

# PROFESSIONAL DISTRIBUTOR

*The Distribution Network Connection*

## Rookie No More

**A Cornwell dealer starts strong during the height of an economic downturn**  
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Tips on collections, and how to fix cash flow issues

**Driving Sales** page 22  
Power tools with an impact

**Mobile Motivations** page 34  
What's the difference between "saving" time and spending less time on tasks?



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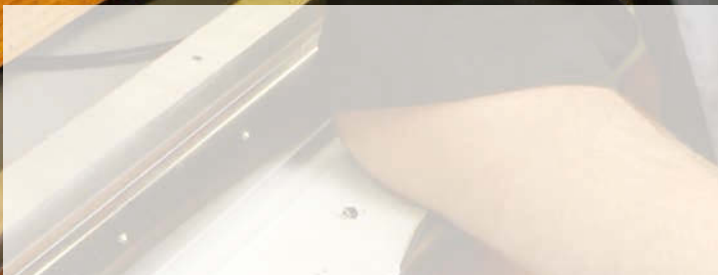
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## COVER STORY/DISTRIBUTOR PROFILE



"Last year I wanted to grow my business ten-percent from the year before, and I did it. This year I want to grow another ten percent from last year." -Jason Chornak

### 08 Rookie No More

Cornwell dealer Jason Chornak started his business back in 2008, at the height of an economic recession, and he's still going strong.

## FEATURES

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Information and technician feedback for power tools.



### 30 Sneak Peek

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### 32 In Focus Products

PBT Seal Tool Kit.

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Evaluate the difference between "saving" time, and spending less time on tasks.

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

PUBLISHER Sarah Shelstrom  
sarah.shelstrom@cygnus.com

EDITOR Jacques Gordon  
800-547-7377 x1678 Fax: 920-563-1699  
jacques.gordon@cygnus.com

MANAGING EDITOR Erica Schulz  
800-547-7377 x1630 Fax: 920-563-1699  
erica.schulz@cygnus.com

ASSISTANT EDITOR Wade Vonasek  
800-547-7377 x1399 Fax: 920-563-1699  
wade.vonasek@cygnus.com

PRODUCTION SERVICES REP Wes Gray  
800-547-7377 x1337 wes.gray@cygnus.com

ART DIRECTOR Richmond Powers

LIST RENTAL REP Elizabeth Jackson  
847-492-1350 x18 ejackson@meritdirect.com

AUDIENCE DEVELOPMENT MANAGER Terri Pettit

#### CYGNUS BUSINESS MEDIA

John French – CEO  
Paul Bonaiuto – CFO  
Tom Kohn – EVP, Digital  
Ed Wood – VP, Human Resources  
Julie Nachtigal – VP, Audience Development

#### CYGNUS PUBLISHING

Gloria Cosby – Executive Vice President  
Larry M. Greenberger – Group Publisher  
Curt Pordes – VP, Production Operations

FOUNDER Rudy Wolf

Reprints - Foster Printing, Attn: Rhonda Brown,  
4295 Ohio Street, Michigan City, IN 46360.  
1-800-875-3251 or email sales@fosterprinting.com

*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 20, Number 7; August 2012

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# Scan Tool Training

How do you sell scan tools to technicians?

**S**elling scan tools is one of your toughest challenges. More than one distributor has told me they don't like selling scan tools "because they don't stay sold." How do you sell something that complex and expensive without being able to tell the customer what it will and won't do?

Even if your customer already knows what they want, they're going to ask questions that only someone intimately familiar with the tool can answer. The best solution is to arrange a demo or training session on that specific tool. Scan tool

companies are often able to send one of their trainers or recommend one local to your area. Sometimes that training is available at no charge, but even then it can be a challenge to get enough people to attend. With months of advanced notice and constant reminders, you should be able to get enough of your customers (and their friends) interested.

Technician training is presented by national trade organizations like the Automotive Service Association (ASA), Automotive Maintenance and Repair Association (AMRA), Alliance of Automotive Service Providers (AASP), Mobile Air Conditioning Society Worldwide (MACSW) and many others. You can do a Web search for automotive service trade organizations that offer technician training.

There are also loosely-organized local groups. The training available through these organizations is sometimes about specific tools, but more often the trainer talks about several tools used to diagnose specific problems or systems. Parts stores,

scan tool companies, your DM and even your own customers can also tell you how to find the training that will help technicians understand diagnostic tools.

There are hundreds of YouTube videos about scan tools, most presented by the tool companies themselves. They are short, concise and easy to understand. You can bookmark videos about the scan tools you carry and show the video to customers.

Almost every distributor I've met has risked the investment and loaned a scan tool to a prospective customer. Naturally you hope they will buy, but either way it helps you learn more about the tool. Make sure you write down what they tell you, especially when they mention specific vehicles.

If you have other ideas or techniques for selling scan tools and diagnostic equipment, send me an email at [jacques@vehicleservicepros.com](mailto:jacques@vehicleservicepros.com) and I'll share them with other readers. ■



**JACQUES GORDON**

Editor

920-568-8678

[jacques@vehicleservicepros.com](mailto:jacques@vehicleservicepros.com)

1233 Janesville Ave.

Fort Atkinson, WI 53538

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- Chain & gear replacement
- Chain routing & sprocket/gear valve timing marks
- General removal & installation instructions
- Safety precautions
- Special tools
- Tensioner adjustments

- Tensioner release & reset methods
- Tightening torques
- Timing marks
- Valve timing instruction
- Valve timing procedures
- Domestic and Imported vehicles 1997-2012

Part # 12-170



## 2012 Timing Belts

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## 2012 Diagnostic Trouble Codes

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Import Part # 12-350

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- System faults - locations and probable causes
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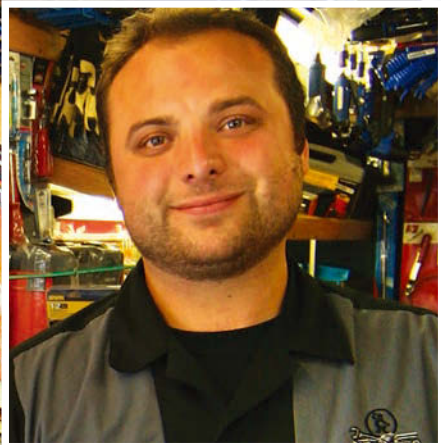
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# Rookie No More

**A Cornwell dealer starts strong during the height of an economic downturn**

by Jacques Gordon

**T**hink back to your first few years in this business; the lessons you learned about managing inventory and cash flow and about customer relations, and things you learned from the inevitable 'rookie mistakes.'

Now think about going through all that during a major economic downturn. That's what Jason Chornak did when he became a Cornwell dealer four years ago...

