

# THE TRANSPREP Newsletter



## Fresh Solutions for the Transportation Industry

A Monthly Newsletter

November 2013 - Volume 2 - Issue 11

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### Everyone in Your Organization Should be a Salesperson

By Kim Richardson

I love sales! On many drives, while looking out the windshield, I have asked myself why I love sales and among the many reasons, I would say I love the "win" part of the sale. I love what happens after the sale - the delivery of what was promised. Most importantly, I love the satisfaction of the customers and the revenue.

Anyone who runs a company knows that nothing happens

until somebody sells something. I have worked with, watched, and been fortunate enough to appreciate good sales people and how they have mastered their craft. Good salespeople - the ones who maintain successful careers over the years - put their customers' needs ahead of their own, creating satisfaction for both sides.

Many people refuse to acknowledge the role that selling plays in their lives, both the business and professional sides. Put a bunch of employed people in a room and ask how many of them perform a sales function each day, and only a handful will raise their hands. The rest will shake their heads at the idea.

They believe they're administrators, accountants, trainers, managers. They do not believe they are sales people - well, they're wrong. From its foundation, everyone in your company is in sales.

My recipe is pretty straight forward with every client or customer and I try to keep it as simple as possible - create a relationship with the customers, assess their interests and values, and offer something that meets both their budget and expectations.

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## Everyone in Your Organization Should be a Salesperson Continued.....

By Kim Richardson



Another question I ask myself is what are the reasons we won't get the sale? I know why customers and clients should do business with us - quality, service, reputation, our almost three decades of being in the industry, our outstanding team, attention to detail, flexibility, but why may a potential client choose another provider?

Successful companies ask themselves that question. More importantly, they ask the potential client - before it is too late in the process.

For us at KRTS, TransRep and The Rear View Mirror, I want my entire team to do one thing really well. I want everyone to reach the personal side of the customer, not just the business side.

Great salespeople act as chameleons, adapting to their surroundings as needed, usually without even thinking about it. Years ago, at the Ontario Trucking Association convention, a respected industry colleague commented that I was a real

chameleon. I was offended, because I didn't know the true meaning. I learned later that it was a great compliment.

Here is my take on the four corners of the foundation of an outstanding salesperson:

1. Great salespeople believe in what they do; selling is demanding, difficult and truly an art. It demands total commitment.
2. Great salespeople enjoy and engage people; they make buyers and clients feel good about their decisions.
3. Great salespeople listen more than they talk; listen very closely, learn the needs of the customer.
4. Great salespeople eliminate reasons not to make the sale; without a doubt being able to respond to potential client's objections effectively is critical as the single most important talent of a good salesperson.

Remember, everyone in your organization is in sales. Coach your people to understand this. If sales is your main function every day, work at it like the best athletes work at what they do. Everything in life has a price. This separates winners from losers in business, sports and life itself. If you are not willing to pay the price, you cannot expect to succeed.

### About the Author

Kim Richardson is the Chairman of the Allied Trade Division for the Ontario Trucking Association. He is a loving husband, proud father and grandfather, and friend or acquaintance to many in and out of the trucking industry. He loves and lives in Caledonia and is involved in a few businesses; KRTS, The Rear View Mirror and TransRep. For more information, contact Kim at [krichardson@krway.com](mailto:krichardson@krway.com) or 1-800-771-8171 x 201.



## The Price of Leadership

By Ray Haight

I try to be as optimistic as I can be about most things, I believe that being a glass half full type of person is critical to being successful in any endeavour I also believe that it is a critical element of leadership. Just the other day I ran into a situation where someone had reprinted one of my articles and neglected to put my name on it, this is a big deal for me and I was not amused. When I confronted the person responsible for the situation I was told that it was one of their staffs responsibility and that this person wasn't doing their job properly. This only compounded the issue for me, I immediately inquired as to who the leader of the company was, because it was my impression that the person I was talking to was in charge. When I was told that they were in fact in charge I was disappointed to hear the deflection of responsibility and I immediately recognized that this person had no concept of the price of leadership.

Leadership comes with a cost and that cost is responsibility for the actions of the entire entity that the individual administers. The correct response should have been that they were sorry that the company had let me down and that they would fix the situation immediately and then this person should have taken responsibility as the head of the company for the error and then ensured me that it would never happen again. That type of response would have been one that I could accept, respect and live with. Instead I got taken down the rocky road of the blame game, which is a road that I have no respect for, I am now reviewing my relationship with the company and will likely sever future dealings with them.

