



United Recyclers Group Newsletter

Keystone
Automotive Discount

Premium
Recycled Parts

URG Accreditation

Group Marketing

Buying Co-op

E-Commerce

Training

Quote of the Week

*"Whether you believe
you can or you can't,
you are right."
-Henry Ford*



URG Member to Member Rating System

URG has created a member to member rating system on the URG website for your salespeople to use as a tool when buying & selling parts to other partners they may not be familiar with. Each URG Member has an administrative page for setting up your company profile for others to view. This system will allow you to post pictures of your site, pictures of your sales team, list of

Automotive Recycling Industry Leaders Reached New Heights at the 2007 URG/Pinnacle Training Conference

Under the wide-open Colorado skies at the foot of the majestic Rocky Mountains, automotive recycling industry leaders and decision makers from across North America, Europe and Australia gathered together on March 23-24, 2007 for the 12th annual United Recyclers Group (URG) and Pinnacle Training Conference. Over 250 URG members and other Pinnacle users came to the spectacular Inverness Hotel and Conference Center in Englewood, Colorado to learn from each other and the experts. They gathered to learn about the latest developments in their fast paced industry, meet with vendors to see the latest products, and renew old acquaintances and make new ones.

“Our conference attendance this year broke the previous record by over 30%,” says Michelle Alexander, URG executive director. She added that “we offered 36 extensive training sessions to attendees. This included a keynote panel with industry leaders from the estimating products and insurance providers. In addition, we announced new partnerships with Dahmer Powertrain Inc. and PROformance Powertrain Products; Frontier Logistic Program, a member rating page on the URG website, and a UPS shipping discount coming soon.”

URG partners with Actual Systems, creators of the Pinnacle, to plan and host the annual URG/pinnacle Training Conference each year. “This year’s event went very well,” says Peter Bishop, general manager of Actual Systems. “We had the biggest turnout ever for this annual conference, both in terms of domestic and international participation.” Acknowledging the high interest among attendees in Pinnacle/Pinnacle Pro enhancements, including remanufactured engines and Hollander ID numbers, Bishop expressed excitement about the future. “We’ve got more Pinnacle and Pinnacle pro functionality coming down the line, and we’re pleased to be working with URG to make this happen.”

A different perspective was provided by URG member Ken Hardison, general manager of Arizona Auto Parts, who has been to every URG Training Conference from year one. He says “Of all the new things I saw and heard about it was the reman engines addition to Pinnacle that most impressed me. It seems to me that the leadership of URG has stepped forward this year and brought a lot of new thinking to the table.” In particular, he noted that “the things that Michelle Alexander is doing to get these relationships going are making a big difference.”

certification status, and any additional information you want to share with the membership for review. Each member has the capabilities of rating their fellow recyclers & providing comments.

URG Forum Page

This page is open for all URG Members under our "Partner Login" line on the www.u-r-g.com website. We encourage everyone to use this tool. We envision this being our communication within the membership. We would like to get your input on new potential programs, how to improve existing programs, and any information going on in your state that we can use to share throughout the membership.

**We Want Your
2 Cents!**

If you have a sales, marketing, or business tip that you would like to share with the membership, please email Michelle at michelle@u-r-g.com with the details for review and distribution!

Member Benefits

URG Announces Remanufactured Engine Program to Membership

This new alliance with PROformance Powertrain and Dahmer Powertrain provides a great new benefit to URG members. We are excited about the potential this alliance will give URG members to expand their businesses and increase their profits. We think it is going to help our independent automotive recyclers stay competitive in an increasingly sophisticated marketplace that has become national in scope. URG has integrated the product data into the Pinnacle System, so the opportunity to sell more will become automatic. Using Pinnacle, salespeople will view these new and remanufactured engines, transmissions and other parts from the vendors alongside their own inventory in URGNet. This provides an additional competitive advantage over what we have today. The information will also be available on the "Partner Login" page of the www.u-r-g.com site as well. If you are an owner of a Pinnacle facility please contact URG or visit the www.u-r-g.com Partner Login page for instruction & training below for your salespeople.

Bionic

Junior's Sales Tip of the Week

Name Calling

Dale Carnegie once pointed out that a person's name is the sweetest sound someone can hear. When you are calling someone, whether it is a customer or (especially) a prospect, repeat their name early and often. It has an amazing calming affect on you and sets the tone for a friendly conversation.

- Constantly strive to be a great Team Member.
- Research your customer.
- Support your Team.
- Provide excellent customer service.
- Constantly evaluate your shop's turn around time.
- Improve your own procedures.
- Be open to change.
- Learn from mistakes.



MF&CO inc.

Mike French's Marketing Success Tip

POSITIONING TEST

Do you know where you stand in the mind of your market place? Here's how to find out.

McDonalds has let it be known that its hamburger stands have sold twelve times as many hamburgers as the world has people. (WOW!).

By the way, an on-the-street-survey asking folks rapid fire direct response questions: “When I give a word, you tell me the first thing that pops into your head . . . “Up” (common answer, down) . . . “Black” (common answer, white) . . . “Hamburger” (common answer, McDonalds!!). That’s what’s known as great positioning. Try the same test in your market area and throw in the words “Auto Parts” and see if your name pops up. If it doesn’t, you may have a positioning problem in your marketing area. The right kind of marketing will fix it!

In a study done by the University of Illinois, it was discovered that you could do something very simple to increase the buying power of those reading your signs. Next tip, I’ll explain.



Here is A List of Hot Tips And Tricks To Use In Pinnacle

Print Found Parts	F	
Customer Details at Part Found Screen	/	Snapshot of Customer Details.
Customer Sales History & Balance	F8	From parts found screen Customer name is entered, view customer past sales, returns history, and account balance.
Delivery Options	S	From workorder "S" shipping details
Double part type	+	Look up parts of same type with different interchange, park lamps, exhaust manifold, ect...
View Quotes	U	View all quotes on a part look up Z to go directly to the quote that is flashing in top right corner
Zip to Quote	Z	Zip to quote flashing in top right corner on part look up
View MVR	V	View MVR, user preference must be set
Part type lookup	F8	Part type lookup by part name, F8 after year and make
Finding customer name alternative	Use Address or Phone number	Must turn on complex phonebook search in Phone Preference
Part Discount	-	High light on price -\$, seller select if \$ or % discount.
Tax	+	Seller can add or delete tax for part, labor, warranty at time of work order/invoice
Freight	F	Workorder/invoice F will prompt you to add or adjust freight
Purchase Order	U	Add PO, RO, or Name to invoice
VUC (MVR) search	F2	F2 any where in Pinnacle
Work Order	J	Jump to work order flashing in top

		right corner
URGNET - Part Status		Part found on URGNET top right corner shows if part is yard or warehouse so you can know status before ordering.
Interchange	I	From found screen, I to view interchange notes, L to list vehicles in stock with a possible match
Sales History	S	Part type sales history when part is found
Vehicle Remaining Parts	L	From found screen, view parts left on vehicle, good for individual description of parts on an assembly
History	H	From part found screen, shows sold and delete parts from Stock # highlighted (user preference)
PO's	T, E	From work order change add or edit PO
PO - Add/Edit	S, U, A	Add or edit PO, some users recommend reprinting invoice to make sure new PO took effect