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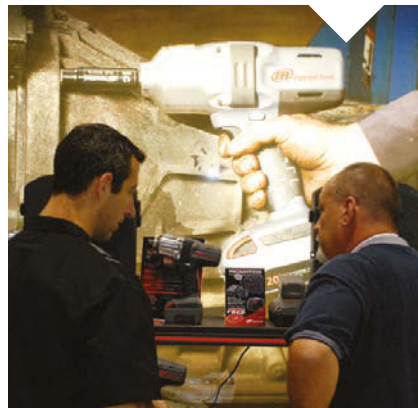
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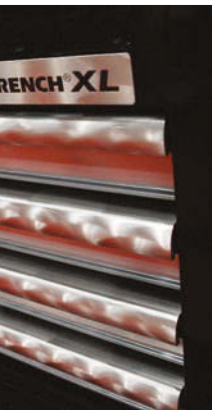
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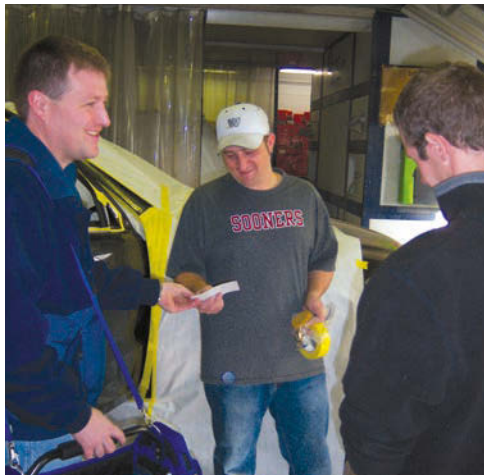
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## COVER STORY/DISTRIBUTOR PROFILE



Shane Sutton hands a sales receipt to a customer after passing out cookies and calendars.

### No shortcuts

Time spent as a Cornwell Quality Tool district manager taught this Oklahoma City dealer some valuable lessons.

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Published by  
**Cygnus Business Media**  
 P.O. Box 803, 1233 Janesville Ave.  
 Fort Atkinson, WI 53538-0803  
 920-563-6388 • 800-547-7377  
 Fax: 920-563-1699

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Professional Distributor (ISSN 1553-6211) (online 2150-2080) is published nine times a year in Feb., March, April, May, June, Aug., Sept., Oct. and Dec. by Cygnus Business Media, 1233 Janesville Avenue, Fort Atkinson, WI 53538. Postage paid at Fort Atkinson, WI and additional mailing offices. Subscription rates, in U.S. currency only, are: one year \$35; two years \$65; Can/Mex \$50 one year; \$95 two years; international, \$75 one year; \$145 two years. Back issues are \$10 per copy. Send check to: Cygnus Business Media, P.O. Box 3257, Northbrook, IL 60065-3257. POSTMASTER: Please send change of address to Professional Distributor, P.O. Box 3257, Northbrook, IL 60065-3257. Canada Post PM40063731. Return Undeliverable Canadian Addresses to: Professional Distributor, Station A, P.O. Box 54, Windsor, ON, N9A 6J5. For change of address or subscription information: Toll-free (877) 382-9187 or (847) 559-7598 Email: circ.profdistmag@omeda.com

Printed in the U.S. Volume 21, Number 2; March 2013



Professional Distributor® magazine is a Registered Trademark of Cygnus Business Media Inc.

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# Driven To Get The Right Tools In Customers' Hands? What About 'Selling Tools' You Need?



**BY ELLIOT MARAS**  
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**T**ool trucks show up in the most unusual places. As I surfed the Internet researching selling strategies for a future article, the colorful image of a well known flag's truck emerged across my computer screen. Along with a thought-provoking article about – of all things – tool trucks.

To convey the concept of having a tangible resource for things sales people need for strengthening their selling skills, the writer used the analogy of a tool truck. (To read the article, go to <http://tinyurl.com/byxflt6>.)

The writer, sales coach Miles Austin, related his excitement when he saw a flag's truck in action. He stood in awe as technicians converged on the truck to learn about new tools and talk shop with other techs. He compared this to the energy he sees when salespeople get together to "talk shop."

Austin then wondered if a resource similar to a tool truck could exist for his readers, most of whom are traditional sales reps working for someone else. He asked his readers to hypothesize what a tool truck catering to sales professionals might carry.

Austin's insight caught my attention. Not because I work with mobile distributors, but because I was intrigued by the analogy he made between a tool truck and sales coaching. He used the analogy to help his readers grasp the importance of having the things they need as salespeople to do their jobs

better. His article alludes to tools such as sales training books, magazines, audio and video training CDs, seminars, webinars and subscriptions to sales coaching websites.

Reader after reader praised Austin's tool truck analogy. Many went to great lengths in their online comments. It is obvious that many sales professionals are passionate about the need for more and better tools to support their sales efforts. Primarily ongoing sales education.

One reader noted that many of his fellow salespeople fall short when it

**MANY SALES PROFESSIONALS ARE PASSIONATE ABOUT THE NEED FOR MORE AND BETTER TOOLS TO SUPPORT THEIR SALES EFFORTS. PRIMARILY ONGOING SALES EDUCATION.**

comes to investing in their own skills and techniques; they wait for their company to provide the tools.

Another wrote: "What a great concept for sales managers to teach and have expectations for their salespeople – it is your responsibility to add to your toolbox."

Another reader, a sales coach, noted that her trainees often ask her to urge their employers to invest in sales tools such as subscriptions to sales coaching websites.

## Readers loved the tool truck analogy

Austin's readers loved the tool truck analogy and they found it useful in conceptualizing their own training

needs. But I couldn't help but wonder how many mobile distributors out there will grasp this analogy, which applies to them as much as anyone.

The tool truck selling environment is unique in many ways. But the mobile distributor needs the same selling tools mentioned above. Some of the selling tools mentioned, namely sales training CDs, are even more useful to the mobile tool distributor than a traditional sales rep since the mobile distributor can listen to the CD while he's driving, thereby making productive use of his "non-selling" time.

There are many skills involved in mobile tool distribution, as I noted in last month's column. But the most important skill is salesmanship. And to sell effectively, distributors need to invest in things like raffle tickets, St. Patrick's Day decorations, credit card readers, business cards, video monitors on the truck that run demo videos and advertise specials, etc.

But the most important investment of all is in sales education. A distributor has to make a lifelong commitment to educating himself or herself in order to hone their selling skills. The tool truck itself offers a great analogy. ■

