



# *Newsletter*

*March 2007*

***Industries, Inc.***  
***Systems that Work!***

## ***JoAnn Stores Save with SP Industries***

As far as retail stores go, the JoAnn's team is ahead of the curve because they utilize the dual cylinder power of the CP-2102 Stationary Compactors. These tough and powerful machines pack typical retail waste at a 6 to 1 ratio. This often makes payback of the investment in less than one year. Combine this with the powerful team of engineering and coordinated installation and the value is unbeatable. Learn more about how you can benefit from the power and the savings by calling us today to review your situation. Our sales team is eager to help you solve problems and save money.



## ***Spring is in the Air...***

Spring is in the air and nothing reminds us more of the time of year as that smelly old dumpster behind the building. Typically we find piles of trash around the dumpsters, odors, and general disrepair of waste sites. Many of these problems can be solved with a shiny new waste compaction system from SP Industries. Our custom systems help beautify sites, eliminate odors, and reduce overall waste handling cost. Let our experts help you to get the most out of your waste and recycling.

***www.sp-industries.com***  
***2982 Jefferson Rd.***  
***Hopkins, MI 49328***  
***1-800-592-5959***

Quick Directory  
**1-800-592-5959**

Accounts Payable & Receivable

Elise Ext. 3001

Warranty Claims

Martha Ext. 3002

Accts. Receivable/Prod. Mgr.

Julie Ext. 3007

Parts Department

Roger Ext. 3018

Sid Ext. 3005

Sales Department

Gene Ext. 3004

Brad Ext. 3015

Denny Ext. 3016

Marketing

Tim K Ext. 3014

Engineering

Tim M Ext. 3012

Dave Ext. 3013

# WASTE EXPO



See all of your friends from SP  
Industries in the WASTEC Lounge.  
May 8-10, 2007  
Georgia World Congress Center  
Atlanta, GA



## *From the President's Desk*

We've been busy working on and quoting different projects but the orders have slowed down the last few weeks. The Waste Industries Market Statistics show production in waste equipment is average to below average around the country. And, we're still seeing increases in petroleum, and copper. It seems to be similar to last year, and like last year we hopefully will finish the year strong. I've ordered a new crystal ball from China since they don't make them here any more. When it comes in I'll let you know what it tells me.

I'm hearing the competition has dropped their prices to motivate some sales and unload inventory. That makes it harder to sell our product; I know. And each month I see waste handling products from all over the world coming into our country. Most have no attachment to this country, no service, no training, no backup, and no liability insurance, but it's always cheaper. Pricing is an obstacle but it's only a small obstacle. Most sales come from satisfying a need, justifying the cost with a "return on investment", and relationships through customer education, service and performance. Training yourself to sell value and not price takes time and patients. But, I've found it much easier to sell up than to sell down. Anyone can give

equipment away, and most salespeople are doing this today. "I've got a two yard machine with a 10 HP motor and a six inch cylinder, buy mine it is cheap". Separate yourself from the order takers and sell the product. Yes it's a little harder to do and takes more time. If it were easy everyone would be doing it. The people using the selling methods are successful. I know, I have their orders and the past records to prove it. You must use every available option you have to satisfy the customers need. Listen to what he wants, asks for, or needs. Explain some differences in what you have and what they've seen or heard. Sell the niche you have, special products, equipment dependability, and customer service. You know what you can provide so guaranty what you say and sell it.

One of the biggest mistakes I see made most often, is not selling the rental program. Many salespeople think it's a bad deal for the customer. How wrong they are. The rental program is an operational expense for the customer. This means they can deduct the complete rental expense off their bottom line for taxes. And, they have NO capital expenses to worry about; it's a budget number that's always the same, month-in and month-out. Besides, what right do you have making financial decisions for your customer? Give them all of the choices; purchase, lease, or rental. You might be surprised with the additional orders you receive.



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WASTE EQUIPMENT  
TECHNOLOGY ASSOCIATION