### STORE ON WHEELS

Jason is young and has no automotive background or sales experience. He didn't take over an existing route, he built one from scratch. When asked how the economy affected his start-up in the

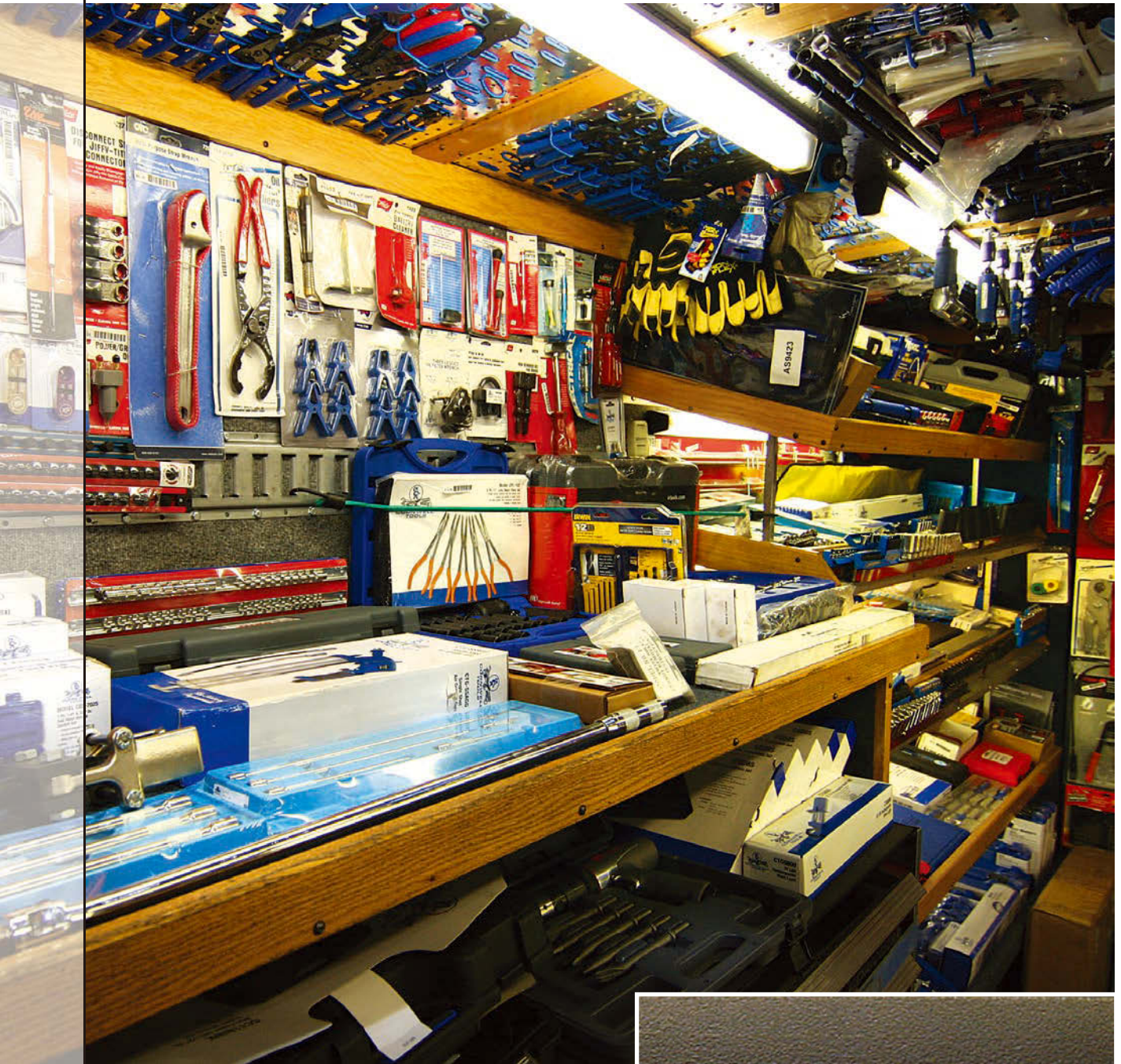


*The view upon entering the truck.*

business, Jason said, "I really haven't seen a change in anything since I started, except (now) customers are spending money. It seems the economy is bad until they have faith in you."

CONTINUED PAGE 10

## COVER STORY/DISTRIBUTOR PROFILE



*Almost every square inch is occupied by tools.*

Jason's territory is centered around Mechanicsburg, PA, near the state capitol. Several major interstate highways converge there, and it's a hub for commercial trucking and rail shipping. There's also a major U.S. Army depot nearby.

All-in-all it's a busy area with

many potential tool customers. Jason has a friend who had previously sold tools with another flag, and they talked about the mobile tools sales business.



*This label is becoming a bit more common.*

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## COVER STORY/DISTRIBUTOR PROFILE



*Getting ready to tote-and-promote.*

## SELLING STRATEGIES

**W**e stopped at a small shop in a back alley, and Jason noted that he has several shops like it. "I do better at these places than at dealerships (because) there are two guys in there and they're both buying from me... (The owner has) become one of my better customers; I have a lift and a toolbox in there, and I sold him a toolbox for home."

He also bought an Autel scan tool the day Jason stopped in and

there was a Volvo in the shop with an airbag light. "They said 'if you have one we'll buy it.' They bought and paid for it that day."

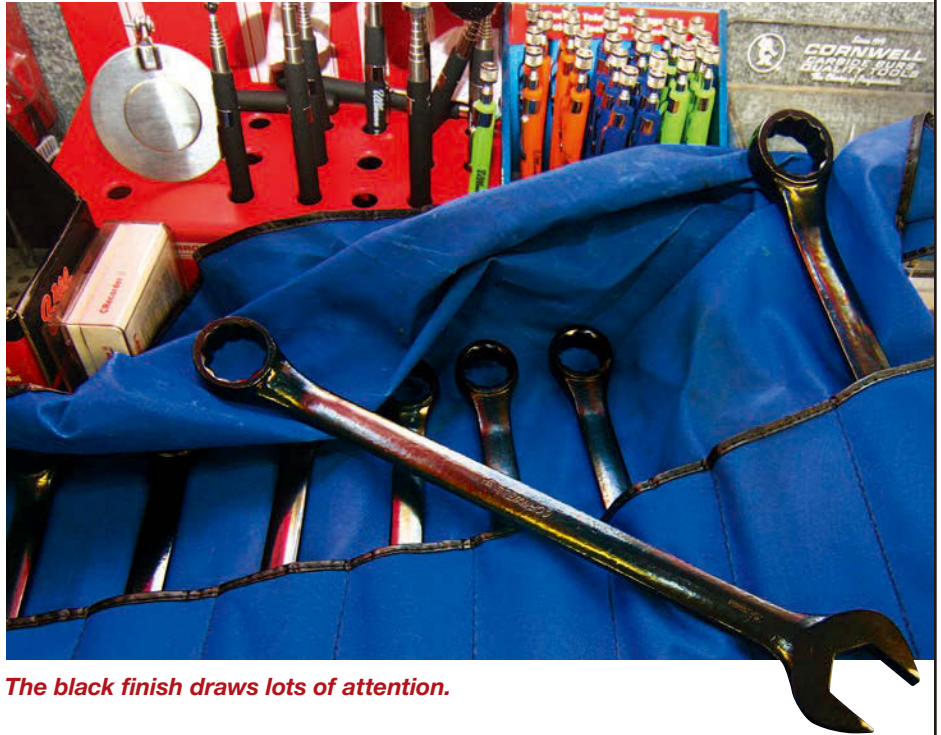
Jason sells mostly hand tools, partly because "it's hard to keep up with the diagnostics." He lends out scan tools so customers can learn about them, and he makes notes of what they tell him about it "so the next person who asks, I know which tool does what."