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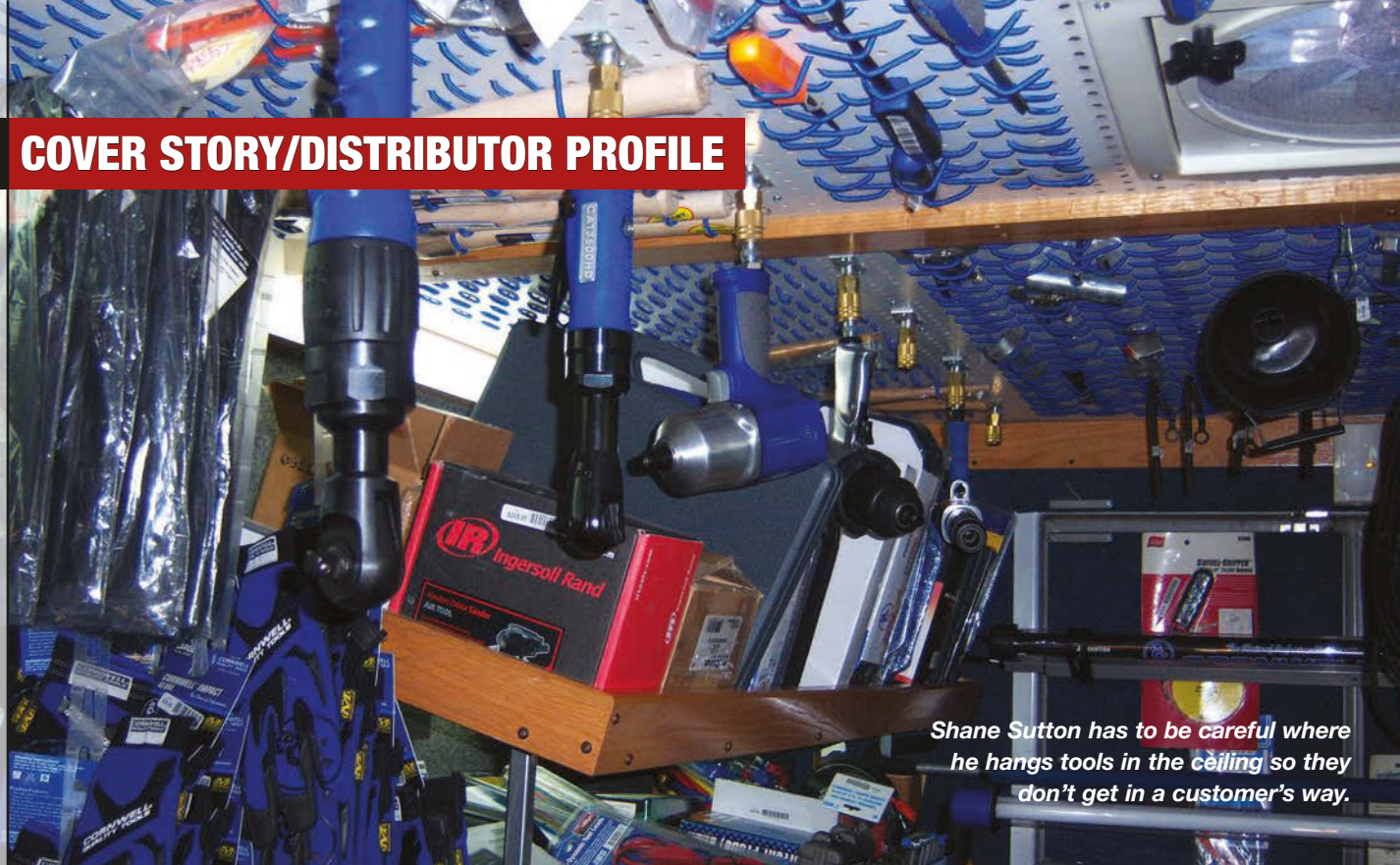
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Shane Sutton has to be careful where he hangs tools in the ceiling so they don't get in a customer's way.

# NO Shortcuts

Time spent as a Cornwell Quality Tools district manager taught Oklahoma City dealer some valuable lessons

BY ELLIOT MARAS, EDITOR

**I**t is often said that luck plays a big role in a person's success. What is less often said is that what a person does with their luck plays an even bigger role.

In Shane Sutton's case, good fortune did not become apparent until he put the lessons he learned as a Cornwell Quality Tools district manager to use as a Cornwell dealer.

Sutton had an opportunity to work in Cornwell management in between stints as a Cornwell dealer. Now, three years into his second "tour" as a Cornwell dealer, he has been more successful, thanks to the lessons he learned as district manager.

Like anyone in business, Sutton brought certain strengths to the dealer position, such as good interpersonal communication skills and extensive product knowledge. During his time as a district manager, he gained a greater understanding of areas where he himself needed to improve as a dealer.

Today, he has one of the more successful Cornwell franchises and is on a positive growth curve.

Sutton, 38, gravitated to the automotive business while in junior high school. He earned an associate's degree after graduating from high school and went to work as a techni-



Shane Sutton takes customer calls all day long on his truck.

*(Continued Page 10)*



All the little things done right result in higher sales.

*Sutton looks up a product's features in an illustrated catalog on a small shelf.*

*A customer examines a battery trickle charger on Sutton's truck.*



### Top 5 Tools

- 1) Streamlight flashlights
- 2) Cornwell socket sets
- 3) Cornwell impacts
- 4) Cornwell air ratchets
- 5) Makita cordless impacts

cian at a Cadillac dealership.

In the 10-year period he worked as an automotive technician, he got to know his Cornwell dealer, who impressed him with his professionalism. "He always got things taken care of," Sutton recalls. "You didn't have to remind him of anything."

He eventually became a Cornwell dealer himself, and after two years he became a Cornwell district manager before returning to his former dealer position. (See sidebar, page 13.)

Armed with the insights he learned as a district manager, Sutton has dedicated himself to doing a more thorough job serving fewer customers. Riding with dealers, he learned that maximizing sales and minimizing travel time were important factors in a dealer's profitability.

"I definitely sell to more guys at fewer stops (than before)," he said.

Most of his accounts are automotive shops, but he also has some rental equipment stores and construction companies. One construction company he serves recently needed a vacuum pump for cleaning backhoes.

Serving a 15-mile radius of Oklahoma City, Sutton visits an average 15 to 18 stops a day, most of which he visits every week. He has a total of nearly 90 stops.

### Renewed focus on collections

One of the biggest changes Sutton made in his second "tour of duty" was a more concerted focus on getting paid faster.

In the two years he worked as a district manager, Sutton had a chance to see a lot of dealers in action. Something the successful dealers did that Sutton himself didn't do was be assertive about getting paid. He saw that a dealer could improve his collections by diplomatically reminding customers to pay their bills. He recognized this was an area that he himself was deficient in as a dealer.

He now displays a large poster near the front of his truck stating, "What If," in big letters, followed by "On pay day your boss said he was short this week and



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*Gloves are suspended from the ceiling in an area where they will not block the view of other displays.*

could not pay you?" and further notes "It's the same for the Cornwell dealer."

He does not negotiate much on price. Sutton claims his products are competitively priced compared to other brands of similar quality. Hence, he says there is no reason to accept a lower profit margin.

To facilitate payments, he has added a credit card reader and a laser jet printer for processing payments on the truck. Most customers still pay with cash or check.

And there is always a contest that rewards customers for paying their balances faster.

### **Customer contests drive faster payments**

This past December, Sutton offered customers a chance to win a popcorn machine, a mobile cart and a TV. For every payment of \$30 and above, the customer received a raffle ticket.

## Shane Sutton's career twists and turns: tech, dealer, DM and dealer

Shane Sutton's career path followed some twists and turns, going from service tech to dealer to district manager to dealer again.

He became dealer while working as a service tech when his Cornwell dealer told him he was looking to retire.

"I thought the tool business looked pretty interesting," he says. "I just thought it would be cool to sell tools."

After a purchase price was agreed on, Sutton needed to borrow money to buy the business. A local bank was willing to loan him what he needed at 9 percent interest, payable over eight years. "It scared the hell out of me," Sutton says. He was 31 years old at the time.

But his wife and friends encouraged him to go for it.

Based on the seller's sales records, Sutton set daily and weekly sales goals that would allow him to make his loan payments and provide a livable income. He purchased the business in 2005.

Two years after buying the franchise, the Cornwell district manager relocated, creating an opening for a new district manager. Sutton saw the district manager position as a chance to make more money. He applied for the position and was accepted. He sold his franchise to a new dealer.

Two years after he began working as a district manager, Cornwell eliminated Sutton's position due to a company reorganization. He was disheartened.

Little did he know it was a blessing in disguise.

Sutton's former franchise territory was available since the dealer who had bought it from him went out of business in less than a year.

Sutton purchased a truck and starting inventory. He already knew many of the customers from his previous stint as a dealer. He has been able to use the lessons he learned as a district manager to become a more successful tool equipment dealer.

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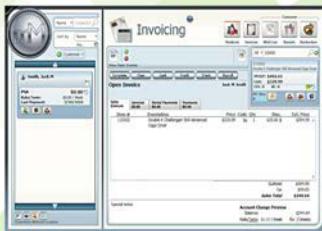


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**A display board encourages customers to grab and hold tools by the handle.**

Drawings were held after four weeks.

In four weeks, Sutton sold 1,500 raffle tickets. This translated into a hefty amount of extra cash for the month of December. Because of it, he says he was able to escape the sales dip that occurs

in December due to Christmas and New Year's. Sutton does not rearrange his schedule to make up for visits lost to holidays; he simply tells these stops he will see them the following week.

During December, he also delivered free cookies and calendars to all of his customers. His wife assembled 600 to 700 baggies with cookies. Buying, assembling and delivering the cookies takes time and money, but Sutton sees this as part of relationship building.

Sutton also makes sure all customers get Cornwell catalogs, which the company provides him for free. "That's free marketing," he says.

### Promotions drive sales

Products on promotion are placed on two toolboxes near the truck entrance. Sutton says it's important to highlight promotions because customers always want

to know what's on sale. Sometimes, when a customer needs a tool, they ask him when it will be on sale. Cornwell has several products on promotion every month.