It is my experience that people want to succeed in their daily lives and that they want to excel at their work, no one goes to work on a daily basis and looks for ways to fail. If you accept this line of thinking then how much sense does it make to immediately go looking for heads to role when things go wrong? It is somehow engrained in some folks to play the blame game when if fact 90% of the time it is the system that is usually broke and only 10% of the time has someone simply messed up. For all you leaders out there this is a rule that I followed during the times that I found myself dealing with issues of contention, look to the systems first, that is usually where the problem lies not with the people. When it is the person that of course is also something that needs to be dealt with, this is where coaching comes into play, learning from mistakes is essential to success.

It is difficult to read the paper and see the daily failures written in bold print as our national and local politicians embarrass themselves with both trivial and monumental errors in leadership. Whether it is Dalton McGuinty moving power plants during an election bid to buy votes, or in my hometown of London where our Mayor Joe Fontana thought it wise to have the taxpayers pay for his son's wedding reception. Where did these folks go wrong and how is it that they continue to find their way into power?

It is my feeling that there is a lust on these folks part for power and leadership is just a distasteful element that is necessary to get to be the person who has all the power. I wonder what their definition of success might be if they were to be made to bare their soles. Would it be their family's success and the happiness that comes from open honest relationships with their friends and peers or would success look more like the control of power?

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## The Price of Leadership

By Ray Haight

I We can measure behavioural traits in folks in a fairly accurate manner, I myself have taken some these test and am currently involved in a behavioural modeling process to help companies identify good professional truck drivers to add to their fleets. The science behind this technology works and it is employed now in many government sectors to screen new employees. What I am getting at is wouldn't it be great if we could identify those folks who want to lead our country who are actually leaders. To peel back the onion so to speak and reveal folks who have a true calling to act in the greater good of we the people, as opposed to those who are just there for the power and the control of the purse strings. An interesting thought but unfortunately for this to be put in place the politicians would have to design the system and that of course is not going to happen anytime soon!

I have been very fortunate to meet many great leaders in the trucking industry, folks from some of the largest companies in the industry and many from smaller companies. So what is the common denominator amongst these folks, this is a hard question. The best leaders take responsibility for their actions and the actions of their entity, they empower their people to be self-supportive, and they support them with coaching and feedback. They engage and solicit their people for their feedback as they challenge them to achieve the next level of accomplishment they push for improvement. They never divert criticism or responsibility for error while at the same time they divert the spotlight and the recognition of a job well done to their people. They also make the tough decisions when they are needed. They also know that creating a sense of community within a company can be a very rewarding experience for everyone involved and that doing so is what builds successful businesses.

As always I would enjoy your feedback on my thoughts, the good the bad and ugly are all welcomed.

Safe Trucking!

Rjh

### About the Author

Ray Haight is a partner with Transrep Inc. Transrep helps companies market products and services to the transportation industry. For a full list of services please visit their website at [www.transrep.ca](http://www.transrep.ca)





## “Kim Bits”

with Kim Richardson

*Each month you will find some information I think may be of value to you some way, somehow. Little "Kim-Bits" of information I have found over the month. It may be an opinion on something, it may be information you can use personally or professionally, it may be something I tweeted, emailed or received from one of my industry friends or colleagues. I hope you enjoy "Kim-Bits"*



Follow Transrep Inc on these popular social media sites

**Guy Broderick**  
 (@GuyBroderick)

2013-07-03 6:12 PM  
[ontruck.tv/wfy](http://ontruck.tv/wfy) See why Trimac is one of Canada's Premier Carriers. Great video to support the industry

**Entrepreneurs**  
 (@TheSuccessKing)

10/24/2013, 6:19 AM  
 3 Effective Strategies To Deliver A Solid Public Speaking Performance: [j.mp/1ajOKUA](http://j.mp/1ajOKUA)

**Peter Sterlacci**  
 (@PeterSterlacci)

2013-07-03 3:41 AM  
 Does Your Social Media Size Really Matter?  
[theundercoverrecruiter.com/social-media-s...](http://theundercoverrecruiter.com/social-media-s...) via @UndercoverRec

**Undercover Recruiter**  
 (@UndercoverRec)

2013-07-03 1:18 AM  
 Top 10 Features You Must Include in Your Resume [bit.ly/lnqyll](http://bit.ly/lnqyll)

**KJ Media (@KJTransMedia)**

2013-07-02 6:11 PM  
 How #socialmedia is changing the #trucking industry: [bit.ly/15epQDI](http://bit.ly/15epQDI)

**ACS Advertising**  
 (@ACSAdvertising)

2013-07-01 8:48 PM  
 New Blog Post! I Trends in Combating the Aging Driver Workforce [ow.ly/2y1RpV](http://ow.ly/2y1RpV)

**Transrep Canada**  
 (@Transrepcanada)

2013-06-26 7:11 AM  
 How does your website stack up? [wp.me/p2cRyO-3G](http://wp.me/p2cRyO-3G)