Together they decided to meet with Rich Fitzhugh, the local Cornwell District Manager. The friend was hired right away and Jason started in the neighboring territory not long after.

Today Jason says the business is "fun as long as you keep up with everything. Once you let something slack behind, then you're playing catch-up... it's easier to spend 10 or 15 minutes getting caught up (now) than spending hours a couple of days later." A lesson learned.

**GOAL MOTIVATIONS**

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Spark Plugs Reset

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dealers in his district say "things aren't what they used to be," Jason had nothing to compare, and he simply decided not to fail. "I figured if I was going to start this I'd work hard enough to make it work ... I just put my head down and worked."

He wisely set goals that were attainable and worked from one to the next. "Last year I wanted to grow my business ten-percent from the year before, and I did it. This year I want to grow another ten percent from last year."

This may sound like a hungry, driven business man, but that's not Jason's personality, nor is it his biggest motivation.

"I'd always want to grow. It's more interesting when you want to do better. You give yourself goals to hit, and if you hit your goals, you just make them higher... (to) just to go to work every day and do your job and go home, I think that would be boring."

That said, Jason typically puts in a 60-hour week. But now that the territory is established and his cus-



*A very attractive collection of knives.*

tomers know him, he says his days go quickly. "It's not like I have the same thing to do (each day). I do the same job, but there are always challenges... a broken tool, someone



*Note the retainer screws holding the puller jaws together.*

**"IT'S NOT LIKE I HAVE THE SAME THING TO DO EACH DAY. I DO THE SAME JOB, BUT THERE ARE ALWAYS CHALLENGES... A BROKEN TOOL, SOMEONE NEEDS SOMETHING ORDERED..."**

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## COVER STORY/DISTRIBUTOR PROFILE



*Tread depth gauges are needed for state inspection.*

needs something ordered..."

Jason places an order almost every day, usually speaking with Charlene Stankiewicz at Cornwell. He says he likes working with her because "everything gets done right away."

### CUSTOMER RELATIONS

The day we met Jason, we also met one or two 'difficult' customers. When asked how he deals with them, Jason said "I just smile and do the best I can. Sometimes it doesn't work out and

sometimes it does. I don't take offense at something I can't control. Say you can't get something in time; it's not your fault because you tried, but they weren't happy because they couldn't have it right away ... so you

**"IF YOU GO OUT AND DO YOUR JOB TO 100 PERCENT EVERY DAY THEY DON'T NEED TO GO ANYWHERE ELSE."**

just take it and go back the next week and the next, and eventually they'll just come back around."

We also met several customers who are proud of their loyalty to Jason. One shop even bragged to us that they had kicked everyone else out, making Jason their only tool dealer. Certainly that feels good, but

Jason doesn't pay much attention to the competition. "I care less and less about the competition the more I'm in it. If you go out and do your job to 100 percent every day and give (customers) service, they don't need to go anywhere else."

Jason drives 400 miles a week to see about 500 people (380 on the books). An average turn is about nine weeks, and he doesn't lose sleep over skips. "The longer I'm here the less (skips) there are. People learn to respect you."

Some of his route is concentrated, enabling him to make special deliveries or arrange to meet a customer somewhere with a special order. Other parts of the route are more spread out. About 25 percent of his customers are in new-car dealerships, about 30 percent in heavy duty shops

## Top 5 Selling Tools

- 1.) Autel MV10155 video scope
- 2.) Cornwell 1/2" drive impact gun
- 3.) Irwin 29-piece drill bit set
- 4.) Cornwell inline flare tool
- 5.) Gearwrench 6-piece indexable box end wrench set

and the rest are in independent shops, plus a few chain stores.

He may have started at a bad time economically, but Jason Chornak is learning fast and has not looked back. He enjoys being his own boss and is excited about the opportunity to "build my own destiny. I wouldn't change anything, I enjoy it the way it is." ■

## MIGHTY SMALL...



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Jumbo Hammer Type,

Air Inlet: 1/4"

- + Only 4 9/16" long, the shortest model among all 1/2" impact wrenches available in the market.
- + Maximum torque up to 500 Ft.-lbs.
- + Weighs only 3.5 lbs.
- + Outstanding shape, ergonomic design for comfortable operation.

## MIGHTY POWERFUL...



### NC-6210Q

Only 85 dBA

### 3/4" Drive Air Impact Wrench

Air Inlet: 1/4"

- + Twin Hammer impact mechanism increases durability and efficiency.
- + Stronger power output improves performance and accuracy.
- + NC-6220 is equipped with 6" extended anvil.
- + Maximum torque up to 1200 Ft.-lbs.
- + Weighs only 5.61 lbs.

## MIGHTY INNOVATIVE...



### NC-4610QNBS or NC-4610QNB Impact wrench with six impact sockets

- + Sockets are only 1 1/8" long.
- + Allows up to 500 Ft.-lbs of breakaway torque into a 5" space.
- + Now available in one compact kit with a custom foam tray.
- + NC-4610QNBS; comes with sockets sized: 1/2, 9/16, 5/8, 11/16, 3/4, 7/8.
- + NC-4610QNB; comes with sockets sized: 13, 17, 19, 21, 22, 24mm.