**"I DON'T HAVE ANYBODY HOLDING ME BACK. IF I DON'T DO WELL IN THIS BUSINESS, IT'S MY OWN FAULT."**

He changes the displays monthly, a strategy he claims gets people to spend more time on the truck.

"Toting and promoting" also increases sales opportunities.

Sutton has tools displayed individually and in sets throughout his truck. Most tools are displayed in sets. "There have been quite a few times somebody

*(Continued Page 14)*

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## COVER STORY/DISTRIBUTOR PROFILE



*Sutton encourages customers to pay their balances by offering them a chance to win special prizes. A hand-made sign promotes the offer.*

will want one little item; I'll show it to him in a set and he'll say, 'I'll take the whole set.'"

He makes it a habit of asking customers how they are doing with tools he sold them. With his technician background, Sutton can often answer questions about what tools are needed for specific jobs.

As scan tools have evolved, Sutton has found it beneficial to allow customers to borrow new scan tools for a week to see if they like them. Scan tools are among the higher ticket items he offers. He has found that individual preferences can vary with scan tools.

"There are a lot of good new products out there," Sutton says. "They (the manufacturers) are always updating their product lines."

He also makes it a habit of spending time talking with customers about things other than tools. This is part of relationship building.

### No shortcuts on the job

The most important lesson of all that Sutton gained from his district manager role was not to take any shortcuts on the job.

In addition to spending time chatting with customers, other aspects of

*(Continued Page 16)*



*Sutton's truck has four shelf levels and also makes use of the ground level for displaying products.*



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- 5/8" (16mm)
- 3/4" (19mm)

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**No Welding or Soldering**

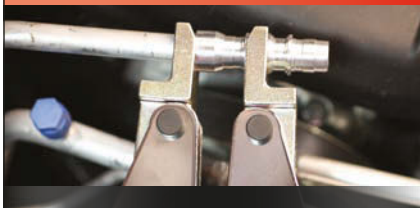
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~SWEDGE-LOK™ Customer



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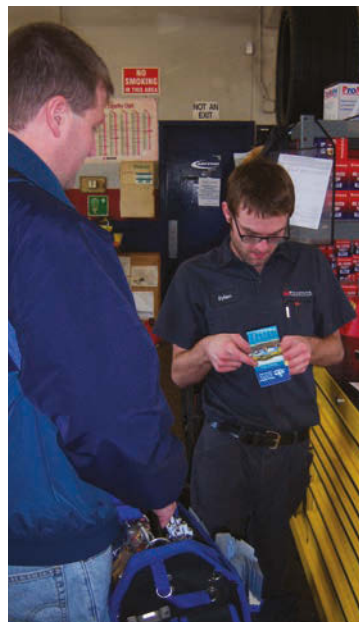
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## COVER STORY/DISTRIBUTOR PROFILE



**Sutton keeps his truck's shelves full with neatly organized, packaged tools.**



**A customer examines a New Year's calendar that Sutton provides along with cookies around Christmas.**

the job require attention.

There is a lot of time spent searching for tools that aren't stocked on the truck.

Ordering inventory is also time-consuming, as is restocking the truck.

Since most of the manufacturers he carries offer to repair broken tools, Sutton accepts most repair requests, which take extra time. "It's a service to keep them coming back," he says.

Selling large items like toolboxes takes extra time. When he sells a toolbox, Sutton has to drive 20 miles to get it from his local distribution center, rearrange the truck to make room for the toolbox, deliver it to the customer, then rearrange the truck again.

All the time-consuming work pays off in the end in the form of higher sales.

### Credit issues challenge dealers

Knowing how much credit to extend a customer is another impor-

tant part of the job. Knowing which customers to extend credit to is a skill that a dealer acquires with time.

Sutton tries to offer flexible payment plans with customers, as he has learned that customers appreciate this. One customer recently wanted a scan tool that cost nearly \$600. Sutton agreed to accept \$100 in weekly payments.

The most important thing Sutton learned as a district manager is the importance of taking the time needed to do everything the right way. A tool dealer simply cannot take short cuts. This is what separates the successful dealers from the losers.

As his business grows, he will consider hiring someone to help him with orders, arranging displays and making special deliveries. "It would free up a lot of my time," he says.

Sutton's experience as a district manager also taught him the importance of education. This is a key reason he attends the Cornwell Expo every year.

In the meantime, his outlook is positive.

"The amount of money I make is up to me," he says. "I don't have anybody holding me back. If I don't do well in this business, it's my own fault." ■



*Sutton hands a customer a receipt for a payment after giving him Christmas cookies.*



For a video tour of Sutton's special displays, visit [VehicleServicePros.com/10881243](http://VehicleServicePros.com/10881243)

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# Software tracks customer payments among mobile distributors

Biometric technology enables software to monitor potentially delinquent customers and find past-due accounts.

By Rich Ferry, Chief Marketing Officer, Bionet Security



The SkipTracker customer page shows users a customer picture with residential and work information, as well as current and previous accounts with notes and feedback left by other distributors.

tors who have worked with this customer by sending an internal message of the location where the “skipped” person is trying to open a new account. Previous distributors will be provided with the phone number of the other distributor’s tool truck. The only way to remove the skip from the software program is to pay the original distributor who listed the customer on the missed payment.

## Networking capabilities

The owner of SkipTracker, Russell Pettway, acknowledged the importance of knowing about customer skips. He talks with tool truck distributors every day who are frustrated that they are not getting paid every week.

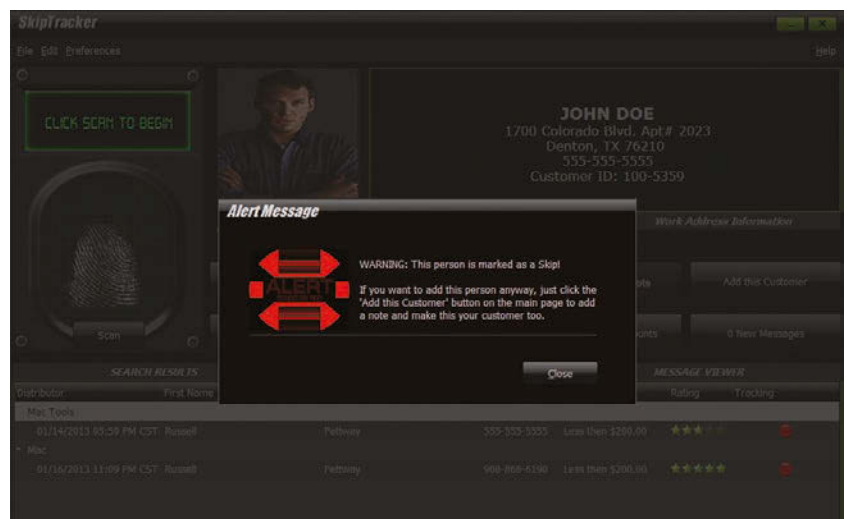
**M**any distributors have to deal with customers who have quit, or been fired, and relocate without making payments or notification.

Bionet Security has seen and heard first-hand all the issues with skips that mobile tool distributors have to deal with on a daily basis. The company created and recently introduced a software program, SkipTracker, to keep track of customer payments. This software offers distributors the opportunity to know about a potential customer’s past payment history with other distributors.

SkipTracker software uses the latest in biometric technology to fingerprint and photograph each customer. Distributors no longer have to worry about fake drivers’ licenses, or any form of picture ID, to identify a customer. If the customer stops paying, distributors can use this software to pull up the account and mark the customer as a “skip.” When that individual tries to open up an account on another tool truck equipped with

SkipTracker, the inquiring distributor will be notified immediately via SMS text message.

Once the new distributor enters the prospective customer’s information, the system will also provide previous distribu-



The animated skip notification alert informs users as soon as they swipe a customer’s finger that they are a marked “skip.”



## SPECIAL FEATURE

“I had a customer once who told me his info, and when I placed [his information] into our (company) software, it came back with no results, so I decided to give him an account. After years of dealing with him, he ‘skipped’ on me, owing me close to \$1,200. When I asked his employer for the information he had on file for this customer, I was able to find out the customer gave me his first and middle name with a different social security number. He wound up owing another Matco dealer \$4,000 in Dallas!”

