt helps make the tool a multi-use device, depending on what type of belt is added. The sander can accept universal 328mm by 10mm belts.

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#### THREE-POSITION FLEXIBLE HEAD

The **SP Air Flex Head Cut-Off Tool**, No. SP-7231, is lightweight and features a three-position flexible head for greater access to tight work places. The tool has an ergonomic design with a cushion grip handle, rear exhaust, safety throttle lever and a built-in power regulator. It has a direct drive motor with a graduated trigger and a metal guard for safety. The SP-7231 can cut muffler and radiator clamps, bolts, sheet metal, fiberglass and steel rods up to 3/4". The cut-off tool has an overall length of 8.6", weight of 2.6 lbs, free speed of 18,000 rpm and air consumption of 4 cfm. Made in Japan.

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#### PREP AND FINISH MULTIPLE SURFACES

The **Ingersoll Rand IQV12 Series Polisher/Sander**, No. G1621, is a cordless multi-purpose solution that allows technicians to prepare and finish multiple types of surfaces in tight spaces. The tool features a two-speed gearbox and variable speed level for sanding and polishing a variety of surfaces, from sanding brake rotors and removing gaskets to polishing bumpers and headlight restoration. The G1621's unique tool-free spindle lock allows technicians to change backing pads quickly, without fumbling for additional tools. The IQV12 Polisher/Sander features an ergonomic grip and a patent-pending soft mount system to reduce vibration.

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#### QUICK RPM ADJUSTABLE DIAL

The **Astro Pneumatic Onyx 3/4 Quick-Lock 1/4 Quiet Die Grinder**, No. 216QL, utilizes a simple slide collar to lock the spindle in place. It requires only one standard wrench instead of two wrenches for attachment changes, and it offers a quick rpm adjustable dial under the locking lever throttle. The grinder features a composite handle that eliminates vibration and cold temps. The 7/8", 1.82-lb tool has a free speed of 5,500 to 20,000 rpm and an average air consumption of 3.65 cfm.

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#### CHOICE OF 14 MODELS

The **Florida Pneumatic AIRCAT 6700 Series Low Vibration Lube Free Orbital and Geared Sanders** offer a choice of 14 models in 3/32" and 3/16" orbit options. The double-sealed, lubrication-free motor prevents dust contamination of the air motor and eliminates the need for oiling. The tools have a smooth design throttle lever and ergonomic grip for comfort, and only consume 1.6 cfm on average and 6.2 cfm continuous running under load. Non-vacuum, central vacuum and self-vacuum options are available while pad options include 3", 5" 6" and 8" hook and loop. The sanders include anti-vibration motors and silencing technology that reduces noise levels to 75-78 dBA. The lightweight, low-profile orbital and geared sanders will be available in January 2017.

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#### 1.1HP GOVERNED MOTOR

The **Chicago Pneumatic 4-1/2" Angle Grinder**, No. CP7545, offers a 1.1hp governed motor, which provides enough power for aggressive material removal. Power transfer to the abrasive is done through the durable bevel gearing, which also provides 1,000 hours of use between maintenance cycles. The composite-covered aluminum and steel design insulates the operator's hand from the cold and makes it compact and lightweight just 3.5 lbs and 10.6" long. The grinder is available in 4", 4.5" and 5" wheel capacities, and it offers an adjustable guard and 360-degree swivel inlet.

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**COMFORT GRIP,  
ADJUSTABLE SIDE HANDLE**

Part of the **Mac Tools 1" Drive** line of impact wrenches, the **1" Drive 6" Extended Anvil Inline Impact Wrench**, No. AWD099-6, provides an exceptional power-to-weight ratio. Weighing 17.1 lbs, the AWD099-6 provides 2,500 ft/lbs of breakaway torque. This tool includes an adjustable side handle, as well as an optional palm trigger, and a rubber bumper for increased durability. The forward/reverse switch is located on the back of the tool body, which offers the user the ability to easily change directions while in use. The comfort-grip, adjustable side handle features a two-stage trigger, providing more control and comfort, for reduced vibration.



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The **Makita CXT line of cordless tools** are compact and ergonomically designed. The 12V max CXT Combo Kit, No. CT226, includes a 12V max CXT drill and impact driver. The CXT line also includes a 1/4" hex driver-drill, 3/8" hammer driver-drill, reciprocating saw, 3-3/8" circular saw and impact driver. All the tools are available in single-tool kits and combo kit configurations. The tools utilize slide-style 12V max CXT Li-ion batteries in 2.0Ah and 4.0Ah with onboard LED charge level indicators.

