



## MEET PAUL!

This is a continuing series on introducing our customers to the people that make their orders happen. As our Warehouse Manager, Paul Jackson wears a lot of different hats: Purchasing Agent, Freight Broker, Inventory Control and Product Compounder and Packager. This is on top of the regular warehouse duties of piecing outgoing orders together and receiving shipments. Those that are in the plant know that he is ALWAYS busy doing something and never needs to ask "What needs to be done?" because he's already doing it. Paul oversees 3 other warehouse employees that help him and Well•Worth efficiently get your order shipped on time.

Paul is a native of WNY and has been married for 26 years to his wife Jackie. They have a son, Danny, that recently graduated from Tulane. Regarding personal interests...his "down time" is spent as an avid Bill's, Yankee's, and NASCAR fan, but his real passion is homebrewing English, Scottish, and American style ales. He maintains the rank of "certified" in the beer judge certification program. He also has a personal stake in the local microbrewery, occasionally professionally brewing. Paul reflects "you could say, my life revolves around fluid manufacturing, and transfer...if it's not chemicals...it's beer".

### Memorial Day...Holiday Hours

In observance of Memorial Day Weekend we will be closed On Monday, May 28, 2007. Best wishes to all for a fun and safe holiday.

## WE HAVE A WINNER!!

Congratulations to Mike McClure of Tri-Star Dist. for submitting the winning photos of the best looking van/truck. Mike receives \$100.00 credit towards the purchase of Well•Worth products in May.



## FOR THE SUMMER MONTHS?

Like a store switching out inventory on a seasonal basis, so should your van's inventory be changing as the weather warms up. The Well•Worth line is broad so that we can keep you busy any season of the year. You may also want to consider selling slower moving winter items on a clearance sale to your better customers. In this way your money's not tied up in inventory that won't be sold for 6 months and your customers appreciate you offering them a chance to save some money.

We did some checking and here's a list of some products you should definitely consider carrying in the summer along with your "basics". All of the products listed are the top performers in their categories:

**Citrus Surface Cleaner 1011, Original Fabri Foam 1004, Crystal Clear 1001 or 1065, Plexall Plexi Glass Cleaner, Power Blitz gallon and 5 gallon, First Place Race Wax & Edge Pads.**

**All Detail Accessories, Kolor King Carpet Dyes in Warm Gray, Santa Fe Beige and Landau Black, Prisma Gloss Black Paint.**

**Big Bully Sensitive Skin 84 oz., Octi-Plus 12 oz., Summit Qt., Power-Up 12 oz, Sudz and Shine car soap in gallon and 5 gallon.**

**Best selling brake/shop cleaners – Brake Buddy 1002 and Shop Kleen 1042. And don't forget about Fresh Vent and Sub Zero for air conditioning!**



# DURING MAY...THE FORCE BE WITH YOU!!

**ASK THE EXPERTS?** Starting in July's newsletter we will have a new column devoted to answering distributor's questions. Please submit your questions no later than June 18 for consideration for the July issue.

**PRODUCT CLOSE-OUT/SALE!** We will no longer be offering the Big Bully Pumped Up 1056 Gallons. We have priced this product to move out quickly. While quantities last, save 20%. Sold in case quantities only. Also, last chance to stock up on Oil Guzzler 1058, which is being phased out of production in favor of our new V.O.C. compliant Oil Guzzler 1012.



**WE TAKE OUR HATS OFF TO YOU JUNE SPECIAL!** Just in time for Memorial Day...our new Anniversary Hat. This hat has lots of neat features, including the Well•Worth Car on the front tag and stamped into the belt adjustment in the back. To help get you started, receive 6 free hats when you place an order in June and are up to date with your payments. Good on one order only in June. We will be bringing in a fresh supply of t-shirts for Summer. Look for updates soon.

**WE'VE GOT A SECRET TO SHARE!** In an effort to promote the highest standard of customer service, we've put in place an Employee of the Month contest. Initially we were going to "keep it quiet" but have decided it's only right to get input from our distributors as well. So, if you have a particularly good (or bad) story to tell us about one of our employees, let us know about it. The employees entered in this monthly contest are: In the Front Office - Sheila, Dianne and Kathleen and in the Warehouse - Paul, Dave, Rob, and Rick. You will get to know all these employees better as we go through the year in our newsletters. The contest was started on March 1, 2007. Employees can win multiple times. Paul Jackson was the winner the first month. Sheila Schmitt is our Employee of the Month for May. Congratulations to both for a job well done.