Customer payment tracking software like SkipTracker helps mobile distributors screen customers before they lend them credit and allows these distributors to be informed if the delinquent customer attempts to purchase from another distributor using the same software.

For information, call 888-308-7072; [www.bionetsecurity.com](http://www.bionetsecurity.com). ■

*The fingerprint enrollment window allows distributors to register customers.*

“Wouldn’t it be nice to know if any of your accounts have an account on another mobile tool truck?” asks Pettway. “This might explain why sometimes you get paid one week but not the next.”

### Customer rating system

SkipTracker offers a five-star rating system which allows mobile distributors to post feedback about their customers based on payment history. This allows

a distributor to easily view the past history of a customer without having to go through each note. “If it works for multi-billion dollar auction websites, then it will work just the same for mobile tool distributors out there,” says marketing manager Rich Ferry.

### Real-life examples

A former Matco distributor shared this story with Pettway:

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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, *Professional Tool & Equipment News*.

Perhaps you've already received requests about some of these items. They are definitely products you should take a closer look at stocking for your customers. ■

### Ratcheting wrench set

The **Platinum Tech 4-pc XL Ratcheting Wrench Set**, No. PLT-99750, includes eight SAE sizes.

These Platinum Tech sets by **ATD**

**Tools, Inc.** feature a patented spherical spline design that works on six different fastener types: spline, 6-point, 12-point, star/torx, square and 50-percent round-

heads. An offset box end gear provides more surface contact and access to recessed fasteners. These wrenches feature a 72-tooth ratcheting system for high-torque and a 5-degree swing arc for operation in tight areas, as well as a sliding switch button for quick change ratcheting direction. It also includes a 180-degree flex feature and extra-long reach allows access to hard-to-reach places. Constructed of high-polish, chrome-plated vanadium steel for exceptional strength.

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### Portable workstation

**Extreme Tools, Inc.** offers the **Extreme Portable Workstation**, Nos. PWS3000TXBK and PWS3000TXRD, featuring 16-gauge steel construction with welded seams; a power tool rack with built-in power strip; an easy-access wrench rack that holds 17 wrenches; 18 screwdriver/nut driver holders; 88 deep and standard SAE and metric socket pegs; a lockable lid that secures tools in place when closed; a heavy-duty side handle; and a textured, weather-resistant finish. Dimensions are 30" W x 15" D x 18" H.

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Dielectric Silicone Compound

### Dielectric silicone compound

**AGS Co.'s Dielectric Silicone Compound** stops electrical failures from happening, and is a must for all electronic and standard ignition connections. The compound meets and exceeds OEM specifications. Only dielectric silicone works on high-energy ignition systems. Proper application prevents misreadings

with diagnostic equipment, while also sealing out moisture and corrosion. Suggested applications include: sensor connections, computer connections, solenoids, truck pigtails, plugs, ignition modules and coils, marine connections, lighting systems, batteries and terminals.

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### Automotive bubble flare kit

**Cal-Van Tools' Automotive Bubble Flare Kit**, No. 155, makes bubble flares on 4.75mm soft steel or copper tubing. This in-line flaring tool can do factory flares with ease and can reach tight spots. It contains bars that directly clamp over tubing for no push through. The clamp

and hex sleeve work together to ensure perfectly symmetrical flares.

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### Scanner and J2534 reflasher

**Delphi's Auto IQ scan tool** can perform OEM-enhanced functions and operate as a J2534 reflasher. The tool includes OE-based service repair information, ASE-certified support, training, mobile eCatalog and Connected Car Telematics Solution. It comes as a wi-fi-ready touch-screen tablet. The tool includes a variety of parameters, tests, device controls and thousands of bi-directional device controls. Coverage starts with 1995-96 model year vehicles and includes complete coverage for all domestic and leading Asian manufacturers. European applications will be available in early 2013.

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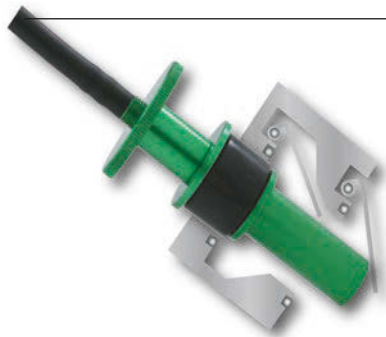




**Quickly ID short, open circuits**

**Power Probe's Master Combo Kit**, No. PPKIT03, allows the technician to follow and locate short and open circuits without removing molding panels and carpet just to expose wires. Activate electrical components by pressing the power switch, instead of running hazardous jumper leads all over the vehicle. The technician can see voltage displayed instantly by contacting the probe tip to a circuit. It instantly determines if a contact is a good or bad ground. It also verifies a short circuit or an open circuit. The 4mm banana jacks and plugs make connecting extra leads and adapters quick and easy. The kit includes a complete PPLS01 Lead Set, ECT2000 Kit and a Complete Power Probe III Kit.

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**EVAP testing without waste or mess**

The reusable **Smoke Wizard Pop-it Capless Adapter**, No. GLD052, fits the new, double-door capless fuel necks. Simply pop it on, twist to seal, and connect any leak detection device to test the system. This tool works well for EVAP tests, especially pressure/vacuum decay and smoke testing. It saves money and waste by never needing costly, messy throw-away seals, according to the company. The durable Pop-it Capless, made of fuel-resistant substrates, is backed by a 5-year warranty.

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**Portable motorcycle and vehicle lift**

**Garage Equipment**

**Supply's MaxJax** can be used by DIY'ers, enthusiasts and shop owners that want the ability of a full-size, two-post lift, but also want the convenience of a portable lift. The manufacturer intends for it to be the medium between the two.

People tired of using sketchy jack stands and working on the ground, will appreciate the MaxJax's ability for quick setup and clearance. Shop owners that need more room to work on vehicles will appreciate the MaxJax's ability to conveniently store away when finished.

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**Diagonal cutting pliers**

**Milwaukee Electric Tool Corp.** offers **6-in-1 diagonal cutting pliers**. Available in 6", 7" and 8" lengths, the diagonal cutting pliers feature integrated #6 and #8 bolt cutters and a reaming head for easier and more efficient de-burring of metal pipe. A 15-degree offset head allows for quick and easy prying and pulling. Each of the tools is made with forged metal and machined precision for maximum tool strength and durability. The tools also feature rust protection to increase tool life and reduce corrosion. Induction hardened jaws provide long lasting durability and consistent performance.

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**Endless angle and leverage combinations**

The **E-Z Red Wrench Connection set** connects almost any 6-point or 12-point tool to another, making the possible angle and leverage combinations almost limitless. Molded-in magnets assure hold, allowing these tools to connect any wrenches to each other no matter how long, short or offset they may be. Also connect socket to wrenches with or without the use of extensions, or no matter how deep or shallow sockets are. Two sizes available: No. WC100 low-profile metric hex set includes sizes 8mm-19mm; No. WC200 low-profile SAE hex set includes sizes 1/4" to 13/16".

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Clutter and poor lighting present inventory badly. Organized, well-lit shelves invite customers to browse more and buy more.

# Is Your Truck Just A Moving WAREHOUSE?

Sell more by showcasing products the way a retail store does.

BY PHIL SASSO, CONTRIBUTING EDITOR



Phil Sasso is president of Sasso Marketing Inc. ([www.sassomarketing.com](http://www.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).

**Q** My DM says I need to rotate inventory so the truck layout is always changing. But an old-timer who's sold tools for my flag for years tells me it's better to keep things in the same place so you and your customers always know where to look for specific tools. I'm still a newbie. Who's right?

**A** If you think of your truck as a warehouse, the veteran dealer is right. You want to organize it so that the same things are always in the same place and easy to find. That's the best way to make your job easier and avoid wasting a lot of time shifting inventory back and forth.

But, if you see your truck as a warehouse, it's only doing half its job. Instead of just holding tools, your truck should be selling tools. Think of your truck more as a convenience store than a storehouse. In this case, rotating inventory will increase your overall sales. The more new things a customer sees in a year, chances are the more new things he'll buy over that year. So, if your goal is to make more money, your DM is right.

**Q** How often should you rotate inventory?

**A** "You should rotate inventory every day," says Cornwell Tools Training Manager Kurt Hopt. Obviously, you can't rotate your entire stock in a day, but you can rotate a little each day and, over a week, make a big dent by the next time you're back at that stop. "When you sell a product, you should rotate something new into its place. It's just that simple."