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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. ■



### REPAIR PLASTIC VEHICLE PARTS

The Killer Tools Professional Thermo Stapler repairs plastic parts with the strength of stainless steel staples. This tool works on all thermoplastics to help repair bumpers, headlight assemblies, truck fairings, RV parts and radiators. Comes with 250 staples and a five-year warranty. Designed and built in the USA. Enter 38 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)



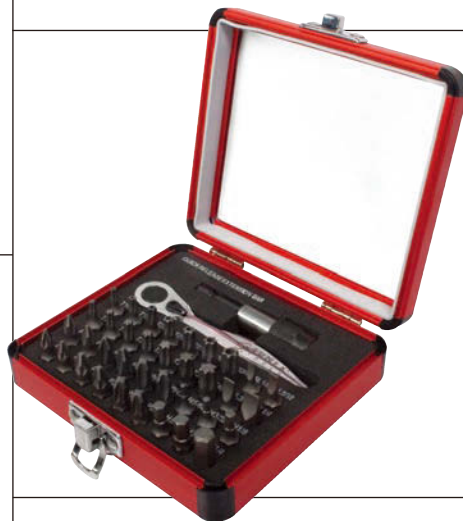
### MOISTURE-WICKING BOOT

Magnum's new Work Pro Ultra WPi CT boot offers the classic style of a Wellington boot, with advanced protection and comfort. The Work Pro Ultra offers a wide and forgiving toe box, and is built with an ASTM-approved composite toe. This composite toe provides the same safety benefits as a steel toe, but is non-metallic, non-magnetic, lighter in weight and more resistant to heat and cold. The ion-mask technology gives these boots excellent liquid repellency, which stops external water, blood pathogens and chemicals from getting in - while allowing perspiration to escape. Enter 40 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)



### PLUGS IN PLACE OF FUEL PUMP RELAYS

The IPA Relay Bypass Set (No. 9036) is a first-time tool that plugs in place of a vehicle's fuel pump relay providing direct control over the fuel pump circuit. When testing fuel injection systems, the Relay Bypass allows actuation of the fuel pump when the engine is not running. The 3-pc set covers the most common domestic and Japanese applications, along with popular German models. The Relay Bypass Set acts as an on/off switch that plugs in place of the most common relays. They are simple-to-use and help to troubleshoot fuel system and electrical problems. Enter 14 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)



### MINI RATCHET/BIT SET

Long known as one of the top selling kits in the market, Sunex offers the 9726 38-pc Mini Ratchet/Bit Set. This set has a 72-tooth mini ratchet with quick release extension bar that can double as a quick release for any mini cordless power tools, along with 36 bits. This set will handle any application that come up in a vehicle or shop. The set comes complete in a durable aluminum case for easy compact storage. Enter 39 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)

### TESTS ALL CIRCUITS

The Cal-Van Relay Circuit Pro, No. 76, allows users to test all circuits associated with a given relay. From the battery to the relay, from the relay to ignition or switch, and from the relay to the component are tested for ground or continuity. This tool will also test any component related to the relay, including the fuel pump, horn or compressor, by activating the circuit at the push of a button. Six of the most common relays included and a universal relay for the uncommon ones. Users can use this tool as remote starter for compression test and fuel pressure test. Enter 41 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)





## ELECTRONIC EARPLUGS

Etymotic HD-15 High-Definition electronic earplugs are designed to protect the hearing of anyone who operates around continuous loud noise. HD-15 earplugs allow users to hear naturally, as if nothing is in their ears. A dual-mode switch selects either automatic 15-dB protection or enhancement, which provides amplification for soft and conversational sounds when desired. Both modes block sudden, loud impact noise. The HD-15 earplugs can be customized through the company's CUSTOM-FIT program for personalized earmolds that provide a secure, comfortable fit. Provide a noise reduction rating (NRR) of 25 dB.

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## GLOVES WITH GRIP

The Mechanix Wear CG Heavy Duty glove is made with supple, genuine leather to protect hands against abrasion and add exceptional grip when working with hand tools. Multi-zone palm padding reduces hand fatigue during long projects, and molded rubber finger and knuckle ribbing adds protection against impact. The low-profile wrist closure gives flexibility and full range of motion when using tools and tackling tasks.

The gloves are available in sizes S-XXL.

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## DRIVE SEALS INTO PLACE

The magnetic Lisle Pinion Shaft Seal Installer, No. 56950, is ideal for driving pinion and other seals into place. The hollow adapter allows the driver to slide over shaft to drive seal. Neodymium magnets on both driver faces hold the seal in place until users are ready. Adapter is double-sided for different sized seals. Works on many applications, especially Ford SUV pinion seals. Can also be used on standard seals. Made from lightweight aluminum to allow more driving power to transfer. Metal cap is replaceable.

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## BELT GRABBING TOOL

The Lang Tools' Lighted Flexible Serpentine Belt Grabbing Tool, No. 5139, features a flexible serpentine belt tool allowing for easy adjustment of belt around various pulley positions. The LED-lighted portion of the tool ensures easy visibility on dark engine compartments and an extra-long 33" length allows for deeper reach around the crank shaft pulley. A reverse gripping feature allows for two-handed positioning of the tool.

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## PERFECT GRIPPING ACTION

With just a simple sliding action, the new KNIPEX Cobra Quick Set (No. 87 21 250) can adjust its jaw size to provide the perfect gripping action. To use, just place the top jaw on the object to be gripped and slide the upper handle upwards. This new feature is perfect for use when working in confined or hard-to-reach areas where access to the nut or bolt is difficult or in a situation where the push-button cannot be activated. Look for the blue push-button that distinguishes this tool from other Cobras in the category.

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# Managing collections by starting off on the right foot

Fixing cash flow problems means collecting better, not just selling better.

BY PHIL SASSO

**Q** I like selling, but I hate collecting. And I must be doing something wrong, because I always seem to have more month left at the end of the money. Can you talk about collections?  
— *Cashless in California*

**A** Being a mobile tool distributor may look like a sales business, but it's really a collections business. How much you make in sales is meaningless if you aren't managing collections on those sales properly and keeping your cash flow up.

Selling as a tool dealer is partly about selling your customer on making their full payment on time, every time. Of course, occasionally a customer will have a bad week. But if you've got your collections system down pat, that will be the exception more than the rule.

## Starting Off On The Right Foot

Because you're dealing with a verbal contract, it's paramount that everyone understands the rules of the game upfront, says Cornwell Tools Training Manager, Mike Boyhan. So, when you start working with a new

customer you want to be sure they understand how you operate. It doesn't matter how they're used to working with other dealers, you want to "train" them to follow your system.

Imagine you're setting up an account for a new customer. According to Boyhan, the conversation should go something like this:

**You:** I appreciate your business and I look forward to working for you for a long time.

**Joe:** Me too.

**You:** Here's the way my truck account works: we're agreeing to a set payment amount each week. If for some reason something happens and you have to miss a payment, I understand. But we need to make it up as soon as you can. I'll do my best to be a great tool guy if you'll do your best to pay me what you owe every week. Agreed?

**Joe:** Agreed.

**You:** And If for any reason you fall behind too far, I've got to get my tools back. Understood?

**Joe:** Understood.

It reads a little more like a lecture here. Feel free to reword it to fit your personality and perhaps soften it up a little. But don't make it too soft. The point is you need to look them in the eye and make sure they understand what they're committing to upfront, according to Boyhan.

I also feel it's important that the customer know this is your money you're putting on the street. It's not money from some faceless corporation

or a donation from a philanthropist. It's your cash and you're just trying to make a living just like he is.

Try to do this with every new customer from now on. It will make collections a little easier.

## Getting Back On The Right Foot

You may already do this, but chances are you have some customers that didn't get "the speech" when they opened their account. Or some customers may have forgotten it, or some didn't listen very well when you did give it. You're not alone.