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The **OEM Automotive Tools 1/2" Drive Compact Impact Wrench**, No. 24481, offers a nut-busting torque of 300 ft/lbs and a 1/2" anvil with a ball detent system to assist with socket attachment and removal. Its rubber boot reduces shock and protects the work surfaces. The tool includes a replaceable 20V 4Ah Li-ion battery that charges in two hours. The company's power tools are designed with compact, lightweight TPR molded bodies to reduce shock and fatigue, a variable speed trigger for better control, four indicator lights to display the battery life and a one-handed forward and reverse switch. A charging station and blow molded case are also included.



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# DRIVING SALES

Power Tools and Air Tools

## THREE FORWARD AND REVERSE SETTINGS



The Capri Tools 1/2" Compact Stubby air impact wrench offers users 11,000 rpm and 450 ft/lbs of torque. Fine-tuned CNC machinery combined with a refined twin-hammer mechanism, this air impact wrench provides powerful and balanced performance, according to the company. This impact also offers users three forward settings and three reverse settings. At only 5.1" long, it's ideal for getting into tight, hard-to-reach areas.

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## MAXIMUM REVERSE TORQUE OF 1,400 FT/LBS

The Mighty-Seven 3/4" Drive Impact Wrench, No. NC-6255Q, is designed with a heavy duty composite body, and front and rear magnesium alloy housing that reaches a maximum reverse torque of 1,400 ft/lbs. With safety in mind, it meets OSHA safety standards of 85 dBA and minimizes user fatigue with a unit weight of 4.18 lbs. This tool comes with a grease fitting on the front housing to make end user maintenance easier. Two extended anvil options (3" or 6") are available.



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## LIGHTWEIGHT, DURABLE COMPOSITE HOUSING

The Cornwell bluePOWER 1" Impact Wrench with 6" Extended Anvil, No. CAT6156BP, has a twin-hammer mechanism that generates a maximum torque of 2,000 ft/lbs in reverse and a free speed of 6,200 rpm. With a lightweight, durable composite housing, the tool offers an oversized rear-mounted directional switch to allow quick changes even with gloves on. To achieve its full power, the tool should be used with a 3/4" I.D. hose. The chainsaw-style trigger improves ergonomics, and the overall length of the product is 19.8". It has a side handle for user control, and the extended 6" anvil reaches into wheels without the need for any extra extensions.



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## Who's the boss?

After three decades spent working in the industry, Brian Hagen finally embraced the entrepreneurial spirit.

**B**rian Hagen always wanted to be his own boss. After 35 years turning wrenches, he finally got his wish. Though he got a late start as a mobile tool distributor and has dealt with his fair share of challenges and adversity along the way, an even-keel attitude and a focus on his customers have allowed him to stick in the business.

The Cottage Grove, Minn.-based Mac Tools distributor and owner of Brian's Tool Box established his business around the time he turned 50 years of age, and immediately found success. His second week in, he did \$10,000 in sales. Unfortunately for him, though, the lingering effects of the Great Recession caused his business to suffer for the better part of the first year-and-a-half of its existence. Nevertheless, Hagen endured.

"You just have to take care of yourself and your business," says Hagen, who has sold tools for more than five years. "The rest will take care of itself. I honestly believe that."

The technician-turned-tool salesman credits his ability to connect with his customers as the primary reason he was able to find his footing as a mobile tool distributor.

"For me, it's all about rapport and getting to know the guys," Hagen says. "I know the guys who hunt. I know the guys who snowmobile. I know the guys who love car racing. The personal thing just works for me."



After 35 years spent turning wrenches, Brian Hagen decided to embark on a career as a mobile tool distributor with Mac Tools.

Hagen also calls upon his experience as a technician to help gain the respect and trust of his customers. He worked on cars, ships, heavy equipment and large trucks at various points in his professional life, so Hagen is well-equipped to help them do their jobs more effectively by answering their questions and offering them advice. His interactions with shop owners and technicians also allow him to stay informed about their ever-changing needs and wants.

"I learn more from guys now than they learn from me," says Hagen, noting that diagnostics is one tool category in which he relies on his customers to keep him informed.


"I've learned so much in the last four or five years," he continues. "I didn't pay a whole lot of attention to diagnostics when I got in the business, but

it really is the key to the future. And every year, they get better and cheaper."

Though he has been established for several years now, Hagen is focused on the future. He's also learned from the past. Hagen says he's much more adept at balancing his work life and personal life than when he got his start.

"I've learned to walk away from the truck," Hagen says. "It's a time commitment, because it's your business. But I eventually learned to step away and find some time for myself. If you don't, you are going to get consumed."

Nevertheless, Hagen is quick to add that he's still very motivated to grow his business.

"I'm going to keep my nose to the grindstone," he says. "I don't quit. I don't give up. I go, go, go." 



BY MIKE SCHMIDT  
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### What's your story?

Have an interesting experience to share with your fellow distributors?

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Contact Managing Editor Mike Schmidt by email at Mike@VehicleServicePros.com.



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