A small daily rotation makes the process painless while keeping your

inventory looking fresh and well stocked. Remember, "an understocked truck is an underperforming truck," says Hopt.

**Q** What's the best way to organize the inventory on my truck?

**A** Although I know you're asking about truck layout, let me first emphasize the importance of keeping your truck neat and organized.

Your truck is a retail store on wheels. To increase your success, you need to do the same things any successful retailer



The only boxes customers should see on the truck are packages you're selling or boxes for items you're giving away on promotion, as shown in the right-hand photo.

## SALES Q & A

does. A neat store is more profitable than a messy one.

"You won't find neatness listed in any marketing textbooks," says "Guerilla Marketing" author Jay Conrad Levinson. "Yet, the presence - or absence - of neatness exerts a powerful effect upon a person's decision to purchase ... [it] is a potent and inexpensive marketing weapon."

"Make sure that the truck is clean inside and out," says Cornwell National Sales Manager Dave Columbus. "You want to give a professional appearance. You want to make sure your driver area is clean and presentable. You don't want boxes in the aisle. You want the lighting to be bright. It's important to look at all this because first impressions are so important."

Tidy a little each day to keep clean-up manageable. Toss your shipping boxes, sweep your floor, dust your shelves, change burnt-out bulbs, and empty your trash every night when you're restocking your shelves, says Columbus. It's easy to lose sight of how your truck looks to customers when you've been on it 10 hours a day. Don't let your truck's appearance slip.

Now, about the layout, take the time to walk through your truck like a customer does.

"On most trucks, when you walk in, the first thing you see is the toolbox space," says Columbus. "I think it's important to have a

CONTINUED PAGE 24



These photos demonstrate the importance of keeping the counter neat. The top photo is an example of a counter that makes selling difficult. The counter in the bottom photo makes use of a video monitor that helps sell tools.

ESSENTIAL TOOLS YOUR CUSTOMERS MUST HAVE!

# Reason #3 Eliminates air pockets

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- » CEX-550 can be used for coolant system flush

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- » Optional adapters are available for various engines for both drain and fill.



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## SALES Q & A

toolbox in there, so your prime product, your big-ticket item, is the first thing that the customer sees.”

“Next, you should have your promotion items,” explains Columbus. It’s good to have a special area for items that are on promotion that month – whether it’s on top of a toolbox or shelf near your point-of-sale computer.

Clearance and trade-in items, which are most popular, should be displayed in the back of your truck so customers will walk through the truck and past other items to get to them, Columbus advises.

Throughout the truck, keep your best-selling items at eye level. You probably know most of your best sellers, but they will change over time. So, run a quick sales report monthly and scan it to confirm your hottest items. Then be sure your top products are displayed about five to six feet from the floor – unless



Which of these doorways invites you to check out the merchandise? The one that isn't cluttered. The right photo also shows a doorway that promotes specials.

product size or weight doesn't allow.

“You should also tag everything with prices,” says Columbus. “We stress this with our dealers.”

Although some flags may not agree, price tags can be good. Sometimes a

customer may feel too shy or be in too much of a hurry to ask for a price. It also saves you the time of looking up prices and it avoids the potential of getting a price wrong, especially if you're rushed.

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Don't



Do

*It's easy to lose sight of your truck's appearance when you spend 60 hours a week on it. It helps to seek advice from fellow dealers, friends or your DM; people you should invite regularly to inspect your truck.*

Finally, "visual merchandising" can make a big difference. Use colorful shelf talkers and hang tags to draw attention to new items, special pricing or hot products.

For more ideas, walk through a major retailer or shopping mall and focus on which displays draw your attention. Some things you can mimic, while others won't work on a tool truck. Go on a "field trip" a couple times a year and you should take away one or two usable, new ideas.

Also, check out the truck photos in *Professional Distributor's* cover stories. See how leading dealers are displaying products and try some of those ideas on your truck. ■

**Q** How can I improve the various product displays inside the truck?

**A** "Remember to face your products," says Cornwell Digital Marketing Manager Don Russell. Walking down the cereal aisle at your local supermarket

will give you the idea. You don't see the bottom, side or back of a cereal box, you always see the face of the box, he says.

Also, consider setting up an extra monitor to show product videos on your truck, suggests Russell. This tends to work best near your point-of-sale area. Cornwell has about 30 or 40 videos that dealers can download and use on their trucks.

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# Tool Storage Stocking Options

Technicians always need places to put their tools. Throughout the next few pages, we've organized different tool storage options, from large toolboxes to keep all of your customers' tools organized, all the way down to carts and small tool organizers. These smaller options are sometimes easier for stocking on the truck.



## Two-shelf cart

MONSTER offers the **Two-Shelf Heavy Duty Monster Cart**, No. MSTTC1100. Easy assembly with rubber mallet included, this cart provides easy and quiet rolling around the shop. Other features include 5" heavy-duty swivel casters, a shelf clearance of 25", molded plastic construction and two cup holders. Both trays are reinforced with aircraft-grade aluminum.

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*A tool cart is key, it holds your essential tools, provides a place to keep spray cans and a horizontal surface for parts and tools to accumulate.*



## Mobile service cart

The **Craftline Storage Systems Mobile Service Cart** measures 20.5" wide by 12.5" deep by 36" high. Two storage drawers are 6" deep and are equipped with ball bearing drawer slides. The bottom storage area is 18" H and has two shelves. All three storage areas key lock and are keyed the same. This mobile cart has four heavy-duty casters; front casters are fixed and rear casters swivel for easy maneuverability and lock in place. It is finished in a black-textured powdercoat finish.

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## Tool tray workstation

The **Traxion ProGear Topside Tool Tray** is an innovative workstation that is the perfect companion to the Topside Creeper. The Tool Tray glides in place on 4" casters. A simple crank adjusts the height from 41" to 72" in 1/4" increments. The large tray includes a can holder and extends out from the riser so it can be positioned over the engine compartment.

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## Mobile cabinet

Rousseau offers the **Smart Compact Mobile "L" Cabinet** to provide more storage than a tech caddy while being smaller and easier to move than a more heavy-duty toolbox. The cabinet is available in single, double and triple versions; with a central locking system or lock-in mechanism, and with a large range of accessories for both the housings and drawers.

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## Magnetic base tool display

SE Tools introduces the **D-14 14-pc Holding Display**. The magnetic base of the D-14 holds tools in position, giving the technician the freedom to work with both hands. This tool features a 10-lb or 30-lb magnetic base with a powdercoat steel sleeve to reduce side pull, flexible and/or hinged shafts. This display includes single- or double-ball hinges, round/oval/square and rectangle mirrors, universal clamps and an eyelet. It comes with a lifetime warranty.

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## Store tools in 10-drawer toolbox

The Craftsman 10-drawer flat black ball-bearing combo includes a 6-drawer top chest and a 4-drawer bottom chest. The top chest has gas struts and bail side hands and the bottom chest includes I-Frame construction, side handle and mat. The ball-bearing drawer slides allow smooth operation under heavy loads and fully extend for easy tool access. It features a 1,000-lb load rating. Toolbox parts can be bought as separate items or all together.

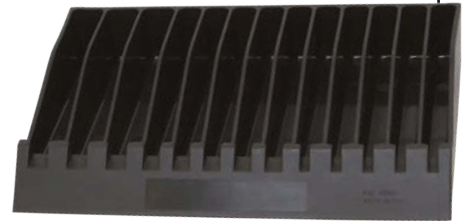
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## Sleek and modern design

Homak's 3-Piece Garage Series Cabinetry Set offers convenient, multi-unit storage options in an affordable package. All pieces are shipped together in one box for ease of handling, but are pre-assembled for quick and easy setup. Industrial-grade steel and quality construction are complemented by a sleek, modern design.

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## Store more in less space

The Lisle pliers and wrench rack, No. 40460/40490, can store more in less space. The tool does this by holding pliers and wrenches vertically, taking up less space in the toolbox while keeping them easy to identify, locate and grab. This rack has 13 slots to hold various shapes and sizes of wrenches and pliers. It has ten 5/8" wide slots for narrow tools and three 7/8" wide slots for larger tools. Only 1-5/8" tall. The specially designed slot allows thinner pliers and wrenches to remain vertical. It is made of durable molded plastic in the U.S.A.

