

Create Customers for Life!

Providing customer service is more than simply asking your customers how you can help them. It is about developing relationships so you can anticipate their needs and keep them coming back.

Customer service is not a strategy; it is a way of life, whether business is up or down. The customer and how you take care of that customer will ultimately determine whether or not your business will succeed, according to Robert Spector, best-selling author and international speaker best known for his book, *The Mom & Pop Store: How the Unsung Heroes of the American Economy Are Surviving and Thriving*.

It's widely known that word-of-mouth is the most powerful form of advertising. To survive as a company, business owners must ask themselves the following three questions: 1) Are you offering a better product or service than your competitors? 2) Are you offering a less-expensive product or service than your competitors? 3) Are you offering customer service that is superior to that of your competitors?

The key is to think like the customer. Many companies are set up for their own benefit and don't often consider how this philosophy affects the customer.

The management principles of providing customer service should include: Creating an inviting place in person, online and over the phone. Provide your customers with choices of products, services and service channels. Make sure there is clear signage and someone to greet customers when they walk in. Create an easy-to-use website and visit it as if you were a customer. Is it inviting and easily navigable? How does it compare to that of your competitors? When answering the phone, smile and be upbeat.

Sell the relationship. Where businesses succeed is the relationships business

owners and their employees develop. Ask questions to get a measure of who your customers are. "Measure both feet" to get an idea of what the customer really needs. The customer has all the answers; all you have to do is ask. The more you know about them, the better your business and the better your chance of retaining them. It actually strengthens the relationship when a customer sees you are able to rectify a situation. Nurture the relationship with your vendors and suppliers to ensure the ability to continue to offer great products and services to your customers.

Energize your employees. It's better to hire nice, motivated people and teach them how to sell, rather than

hiring salespeople and teaching them to be nice. Hire the smile and train the skill. Who trains them? Their parents or whoever raised them and gave them values. If you have those values, it puts you further ahead of the competition.

Empower employees to take ownership. If there is a bigger cliché than customer service surely it must be empowerment. You empower people by giving them the power or opportunity to make a decision for the company instead of running to a manager.

continued on page 5



IN THIS ISSUE

Warehouse Distributors	2
The future of the Aftermarket	3
Why Your Customers Won't Be the Same	4
2010 SEMA Hall of Fame	5
Hot Rodders of Tomorrow	7
The PWA Conference Has No Value	8
New Members	10
'10 New Products	10
UPP	14
M.A.P.	14
Miscellaneous Ramblings	15
PWAU	16
Washington Report	17
Manufacturers' Reps	18-22

...United We Stand

384 S2 P9 *****AUTOTOM**3-DIGIT 928
JASON BRUCE
ADVANCED FLOW ENGINEERING
252 GRANITE ST
CORDONA CA 92879-1283

PRSRST STD
U.S. POSTAGE
PAID
Permit No. 271
85719

2010 New Products



Force 9.5: Faster Acceleration and Deceleration with Ram's New Entry-Level Clutch/Flywheel Assembly

Ram Clutches' new Force 9.5 dual-disc clutch-flywheel assembly transmits up to 800lb ft of torque, transmits it quietly, and suits all GM LS engines-including the 2010 Camaro-as well as 4.6 and 5.4L Fords and most other applications. In addition to doubling the torque capacity, the Force 9.5 is light, weighing approximately 35lb, resulting in improved engine response, faster acceleration and deceleration. Devised as an entry-level unit, Ram's Force 9.5 is a direct bolt-in fit. To ensure unfailing holding power and drivability without chatter, Ram furnishes both friction plates with their 300-series organic linings. www.ramclutches.com



aFe Releases Their New Large Bore HD DPF-Back Exhaust

Advanced Flow Engineering, an industry leader in performance intakes, filters, manifolds and exhaust systems is pleased to announce the release of their new Large Bore HD 4" DPF-back exhaust for the 2011 Ford Super Duty with V8-6.7L turbo diesel motors part number 49-13028. This part number fits all cabs and bed lengths. Large Bore HD DPF-Back exhaust systems are constructed out of huge, mandrel bent, 4" 409 stainless steel and utilize bayonet style hangers for a complete installation that won't shift under high heat conditions. 49-13028 is a DPF-back system and does not modify any emission control devices. To reduce EGTs this system has a unique vent system at the tailpipe. A monster 5" polished double walled 304 stainless steel tip finishes this awesome exhaust system. All hardware including band style clamps is supplied for an easy installation. In recent testing, this system out-flowed the factory exhaust by eleven. For more information visit us at www.aFepower.com.



Edelbrock's New E-Force Supercharger for '04 and later Ford F-150 Trucks

Edelbrock is excited to announce the development of their new E-Force Superchargers for 2004 and later Ford F-150 Trucks. Based on the highly successful supercharger program for the Ford Mustang, this all new design greatly increases the towing power of the stock 5.4L engine up to an amazing 478 flywheel HP and 504 ft. lbs. of torque. The manifold assembly is equipped with 14" long runners to maximize torque and an internal bypass valve to minimize parasitic power loss at low engine speeds. The E-Force supercharger is engineered and manufactured by Edelbrock and features an Eaton® Twin Vortices Series (TVS®) GEN VI rotor assembly - the same internals used on the new Corvette ZR-1. The E-Force Supercharger system comes with a large 110 square inch air to water intercooler with a front mount dual core heat exchanger, a hand-held programmer for updating the ECU, 41 lb/hr injectors, a high performance reusable air filter and a high flow Mass Air Flow Sensor. For more information, visit us at www.edelbrock.com.



NEW for Ford Flatheads Using 221" and 239" Engines with T-5 Transmissions

Centerforce is proud to introduce this New Dual Friction clutch assembly Ford Flatheads using 221" and 239" engines with T-5 transmissions. This new clutch assembly replaces the stock pressure plate with a more reliable assembly with a higher holding capacity that is designed to be used with a Centerforce flywheel only, replacing the original equipment components. This new application is now available as a Dual Friction® clutch assembly for use in performance applications. Visit us online at www.centerforce.com.