**"IF A CUSTOMER SKIPS A PAYMENT, IT'S IMPORTANT TO GET THEM BACK ON TRACK THE NEXT WEEK."**

You don't need to start over with everyone. Chances are most of your customers understand and follow the rules. It just may be a good idea to clarify the basic groundwork with the customers that have a pattern of payment issues:

"When we set up the account the understanding was simple — I'm selling you tools with time payment and you're agreeing to pay a set amount on-time every week. If you fall behind, you need to catch up. If you can't catch up, I'll need my tools back."

If a customer skips a payment, it's important to get them back on track the next week, says Boyhan. The lon-



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).

ger he's behind the harder it will be to catch up. Consider explaining it this way:

"I know your dog died last week and you had to skip your payment to pay to bury him. I'm sorry about that." I'd say, pausing for effect. "But we need to make up that payment. Can you pay the whole missed payment today? [No.] OK then let's split it up over a few weeks. How much more can you pay each week?"

It may be that your customer owes you a missed \$20 payment and has four more payments to go. So, if he pays an extra \$5 a week for the next four weeks to catch up, that can work, says Boyhan. The problem becomes when you let them stretch beyond those four weeks.

When you let too many customers do this you'll end up with cash flow problems.

### Losing Your Footing

A related collections problem is what Boyhan refers to as "time payment erosion."

You need to re-negotiate the contract every time you sell a customer with a balance more tools.

Say a customer with a \$25 weekly payment and three weeks left buys a new \$100 screwdriver set. He can't just go on paying \$25 or he's stretching your turn to eight weeks. You need to

work to get him to \$200 outstanding over, say five weeks, so now he owes \$40 a week – or more if he offers to pay more.

money back on that tool by week five.

The best dealers get their first payment the first day they sell a tool. You're basically saying to your customer: "You've got the tool today, you make your first payment today."

This makes the best use of your money, says Boyhan. In fact, if you can make this work, you can sell tools by rarely putting any of your own money out there.

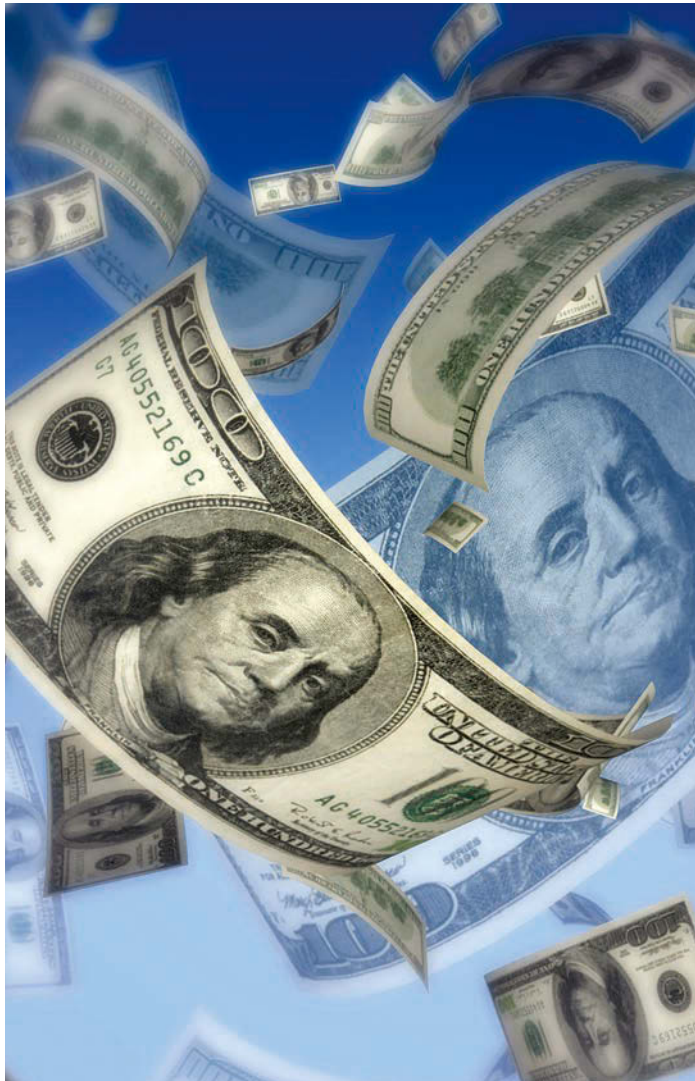
Here's how: Say you sell a \$100 wrench with a 40-percent margin. If you collect day-one on a five-day turn, you get \$20 a week for five weeks.

At the end of the third week, your customer has paid the \$60 you owe your supplier. If you have 15-day terms, your customer has financed the purchase with no cash out of your pocket and you can pay your supplier. Then, the next two weeks you just collect your profit.

As you can see, if you watch your step and don't get tripped up,

collections isn't as hard as it seems. It's all about setting rules up front and holding your customers to those rules.

Next time, I'll talk more about collections, especially how to get a customer back on track who has fallen seriously behind and what to do once you've given up hope. ■



If you don't re-negotiate you could end up with a cash flow crisis. Over time, a five-week turn can become a 10-week turn and you will find it hard to meet your tool payments.

Cornwell preaches a five-week turn, says Boyhan. That means, if you sell a tool today, you should negotiate to collect all of your

# Power tools with an impact

Power tools are an everyday necessity for most technicians. There are some features in particular, such as a comfortable, ergonomic grip, maximum torque, or how long a charged battery will last, that can affect which tool a tech will pick up and use. In the next few pages, check out some of the options you can stock for customers.



### Hex impact driver

Milwaukee Electric Tool expands the fastest growing 18V platform in the industry with the introduction of the new M18 Fuel 1/4" Hex Impact Driver. As part of the new M18 Fuel family, the 1/4" Hex Impact Driver features Milwaukee's exclusive combination of the Powerstate Brushless Motor, RedLithium Battery Pack and Redlink Plus Electronic Intelligence, to deliver up to three-times longer motor life, up to 50 percent more runtime and a proprietary 3-Mode Drive Control feature. In addition, all M18 Fuel products include the new multi-voltage charger to allow users to charge all M12 and M18 batteries with one charger.

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*"The shop is a lot quieter now that we're all using cordless electric impacts."*

### Heavy duty straight die grinder

SP Tools Inc, a division of SP Air Corporation, introduces the 1/4" Heavy Duty Straight Die Grinder, No. SP-7220. This die grinder features an ergonomically-designed cushion-grip handle, rear exhaust, a built-in power regulator, safety throttle lever and a direct drive motor with graduated trigger. This tool provides a free speed of 20,000 RPM, is 6-7/8" and weighs 1.37 lbs.