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## INCREASE SALES AND PROFITS SIX WAYS

- Hansen Socket Trays straighten out toolbox clutter and chaos.
- Patented socket trays provide easy access and organization for individual sockets.
- Post bases are beefed up and designed to hold sockets more securely.
- Made of tough ABS plastic that resists gas, oil and abuse.
- Trilingual Packaging for both SAE and METRIC.
- Lifetime Warranty.



## Hansen Trays Now available in 3 pc. sets!



*Innovative Tools That Really Work*



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## DRIVING SALES



### Store and charge cordless power tools

Mac Tools introduces the **Macsimizer Power Drawer Tool Box**, No. MB7432. The Macsimizer Power Drawer toolbox is complete with a power drawer to store and charge cordless power tools, and a laptop drawer. The MB7432 is 74" wide and 32" deep, which allows for a 29" deep drawer. The Power Drawer, located at the bottom right of the box, has a 110V power

strip which can accommodate up to four battery chargers. The box comes completely pre-wired and a 10' power cord is included to plug in the box to a wall outlet.

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### Two-in-one workbench

Astro Pneumatic Tool introduces the **2-in-1 Workbench Table/Scaffold**, No. 55600. The unit folds down for easy storage and reduces to 4" in thickness. The workbench provides a three-port power surge strip built into the unit and a tool tray designed to hold hand tools, fasteners and standard paint cans. A graduated border around the decking allows for easy clamping onto the medium-density fiberboard surface. It extends to two different heights: 21.25" and 32.25". Unit capacity is 500 lbs. in lower position.

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*When you get a new box, it's important that it can be used to hook up computers and other electronics.*

### Style. Fit. Function.

All three basic elements in the new NASCAR® 427™ that is as thrilling as your favorite NASCAR® race series! The NASCAR® 427™ is tested to meet ANSI Z87.1-2010 and CSA Z94.3-2007.

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## Super heavy-duty tool storage

The **International SHD Series 73" Tool Cabinet** offers super heavy-duty (SHD) construction with thicker steel and stronger design for rugged work environments designed for a professional use. The frame is reinforced using 14 gauge plates on the bottom of the cabinet. There are two pairs of 120-lb rated ball bearing slides on all drawers over 3" deep. The 6" by 2" precision ball bearing casters are made of high-tech thermoplastic rubber and are made to absorb vibrations while moving on uneven surfaces. Gas struts help to easily open the chest lid, and an open till top makes tools in the top compartment more visible.

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*These days, figuring how a box would hold my electronic equipment affects which one I want to buy.*



## Modular zippered bag

**Pro-Fit Carry Systems** offers the **Modular Zippered Tech Bag** with removable shoulder strap. This roomy, lightweight nylon pouch provides pockets for small tools. The 8" W x 11.5" L x 3.5" deep pouch has three modular Velcro tool panels which can easily be inserted or removed and used separately. The front panel of the pouch has four rows of 2" heavy-duty nylon MOLLE system loops which allows for the attachment of smaller pouches and accessories from Pro-Fit. When wearing over the shoulder the back panel can be secured to a belt for additional stability using the snapping straps.

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## NEW PRODUCTS

#40168

### 31-C Heavy Duty Dominator® Pry Bar

This mighty pry bar combines maximum strength with compact leverage. Made from the same steel as our monster 58" pry bar but, shorter and easier to handle in small, confined spaces.

- 31" Overall length
- Manufactured from 3/4" square steel
- Heat treated and tempered for maximum durability
- Patented Dominator® handle with metal end cap for striking



#60026

### 2PC Dominator HD Scraper Set

- Heavy Duty Steel for the toughest scraping applications
- Patented Dominator® handle with metal end cap for striking
- Designed for heavy duty applications with wider blade widths
- Won't bend under extreme load
- Lifetime warranty



#60027

### 4PC Dominator X-Long Hook Set

- 20-1/2" Overall Length
- Extra length gives the user access to previously unreachable areas.
- Hooks formed to fit into tight areas, allowing access over, around and behind wiring, hoses and other obstacles
- Lifetime warranty



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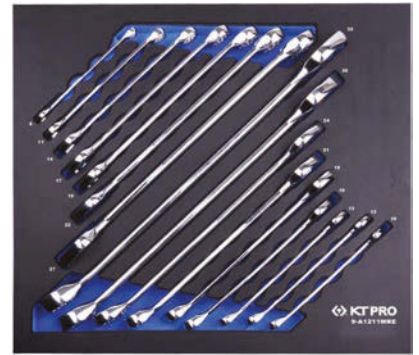
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## DRIVING SALES



### Customized workstations

Specially designed for automotive service and repair, **Lista's Automotive Storage and Workbench solution** can be easily configured to suit specific needs without custom cost. Lista automotive service bay solutions include storage cabinets, toolboxes, workbenches and mobile carts. Lista's integrated service bay solutions are customized to a dealership's exact floor plan, workflow and wish list. **Enter 75 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)**



### Store tools more efficiently

**King Tony America's EVA wave foam storage tray** organizes tools in a revolutionary way. EVA (ethylene vinyl acetate) comes chemical-, oil- and water-resistant. The tray has a unique wave pattern mold in order to hold tools securely in place. It is made to fit standard tool box drawers. It has wrench sizes marked on the outside. It comes in 9-, 13- and 16-pc (metric) and 9-, 13- and 14-pc (SAE) varieties.

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## Faster. Safer. Leak-free.



## PrevoSt Couplers.

With a simple push of a button, PrevoSt PS1 Couplers vent pressure then safely release the plug - eliminating the risk of personal injury or vehicle damage from hose-whip.

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**[prevostusa.com](http://prevostusa.com)**

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*“Sure, you can spend \$10K on lots of things, but I'd rather have a toolbox to call my own.”*



### Secure sockets

**Ernst's Socket Boss**, a universal twist-lock socket tray, can have its individual rails removed or switched for customization. The user can add or remove socket clips, label socket sizes with ID stickers, trade colors, swap out drive sizes, and add ratchet and extension holders. Twist-lock clips keep sockets secured for transport and prevent tool loss, even upside down. Socket rails are locked in the tray for security, and unlock with the push of a button. It includes one socket tray, two universal socket rails, and 30 twist lock socket clips. It is made in U.S.A. and comes with a lifetime guarantee.

**Enter 77 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)**



## Store tools easier

The **Extreme Tools 70" Pit Box**, No. TXPIT7009, has seven drawers and two side compartments. This tool cart allows the user to take it just about anywhere he or she needs tools to go. With seven big drawers and two large side compartments, the technician can hit the road with everything needed. The heavy-duty wheels and disc brakes make traveling with tools easy.

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## Ergonomic workbenches

The **Work Bench System** from **item International America** makes all aspects of workbench design simple and intuitive. Five pre-configured workbench variants are available, each of which can be easily adapted to meet specific requirements. Uprights and overhangs help to transform these infinitely height-adjustable tables into full-fledged assembly workstations or complete workbenches. A wide range of ingenious accessories designed to complement production operations help create ESD-safe assembly line workbenches with systems for providing and stowing materials and tools.

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## Combo cart and oil waste storage locker



**Shure's combo cart and oil waste equipment locker** allows shops to store a mini-technician cart and oil waste cart while providing much needed storage space. It features a lower locker with locking swing-out door, upper storage enclosures with lockable swing-out door and leg levelers. It comes in 22 signature powdercoat paint colors.

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## RING UP MORE SALES

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### MOBILE JOBBER SELLING TIPS

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## DRIVING SALES



### Customized workcenters

Equipto's line of Workcenters provide years of useful, rugged and efficient space utilization. Equipto Workcenters are available as wall-mount or free-standing units, with or without drawers, and include a large variety of accessories. The units allow electrical, fluid and air supplies to be kept in convenient locations. The Workcenters are available in wood, steel, stainless steel, laminate and several options for tops and work surfaces are available, including esd (anti-static) tops.

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### Organize pliers

The Plyworx PliersRack helps technicians organize the pliers in a toolbox drawer. This organizer is 30" long and holds 32 pliers in a drawer that is only 2-1/2" deep. By placing the rack at the rear of the drawer, pliers will stay in place when the drawer is shut. Users may also place the rack along the side of the drawer. The rack has 10 extra-wide spaces for insulated handles, is made of 3mm steel wire and coated with vinyl to last a lifetime.