**Francis Hare (@francishare)**

2013-06-25 4:20 PM  
 Six Tips For Using Twitter As A Truck Driver Recruitment Tool [dld.bz/TBhs](http://dld.bz/TBhs)

**Bruce Outridge**  
 (@OutridgeEnt)

2013-07-17 8:27 PM  
 Winning the Entrepreneur Game [fb.me/1SDtdBpjZ](http://fb.me/1SDtdBpjZ)

**Smart Trucking Gal**  
 (@Smart\_Trucking)

2013-07-06 2:10 PM  
 NEW..... Meet Kimmy: a #lady#trucker! [ow.ly/mt4os](http://ow.ly/mt4os)



[Twitter for Transportation](#)  
[Facebook for Transportation](#)  
[Youtube for Transportation](#)  
[Blogging for Transportation](#)



# Manheim Auction Dates for both HEAVY TRUCK and TRA Auction Sales. Don't miss the next auction!

Tuesday May 7, 2013  
Tuesday May 21, 2013  
Tuesday June 4, 2013  
Tuesday June 18, 2013  
Tuesday July 2, 2013  
Tuesday July 16, 2013  
Tuesday July 30, 2013

**Upcoming  
TRUCK Auction  
Dates**  
Auctions Start at 10:00am

Tuesday August 13, 2013  
Tuesday August 27, 2013  
Tuesday September 10, 2013  
Tuesday September 24, 2013  
Tuesday October 8, 2013  
Tuesday October 22, 2013  
Tuesday November 5, 2013

**HEAVY  
TRUCKS  
AND EQUIPMENT  
TO HELP YOU  
BUY. SELL.  
WIN.**



For more information on the sale please contact  
Cindy McCrystal at 905-875-3000



Physical Auctions | Digital Auctions | Specialty Auctions | Salvage Auctions  
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## TRA stands for Total Resource Auction

Total Resource Auctions offer sales on all equipment available for auction. Equipment may include cars, trucks, and more. Please contact Manheim Truck Auctions for a listing of equipment available for your preferred auction date.

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

Date	Sale
Tuesday, 23 April, 2013	Truck
Tuesday, April 30, 2013	TRA
Tuesday, 7 May, 2013	Truck
Tuesday, 14 May, 2013	TRA
Tuesday, 21 May, 2013	Truck
Tuesday, 28 May, 2013	TRA
Tuesday, 4 June, 2013	Truck
Tuesday, 11 June, 2013	TRA
Tuesday, 18 June, 2013	Truck
Tuesday, 25 June, 2013	TRA
Tuesday, 2 July, 2013	Truck
Tuesday, 9 July, 2013	TRA
Tuesday, 16 July, 2013	Truck
Tuesday, 23 July, 2013	TRA
Tuesday, 30 July, 2013	Truck
Tuesday, 6 August, 2013	TRA
Tuesday, 13 August, 2013	Truck
Tuesday, 20 August, 2013	TRA
Tuesday, 27 August, 2013	Truck
Tuesday, 3 September, 2013	TRA
Tuesday, 10 September, 2013	Truck
Tuesday, 17 September, 2013	TRA
Tuesday, 24 September, 2013	Truck
Tuesday, 1 October, 2013	TRA
Tuesday, 8 October, 2013	Truck
Tuesday, 15 October, 2013	TRA
Tuesday, 22 October, 2013	Truck
Tuesday, 29 October, 2013	TRA
Tuesday, 5 November, 2013	Truck
Tuesday, 12 November, 2013	TRA
Tuesday, 19 November, 2013	Truck
Tuesday, 26 November, 2013	TRA
Tuesday, 3 December, 2013	Truck
Tuesday, 10 December, 2013	TRA
Tuesday, 17 December, 2013	Truck

# Upcoming Events in the Transrep Community

**Find out How Transrep Can Grow Your Business**  
(Go to Meeting Teleconference –Thursdays at 10am  
Call 905-512 -0254 for more details)

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[www.transrep.ca](http://www.transrep.ca)

## Transrep Inc Newsletter

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## About Transrep Inc.

TransRep Inc. is dedicated to bringing quality products and services to the transportation industry through their superior sales and marketing strategies. The executive team is lead by two long time industry veterans who have over the years led companies, associations, committees and teams to success. Ray Haight and Kim Richardson have a long history of excellence in the transportation business community. Along with a team of highly motivated trained professionals they have developed a lifetime of relationships with industry leaders and decision makers as well as association and government representatives. Social media should be an intricate part of every company's sales and marketing strategy, if it isn't part of yours or the tools you have do not provide the results you expected, then we have a cost effective solution. All services have a proven track record of success!