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### Cordless tools with Electronic Torque Control

ACDelco's line of professional cordless tools incorporates Electronic Torque Control (ETC) to enhance efficiency and precision in tightening torque. Each tool in this line has six levels of digitally pre-configured torque settings that will enable users to accomplish jobs more effectively by eliminating the requirement of re-torquing every bolt tightened. Each tool is designed with extreme power, efficiency, durability and ergonomics. All tools are equipped with two lithium-ion rubberized batteries and a quick charger to enable uninterrupted operation in shops. Additional tools are already planned to be added to the line.

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### Pneumatic ratchets

Napa offers the 3/8" Super Duty Intimidator ratchet No. NPT 6-1127, part of the Pro Power Series. Features include an adjustable exhaust, a variable speed trigger, 110 ft/lbs of maximum torque and 100 ft/lbs of working torque, a comfort grip, full cage gearing and a lightweight composite body.

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*"Torque control is just as important as total torque."*

### Reversible air ratchet

King Tony America introduces the Mighty-Seven (M7) 3/8" drive STUBBY air ratchet, No. NE-351. The NE-351 reversible air ratchet is ideal for body shops, dashboard work, small engine repair or any job in confined spaces. The NE-351 delivers up to 15 ft/lbs of CW torque and 22 ft/lbs CCW. Measuring only 5" in length and weighing just 1.1 lbs, this versatile tool develops 350 RPM in a small, easy-to-handle design.

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*“A grinder that’s well balanced is easier to control when working at odd angles.”*



**Heavy duty grinding**

The Metabo 4-1/2" Cordless Angle Grinder, No. W18LTX, is part of Metabo's PowerMasterSeries of 18V lithium-ion cordless power tools. Safety features include advanced motor protection with a no-volt release switch that protects against unintentional starts when inserting a battery, a burst-proof guard that can be adjusted in seconds without tools, and an electronic shut-off that helps to prevent kick-back. Added features include thermal overload protection and an electronic soft start that helps extend motor life. Metabo's proven air-cooled charging technology cools the battery pack to a level temperature during charging using guided air flow ducting. The W18LTX has a no-load speed of 8,000 RPM.

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**Compact design**

Compact overall design of the Cornwell 1/4" Super Duty Air Ratchet, No. CAT4000SDR, puts out up to 42 ft/lbs of torque and offers a free speed of 270 RPM. This power tool's specially designed full cage gearing increases durability and provides longer life. The rear exhaust directs air away from work and a built-in power regulator adjust motor speed. The tapered valve provides variable speed performance and an ergonomic rubber grip provides chemical resistance.

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*“As the work day goes on, the tool’s ergonomics become more important.”*

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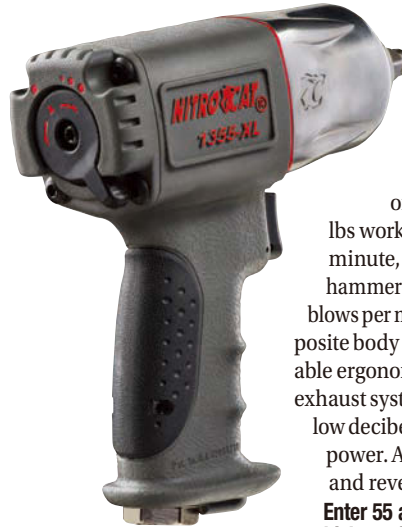
## DRIVING SALES



### Interchangeable lever for right- and left-handed techs

The Matco MT2138 Super Duty 3/8" Impact Wrench features a powerful, variable speed trigger and exclusive comfort grip. This tool also includes a F/R lever that can be changed for either the right- or left-handed mechanic. The powerful motor provides 370 ft/lbs of breakaway torque. Variable speed trigger provides precise control.

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### Rugged impact wrench

The AIRCAT 1355-XL NITROCAT 3/8" Impact Wrench provides 700 ft/lbs of loosening torque, 200-500 ft/lbs working torque and 1,750 blows per minute, with a rugged and reliable twin hammer mechanism which creates faster blows per minute. A lightweight 2.7-lb composite body offers the user a sleek, comfortable ergonomic design. AIRCAT's patented exhaust system gives this tool an extremely low decibel level of 86 dBA, with no loss of power. Also features a flip lever forward and reverse. Assembled in the USA.

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**Great for detailing**

DEWALT announces the launch of its two new 7"/9" Variable Speed Polishers, Nos. DWP849X and DWP849. Both models feature a powerful 12 amp motor and a variable speed dial that delivers 0-600/0-3,500 RPM, giving users the power and speed they need for tough applications. The variable speed trigger also allows users to further control the speed from zero to the specified maximum setting (600 to 3,500 RPM). In addition, the DWP849X includes the Controlled Finishing System with soft start to give users improved speed control and finish quality, and a three-position bale handle for multiple gripping options.

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**Line of orbital sanders**

RUPES offers its SKORPIO line of random orbital sanders in the United States. Available in a full range of orbits from 3mm to 12mm, 125mm or 150mm size pads, and a range of 0-11,500 RPM, there is a SKORPIO model to meet any application need. The new noise suppressor guarantees the maximum comfort even in long use applications. SKORPIO achieved a low noise level of only 78 dBA, with no affect on performance. Comes in central vacuum, self-generating vacuum and non-vacuum configurations.

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**Remove stubborn nuts**

The Jonnesway 1138L Ultra-Light 1" drive impact wrench weighs just over 18 lbs and delivers over 2,300 lbs of reverse torque to remove the most stubborn nuts. The 1138L is designed and engineered to deliver maximum torque in a compact and easy-to-hold impact wrench. Composite materials help to protect the wrench when dropped, and the "soft feel" of these materials makes the wrench very user-friendly. The special "twin hammer mechanism" is designed to deliver maximum power while extending the life of the tool.

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**Introducing carbon fiber inlay technology**

The Chicago Pneumatic CP7759Q family of 1/2" impact wrenches combines new Carbon Fiber inlay technology, extremely quiet operation and comfortable ergonomics to create a tool that is well balanced to fit perfectly in the operator's hand. The Side to Side Technology (S2S) in the CP7759Q allows the operator to easily change between forward and reverse with one hand. Featuring 780 ft/lbs of maximum real torque, this impact tool weighs 3.74 lbs.  
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*"It's not just faster, this tool lets me work all day."*