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### Easy wrench storage

Hansen Global's Quik-Pik wrench racks organize wrenches while the clear labeling makes sizes easy to grab-and-go. Empty slots quickly show which wrenches are missing, and patented spring tabs in each slot keep wrenches in place. These low-profile racks fit 2" deep toolbox drawers. It is made in the U.S.A., of tough polypropylene plastic with a lifetime warranty. Two sizes are available: metric (gray) No. 5302, holds 6mm, 7mm, 8mm, 9mm, 10mm, 11mm, 12mm, 13mm, 14mm, 15mm, 16mm, 17mm and 18mm sizes. SAE (red) No. 5301 holds 1/4", 5/16", 11/32", 3/8", 7/16", 1/2", 9/16", 5/8", 11/16", 3/4", 13/16", 7/8" and 15/16" sizes.

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## PROFESSIONAL TROUBLE TAMERS



Part No. 502

### WHEEL STUD PILOT PINS

- M12 and M14 x 1.25 and 1.50 thread sizes fit Audi, BMW, Mercedes, Mini and Porsche



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- Tests urea concentration in Diesel Exhaust Fluid



Part No. 495

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## Lockable storage

The **Mountain 15-Minute Quick Together Cart**, No. MTN3345XW, offers a total lockable storage capacity of 7,771 cu.in., plus bottom tray storage. This cart includes mag wheels and a powdercoat high-gloss white finish. Drawers have ball bearing slides, and double slides come on the extra-large bottom tray, with a 75-lb capacity on each slide. Other features include flip-top lids with enclosed drawers and 36" prybar and screwdriver holders under the locked lid.

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## Modular drawer design

The **36" Crossover 6-Drawer Top Chest & Roller Cabinet** from **Montezuma** offers a modular drawer design including ball-bearing drawer slides with drawer liners and a load rating of 100 lbs per set. The embossed stainless steel work surface has a 100-lb capacity. It includes an air tool holder, side towel holder and can holder. The 5" by 2" casters (two swivel with brakes, and two rigid) are rated at 550-lb capacity each. The cabinet includes aluminum corner trim. The shell, drawer inners and drawer fronts are constructed of 20-gauge steel while the caster channels are 16-gauge steel.

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## Fully-customized drawers

**Matco's 6s Series triple bay toolbox**, No. 6331RX, features up to 25 shallow, medium, deep and extra-deep drawers that can be customized to any need. The 8" spring-loaded casters are made of phenolic composite to ensure the box will stand up to common automotive solvents and chemicals. Plus, they're exceptionally hard so they won't get flat spots when parked in one location for a long time. It comes with high-security, UL-certified TuBar locks. The phenolic top board can also withstand common automotive solvents, chemicals, marks and dings. Choose from 15 colors for the toolbox case and drawers, and five colors for the trim.

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# Guardair Personnel Cleaning Station

High-efficiency, pneumatic vacuum comes with on-demand, air-agitator brush attachment.

**G**uardAir's Personnel Cleaning Station (PCS) cleans dust, powders and debris off workers' clothing with the use of a vacuum, thereby eliminating the dangerous practice of self-cleaning with compressed air. The Personnel Cleaning Station runs off standard shop compressed air. The unit weighs 13 lbs and includes a 5.5-gal container, pre-drilled steel mounting bracket, 10' vacuum/supply hose assembly, and air-agitator brush attachment.

## Features and benefits

Running off standard shop compressed air, the Guardair Personnel Cleaning Station pairs a proprietary, on-demand air-agitator brush attachment with a high-efficiency pneumatic vacuum. Activated via a thumb-switch, the air-agitator loosens and lifts particles airborne where the vacuum sucks them away safely and effectively.

Given that it runs entirely off compressed air, this translates to:

- Low maintenance.
- No moving parts to wear.



*Activated via a thumb-switch, the air-agitator loosens and lifts airborne particles.*

- No sparking.
- No electrical motor to burn out.
- No power cords.
- Vertical Mounting System (VMS) mounts on any vertical surface, saving valuable factory floor space.

## Origin

- OSHA Directive STD 01-13-001 prohibits the use of a "gun, pipe, or cleaning lance" for self-cleaning which might blow "a chip or particle into the eyes or unbroken skin of the operator or other workers." Use of the Personnel Cleaning Station eliminates this dangerous practice through innovative vacuum technology. The Personnel Cleaning Station fills a void in the market and supports one of Guardair's key strategic initiatives – the focus on workplace safety.
- Utilizing air guns for every application simply blows the debris up and out, but it is the vacuum that is able to capture and contain it. This in itself provides a safer and more effective working environment, reducing injuries and any operational hazard costs.
- Having this product provides manufacturers with efficiency in space and effectiveness in use. Providing a unit that is compact and easily mountable up off the floor is ideal in an operation where workspace is limited.

## Specs

- The Personnel Cleaning Station is made in the U.S.A.
- 5.5-gallon chemical resistant polyethylene container.
- Predrilled, steel mounting plate.



*The Guardair Personnel Cleaning Station unit is compact and easily mountable up off the floor, ideal in an operation where workspace is limited.*

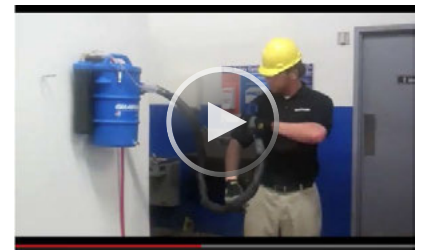
- Cartridge filter (77 percent efficient @ 0.8 Microns).
- Liquid shut-off and drum drain.
- 1-1/2" ID x 10' flexible vacuum hose.
- 1-1/2" OD x 11" plastic crevice tool.
- 3/8" FNPT inlet.
- Requires 21 CFM air consumption.
- Delivers 73 CFM.
- Backed by Guardair's Forever Warranty.

## Selling points

- Eliminate injuries through innovative vacuum technology.
- Vertical mounting system saves floor space.
- High-efficiency vacuum.
- Runs off compressed air.

## For more information

Guardair Customer Service  
(800) 482-7324 ■



**VEHICLESERVICEPROS**<sub>LLC</sub>



To watch a video demonstration of this product, visit [VehicleServicePros.com/10873941](http://VehicleServicePros.com/10873941)

# Fuel Injectors C501 Automotive Optimizer

Test and restore fuel injectors to OE specs.

**T**he Fuel Injectors Inc. C501 Automotive Optimizer restores fuel injectors to OE specs, so shops don't have to purchase or replace new ones. This tool provides testing, specific results and reconditioning that will guarantee a vehicle motor will run like new. This unit tests up to six injectors at once, and cleans 98 percent of all automotive fuel injectors. Features include a back-lit display for easier viewing of spray pattern, pulse control for optimal ultrasonic cleaning, and computer-control with an LED screen.

Until recently, repair shop owners had two options: replace the injectors with costly new ones or replace the injectors with costly reconditioned ones supplied by a third party. Why? Because the equipment needed to do the job was too expensive and not readily available.

## Features and benefits

Users can easily check and see if there are any problems with the injector, which is one of the first things to

*A full range of adapters are available, including the recently introduced adapters for all marine applications (below).*



test. This tool now offers a professional alternative for a potential customer who balks at the high price of new injectors. Shops can provide testing, specific results and reconditioning that will guarantee a motor will run like new.

- Tests up to six injectors at once.
- Tests and cleans 98 percent of all automotive fuel injectors.
- Back-lit for easier viewing of the spray pattern.
- Provide pulse control for optimal ultrasonic cleaning.
- Tests and cleans both top-feed injectors and side-feed injectors.
- Computer-controlled with easy-to-read LED screen
- Auto-test one button operation.

## Selling points

- **Offers a valuable service.** With the addition of ethanol to gasoline, testing and cleaning fuel injectors has become routine maintenance for any vehicle running rough or experiencing reduced gas mileage. The number-one culprit is clogged fuel injectors.
- **Increase profits.** A small initial equipment investment means even a repair shop in a smaller community can realize hundreds of dollars more per week in profits from this simple and effective maintenance procedure.
- **Become a service provider to other shops.** Fuel Injector Optimizer machines test and clean fuel injectors quickly and easily. Provide this valuable service to other shops and increase profits.