**TURNING AN EXPENSE INTO A PROFIT ITEM!** Brake cleaners and shop cleaners are one of the most price shopped items in our industry. Because everyone carries these products, they have become almost a commodity item, and despite your and our best work, we simply can't compete at the low sale prices. It seems every week a different brand is featuring a blow-out price on brake cleaners. Having higher prices on brake/shop clean products can lead your customers to believe that overall you're a high price line, when in fact your not. Why not get off the price war merry-go-round and sell your brake clean/shop clean as a kit? Our new WW48K kit Shop Kleen 1042 and WW49K Brake Buddy 1076 VOC are shrink wrapped with a "cookie" for polishing gasket, brake and other surfaces. Help your customer make money, not spend money when he buys from Well•Worth!



**TIRE'D OF HIGH GAS PRICES!** With the higher price of gas these days, everyone's looking for way to cut costs. According to AAA, filling your tires with Nitrogen can save you 3-5% on fuel costs.

**NO MINIMUMS ON OUR WELL•WORTH/LAND'S END ONLINE CLOTHING PROGRAM NOW THROUGH JULY 31ST.**

**SNUG...NEW/IMPROVED AND IN STOCK!** We think your customers will be impressed.

## HOW TO SELL MORE AUTOMOTIVE CHEMICALS

Sometimes you need to step back to see where your company's heading to keep it on the right track. Today it seems your customers can get chemicals just about anywhere... do you know who your competition is? Sure it's the CRC, BG, MOC, Wynn's, Zep, and other chemical companies like you. But do you realize that your competition is also the supermarket, super drugstores, department stores, convenience stores, home care stores, auto parts store, on-line stores, hardware stores...WHEW, is there anyone not selling chemicals these days??? And guess what, most of these places sell 7 days a week with extended hours!

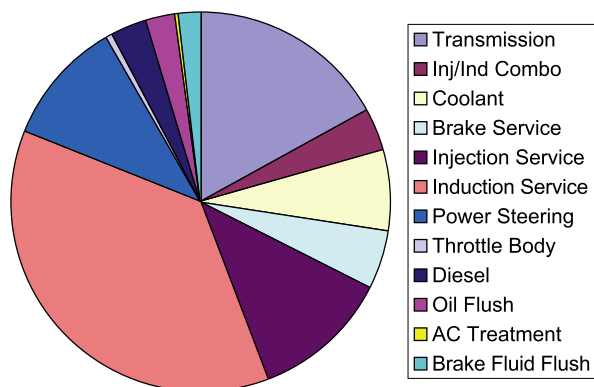
So, how do YOU sell more chemicals? It certainly won't be by offering the lowest price, because with all the players out there, someone will always have a lower price. You'll end up hating your job and your customers if you sell only on price. And, every chemical company promises quality (even if they don't deliver it), so that doesn't help much either.

How do you set yourself apart? Perhaps it's through branding of your company and the product line you carry. Perhaps it's by selling solutions and solving problems, not just products. Perhaps it's by asking for and using, testimonials as a way to advertise to others what sets you apart. Perhaps it's by selling a brand like Well•Worth that can't be found in the super stores and mass merchandisers. Perhaps it's by accepting both good and bad criticism from your customers and make them feel like their comments are making a difference. Perhaps it's showing customers our products can make them money. It's probably all of this and more. It's important for all of us in this competitive market to realize what sets us apart.

Well•Worth offers so much more than just another line of "stuff" to sell. If that's how we're looked at in your eyes right now, then you have room to grow! By being your exclusive brand you receive so much more than protected territories and prices. Call us if you're interested in learning more.

## KIT SALES FOR THE FIRST QUARTER OF 2007

KIT SALES BY SERVICE TYPE



Induction kits remain at #1 by a wide margin through the first quarter of 2007. This no doubt has a lot to do with the fuels out in the marketplace today. Jay Gentile, a former Wynn's salesman who is now part of the Aeromotive Distr. group in Connecticut, is excited about the products and procedure Well•Worth has to clean up today's cars. Both Lou Kugell and Mike Hall brought Jay to our attention because of how quickly he put the induction products out in the field. Jay feels there is a real opportunity to not only help customers, but to add to the bottom line using the Well•Worth induction products in a kit program. Jay says "Today's fuels are so bad, the ethanol blended fuels, there is real need for induction services. Although I sold these types of services when I was with Wynn's, today's engines have much harder and much more deposits than they did in the past." Jay says he is seeing cars in as little as 20,000 miles benefiting from an induction service. The other big advantage to a Well•Worth induction service is that a car can be emission tested within 15 minutes after the service was performed, rather than in one tankful of gas or 1 week's driving time. And just in case you're wondering, Jay calls on all mid to large size independent shops, none (or very few dealerships). For more information, talk to Mike Hall toll free at 800-890-7935.