**Re-engineered, high-power motor**

Weighing in at only 6.8 lbs and measuring 9.4" from tip to tail, the Ingersoll Rand W7150 1/2" High-Torque Cordless Impactool features a best-in-class power-to-weight ratio; offering an impressive 780 ft/lbs reverse torque, and 1,100 ft/lbs nut-busting torque. The W7150 features a completely re-engineered high-power rare earth magnet motor, a steel-lined aluminum hammer case and a chemical-resistant, patent-pending metal reinforced housing for maximum durability. The sleek cordless impact also features a robust, all-metal drive train and hammer mechanism. The source of the W7150's power comes from the new Ingersoll Rand IQ V20 Series lithium-ion technology battery platform.  
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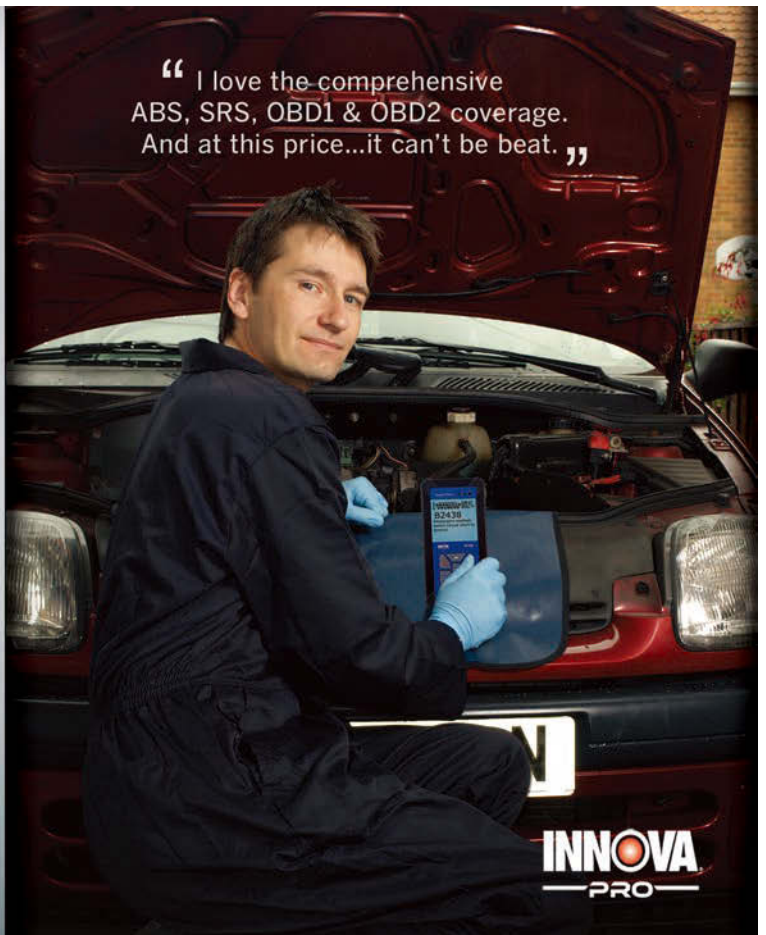


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## DRIVING SALES



### 500 ft/lbs of maximum torque

At just 6.7 lbs with a 10" head length, the Bosch 18V high-torque heavy duty impact wrenches offer 500 ft/lbs of max torque. An all-metal gear train drives each motor at 1,900 RPM with 2,100 IMP for a full range of fastening applications. The wrenches also feature an LED flashlight function that activates when the trigger is slightly depressed. Options available:

- IWTH180-01: 1/2" Friction Ring for quick and easy socket changes.
- HTH181-01: 1/2" Detent-Pin for positive accessory retention.
- HTH182-01: 7/16" Quick Change for tool-less accessory removal.

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*"I never imagined a small cordless impact could be this useful."*

### Brushless tools

Makita 18V LXT Brushless Tools feature the efficient Makita BL Brushless Motor, which is electronically-controlled to optimize battery energy use. Electronic controls constantly monitor the changing demands of each application, regulating and adjusting the flow of current to the BL Motor in real-time and delivering optimum energy output from the battery so users get increased RPM and torque when necessary. And with no carbon brushes, the BL Motor runs cooler and more efficiently for longer life. BL Motor tools are part of Makita's 18V LXT line-up, with over 50 tools powered by one 18V lithium-ion battery.

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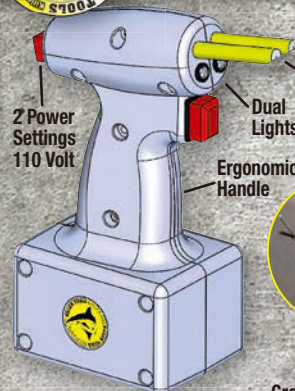
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## Super duty impact wrenches

The Florida Pneumatic FP-744A and FP-777A 1/2" and 3/4" series of super duty impact wrenches have been designed specifically for heavy duty, high-torque applications, in tire service and fleet

repair shops. The series features refined design twin hammer mechanisms that increase the blow efficiency. The high-energy seven blade motors increase speed of run-down and fastener removal. This series also features a six-position power management switch for controlling power in both the forward and reverse directions, providing ultimate control on the job. The FP-744A is available with a 2" extended drive anvil, and the FP-777A with a 6" extended drive anvil.

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## For heavy duty applications

The Mac Tools 1/2" Drive Impact Wrench (No. AWP050) offers a maximum breakaway torque of 1,260 ft/lbs. Designed by Mac Tools, the AWP050 was tested and approved by professional technicians at truck, tire, diesel and independent shops, as well as dealerships servicing heavy equipment.

The AWP050 has a handle-forward design that centers the weight of the tool over the handle for better balance and control, leading to less fatigue. A titanium clutch housing, reverse mechanism, and exhaust deflector improves durability and reduces weight. The AWP050 weighs 4.6 lbs, provides a free speed of 7,225 RPM and a blow rate of 1,160 BPM.

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The EZ-Driver® also installs gears, sleeves, hubs, seals, syncro assemblies, suspension bushings, sprockets and pulleys onto a shaft. US Patent #8,046,889.

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## 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.



### DIGITAL MULTIMETER KIT

The Lang Tools CAT IV Digital Multimeter Kit, No. 13804, includes test leads and alligator clips for measuring DC/AC volts, resistance and continuity; a K-type temperature probe for measuring AC/heat/coolant; and an inductive pickup for accurate RPM measurement. CAT IV 600V/CAT III 1000V provides user safety, especially on hybrid/electric vehicle work, and the high-voltage LED test function allows for testing on LED lighting. The mS function allows easy measurement for both TBI and PFI Fuel Injector pulse width. Features a backlit display for easy viewing and a limited lifetime warranty. Comes in a protective case.

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### REVERSIBLE HIGH-SPEED SANDER

The Sunex HD 5" Reversible High-Speed Sander, No. SX7235, gives technicians lightweight comfort and durability, as well as the added feature of a reversible direction control. The user can use this composite sander in tight spots, or to control sparks or debris. For paint removal, weld smoothing, shaping filler patches, rust removal and more. Comes with a two-year limited warranty. Enter 66 at "e-inquiry" on [vehicleservicepros.com](http://vehicleservicepros.com)



### HEAVY DUTY TIRE INFLATOR

The PCL Air Technology MK3 Heavy Duty Inflator gauge has a lightweight aluminum body and an easy-to-read magnified linear scale. This tool allows users to inflate and deflate while staying engaged on the tire valve stem. Calibrate and certified 0-138 psi. All PCL tire inflation products are inspected

100 percent, and certified for accuracy of +/- 2 psi. All PCL products carry a full one year warranty against defects in material and workmanship.