Fuel Injectors Inc. is the only provider of fuel injector equipment with a dedicated 800-number for the technician to call for troubleshooting.

The C-501 tests, cleans and optimizes 98 percent of all automobile fuel injectors plus most truck, motorcycle, jet ski and snowmobile and marine fuel injectors.

- Learn to operate in 30 minutes.
- Performs comprehensive leak tests



*A technician tests a set of Bosch fuel injectors.*

and injector firing tests.

- High-volume capability.
- High-quality, precision-built components.

## Specs

- Made of steel.
- Assembled in Florida (U.S.A.)
- Full kit includes separate high-performance, heated ultrasonic cleaner; standard top and side-feed fuel rails; all necessary adapters and fittings.
- Capable of checking the flow rate at 1,000 rpm to 9,999 rpm and at various fuel flow pressures, from 5 psi to 100 psi.

## Storage and display

Shipped FedEx (2 to 3 days). Dimensions: 15" wide by 14" deep by 20" tall. Weighs about 50 lbs.

## Suggested retail price

\$1,995

## For more information

www.fuelinjectorsincstore.com  
(888) 914-9923 ■

## SNEAK PEEK

**W**elcome to Sneak Peek! This product section features exclusive, recently introduced automotive tool and equipment products. In Sneak Peek, we'll show you new tools even before automotive technicians get to read about them in *Professional Tool & Equipment News* magazine. Sneak Peek products will help you stock your truck with the latest and greatest tools on the market.

### CHECK LIVE WIRING

Dewalt's existing 12V MAX Lithium Ion system now benefits from the addition of the **Hand-Held Radar Scanner**, No. DCT418. The tool detects and identifies wood, ferrous metal, non-ferrous metal, live electric wires and PVC behind multiple types of wall surfaces making it ideal for remodelers, installers, service technicians and maintenance personnel. This tool can scan through wall surfaces including vehicle interiors, drywall, plywood, concrete, marble and ceramic tile at a sensing depth of up to 3". It includes a 3.5" LCD color screen and a pre-scan mapping mode that eliminates the need for the user to calibrate or choose between settings. Enter 95 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)



### FIND LEAKS EASIER

Cliphlight's 450Plus Blue LED Inspection Light, No. 450DCPLUS, offers a powerful blue LED that finds leaks in any environment, day or night, from near or far. It features the capability to do long-distance leak detection; daylight-effective brightness; a rechargeable 1400 mAh lithium ion battery for 4 hours continuous use; robust aluminum construction; focused, wide and strobing beam capabilities; can be charged using both AC and DC power; and UV-enhancing glasses for use with dyes. Enter 96 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

## Rotabroach® Master Kits

**Cut More Holes,  
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... with tools that last  
**10x** Longer & cut  
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New kits include  
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### THE EXTREME TOOLS®, 41" DELUXE PORTABLE WORKSTATION™ AND 24" DEEP ROLLER CABINET

The Deluxe Workstation has a list of features that includes:

- Security Side Drawer that holds a 17" Laptop
- 20" Retractable Work Surface Shelf
- 2 Large Drawers that recess into the face of the workstation
- Power Tool Rack with 4 outlet a/c powerstrip
- Unbelievable storage capacity for all of your tools

**[www.extremetools.net](http://www.extremetools.net)**

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**INCREASE LIFT EASE OF USE**

**BendPak's PCL-18 portable column lift system** combines heavy duty capability with ease of use that reduces operator fatigue in the placement of the lift columns. Its 6" diameter, Cush-Ride front wheels feature an adjustable active leaf spring design that provide variable up-front ground clearance for smooth traveling over uneven floors, deteriorating asphalt, expansion seams and thresholds. Intuitive touchpad controls allow the user to operate, view and change operation parameters directly from each individual touch-sensitive display.  
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**STRIP INSULATION**

**Klein Tools' Wire Stripper/Cutters, Nos. 11063W and 11061**, can grip and strip several wires in a single motion. The Katapult, No. 11063W, conveniently strips and cuts 8-22 AWG wire. It can remove up to 1" of insulation in a single step. The tension-loaded wire grip gently holds the cable while retaining cable geometry. The Self-Adjusting Wire Stripper/Cutter, No. 11061, features a stripping head that adjusts to strip 10-20 AWG solid, 12-22 AWG stranded, and 12/2 & 14/2 Romex wire. The tensioning knob adjusts to apply the correct amount of force on the wire and an adjustable stopper controls the length of the core strip.  
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**BLOW MORE AIR**

**Dent Fix's Venturi Blow Guns, Nos. DF-BG600 and DF-BG601**, meet the safety standards of OSHA and provide the user with the most thrust possible. The two models present the user with a safer and more powerful air tool compared to standard tipped air guns. The venturi tip speeds up the main air flow by drawing ambient air from the side ports, boosting the available thrust up to 250 percent. The No. DF-BG600 comes with a pistol-like grip and large trigger for comfortable operation. The No. DF-BG601 can be carried in a pocket or hook onto a belt loop for immediate use.  
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# My Business Has Seen Its Setbacks, So Why Am I Upbeat About 2013?

I love the business, and I have what it takes to turn things around.



### BY FRED LINKHART

Fred Linkhart owns a Mac Tools franchise based in Oakhurst, N.J. He is a 31-year veteran of the mobile distribution business. Send any comments or feedback to editor@vehicleservicepros.com.

**A**nyone in business for a long period of time knows business conditions are unpredictable. You can be up one week and down the next. One thing I've learned in my 31 years as a mobile distributor is that you need to be disciplined and have a positive mental attitude to overcome the setbacks that ultimately come your way.

Those of us in New Jersey have faced a triple dose of setbacks with the recession that came in 2007, the closing of a major army base in 2011, and Hurricane Sandy, which hit this past fall.

In my case, I've had an additional setback. This past March, Debbie, my wife of 36 years, passed away.



*Fred Linkhart believes that skills he has mastered over the years will allow him to succeed despite a series of challenges.*

Despite many years of success as a mobile distributor, these setbacks have been tough to deal with.

But once tool sales gets in your blood, you learn to stick it out. And sticking it out I am. This year looks like it's going to be a turnaround year for me.

### 2007: Things looked good

In 2007, my situation was good. It was the best year I had in the tool business. Near the end of that year, however, the business began to suffer as the Great Recession began.

In 2011, the Army's Fort Monmouth in Eatontown, N.J., closed due to Congressional budget cuts. When the fort closed there was a trickle down effect to all local businesses, including automotive repair shops.

Shortly after this, my wife, who was my bookkeeper, became ill. There was less time to tend to the business, and there was more work since I had to do many of the tasks that she had performed. She passed away in March 2012.

Then, in the fall of 2012, Hurricane Sandy hit. I was fortunate not to have suffered damage to my house, but many of my customers took major hits.

### What's my secret?

The setbacks have been hard to deal with. But every day I get in my truck, I wear a smile. I have had a good life as a tool distributor, and I expect I will continue to be successful for many more years.

Someone recently asked me what my secret is. My answer: I love the business. In the 31 years I have worked as a tool distributor, I have never lacked for motivation. I love making the sale.

Don't get me wrong; there are other things to like about this business.

Like many tool distributors, I like the independence.

I'm also naturally competitive. Whether it's in business or in sports (I run competitively and I ski), I have always worked to beat my previous best performance. Sometimes I succeed and sometimes I don't, but I always try.

I have no way of knowing if 2013 will be a record setter. It will be hard to surpass my performance in 1993 when I was in the Mac Tools Top 100 distributors. It will be hard to top 2007, which was my best year ever. But I will try.

### Lessons from a great mentor

I was fortunate to have an excellent teacher when I got into the tool business. The DM who trained me gave me some excellent sales advice. I have passed his advice on to every distributor who rides with me.

One day, when I was being trained, a customer came on the truck and asked me for a 3/8" air ratchet. As I looked for the tool in the truck, my DM pulled me close to him and spoke to me softly. He told me to get the 3/8" and also to get a 1/4" air ratchet and show both tools to the customer.

To my surprise, the customer bought both air ratchets. That made an impression on me. My DM explained that what I had done was make it harder for the customer to decide against buying something. That's always stuck with me and I've always passed it along to other tool distributors who ride with me.

Mobile distribution is a good business, but to be successful, you need to like the business and have a strong work ethic. If you have the right mind set, you can overcome setbacks when they occur. ■



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