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### EASY MOBILE WINDSHIELD REPAIR

The Delta Kits On-the-Go Pro Pack convenient carry-all will provide windshield repair technicians with streamlined mobile storage for their tools and supplies. The Pro Pack's individual pouches hold bridges, resins, injectors, drills and various other accessories securely in place. In addition to its convenient mobility, the clear benefit of the Pro Pack is its ability to be customized, the assorted pouches and elastic bands can hold a technician's windshield repair tools and accessories in a near-limitless array of configurations.

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### MULTI-REFRIGERANT RECOVERY/RECYCLE/RECHARGE MACHINE

The CPS Products fully-automatic, multi-refrigerant FA1234 Recover/Recycle/Recharge Machine can be converted for use with any of the following refrigerants, in 5 minutes or less: R-134a, HF0-1234yf, R22 and R407C. The FA1234 includes a high-capacity, 50 micron 6 CFM vacuum pump and comes equipped with a 50-lb recovery tank as standard equipment. Can be easily programmed for 90-lb recovery tanks, or any standard international tank on the market. Standard equipment includes 8' hoses, R-134a couplers, HF0-1234yf couplers, R-134a tank refill adapters and HF0-1234yf tankrefill adapter. Powdercoated steel cabinet built on top of a 1" steel tubular frame for durability in the shop, with spare filter storage drawer.

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**PERFORMS OBD MAINTENANCE RESETS**

Launch released the C-Resetter, the latest addition to its Code Reader line. Many vehicles today require the "Oil Service" light to be reset after a routine oil change. These vehicles can require a complex procedure to perform resets with instructions often too difficult to find. The C-Resetter makes it easy with step-by-step instructions right on the screen. Additionally, some European vehicles have many maintenance resets such as air filter, brake pad service or cabin filter replacement. The C-Resetter performs these along with many other electronic OBD maintenance resets.

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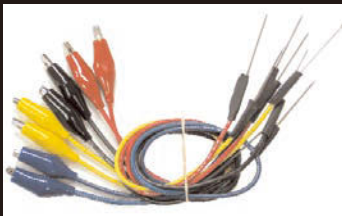
**BOOTS STARTER KIT**

The Redback Boots Starter Kit not only helps prepare and get mobile distributors up to speed on the Redback product, but will ensure they start making a profit right away.

The Starter Kit includes four pair of the company's most popular style UBBK boot, UK sizes 8, 9, 10 and 11, with matching leather insoles, a 6-pack of socks, leather preserve, Redback logo ball cap, three scratch-proof mechanic belts and all the literature and training materials needed to help sell Redback boots. Contact your Tool Company to purchase the Redback Starter Kit.

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# PBT Seal Tool Kit

For easy removal and installation of camshaft and crankshaft seals.

**T**he PBT Seal Tool Kit, No. 70960, allows for easy removal and installation of camshaft and crankshaft seals. The compact puller utilizes unique extracting hooks for quick seal removal. Interchangeable sleeves and mandrels allow easy installation of new seals. Suits all automotive domestic and import passenger cars, light trucks and SUV camshaft and crankshaft seals. (21.5mm – 64mm). Kit includes instructional DVD.

## Origin

This is the first truly universal kit for both removal and installation of camshaft and crankshaft seals. Camshaft seals are often replaced during timing belt service. This kit provides complete coverage for those applications along with the added benefit of crankshaft seal service coverage.

## Specs

- The kit components are made from an aluminum alloy.
- Each part is laser etched for easy identification.

## Selling points

- Allows easy removal and installation of camshaft and crankshaft seals.
- Compact puller utilizes unique extracting hooks for quick seal removal.
- Interchangeable sleeves and mandrels allow easy installation of new seals.
- Kit includes instructional DVD.
- Suits all automotive domestic and import passenger cars, light trucks and SUV camshaft and crankshaft seals. (21.5mm – 64mm)

## Storage and display

This kit comes in a blow mold case. Each part and case cavity is identified for easy storage and use. An instructional DVD that explains how to use the tools is included with each kit.



## Suggested retail price

\$189.99

## For more information

Don Burgstead  
Sales and Marketing Manager  
donburgstead@pbtusa.com ■

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# Have you been busy?

Evaluate the difference between “saving” time and spending less time on tasks.

**B**oy, how many times is that question asked each day? It doesn't seem to matter if it's a customer, another tool distributor or a guest at a weekend cookout.

“Busy?” is a common question, asked by all. Is it out of concern for the financial health of the other person, or is it just a safe way to make conversation?

### The question

I have always found the question odd, unproductive and even a little confusing. Of what relevance could the answer be? When asked, I always reply, “Yeah, you bet,” while carrying on with the task at hand. My answer is quick and easy, closing the conversation.

Questions are a part of our lives; without them communication would suffer. But that does not mean we should spend conversation inquiring about things that just don't pertain.

Before you start to think I am harsh or uncaring, stop to reflect on how many times you have asked or been asked that question. Now think of how much time was spent listening to the answer or telling your story.

same, and now I should no longer appear harsh or uncaring, just more focused.

### Saving time

Each of us at some point in our daily routines thinks about ways of making our work days shorter or seeing more customers in the time allowed. We often discuss “saving time” with others, all the while ignoring what is right in front of our face.

Let's analyze a flat rate tech who

not slow or stop. It is our perception of “saving” time that gives us a sense of accomplishment or proficiency.

### Evaluate the situation

If you find this hard to follow, study a focused flat rate tech in a busy shop. He'll slow down only long enough to deliver the finished car to the wash line. If we could in fact “save” time, this tech might have a different pace between jobs: after all he “saved” two hours on the last job,



### JOE POULIN

Joe Poulin is a district manager based in Gray, Maine, for Mac Tools. Send any comments or feedback you have for Joe by e-mail to [dpoulin2@maine.rr.com](mailto:dpoulin2@maine.rr.com).

I know it's impossible to calculate the time spent, but I'm sure we can all agree it would be at least hundreds of minutes, and maybe a lot more. Now ask yourself “Were those minutes productive?” Most of us should have answered the

just had a job come into his bay that he knows is a money maker. He has done this repair countless times. He knows which parts to have on his box, knows what tools are required and knows the shortcuts that will allow him to finish the job under book time. Will that technician “save” time?

Most of us would answer ‘yes’ to that question, but can we really “save” time? For years I believed that I could save time by being more proficient, but I finally realized that saving time is impossible. It is not humanly possible to secure and make available something that is not tangible. Time is ever-moving and does

so why hurry for the next one? Why not take a long lunch?

The reason he does not slow down or take a long lunch is because he understands that if he is extremely proficient, it will take “less” time to complete each job, allowing more jobs to be done in the same day.

The next time you are asked or if you find yourself asking about “busy,” think “less” - less of a concern, less time to be productive, or less time to be with family and friends. In fact, if you look at it right, “less” could quite easily create the new “busy” you. ■



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