



Incremental Changes Bring Lasting Rewards

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When times get tough and sales slow down, people start scrambling around trying to force things to happen. I'd like to suggest another way to handle tough situations that can indeed help in the short-term, but create lasting rewards in the long-term. No matter what you do, you can't really force a prospect to buy your product or service. Yes, you could slash your prices in hopes of making a quick sale, but you've just destroyed your profit at the same time. You can't do that very often or you won't be in business for long.

There are four areas where you can make incremental changes that can help improve your business today and set you up for lasting success.

Leads

Leads are at the very top of the Marketing Hourglass, or what many people refer to as the Marketing Funnel. Bottom line, the more leads you get, the more sales you'll make. So, what can you do TODAY to generate more leads? Remember, you don't have to knock it out of the park here. Just get on first base. If you improve your leads generated by just 10% and everything else remains the same, you should see a 10% increase in sales. But let's take this a step further.

Conversions

Now that you have increased the number of leads you are getting, how can you convert more of those leads into paying clients? I have a one word answer, testing. Test your headlines, test copy, test your offer, test your call to action, test everything. Find the combination that works the best for your target market and continue to improve over time.

Pricing

It seems that everyone is hypersensitive about price these days. The way to get around that is to offer a package of products and/or services that can't be found anywhere else. This one thing can differentiate you from all your competitors and make it virtually impossible for people to beat you up and compare your pricing to others.

Transactions

Now that you are generating more leads, converting more of those leads into sales and selling at an effectively higher price, what can you do to sell more to your existing clients? Offer a premium package and/or create a training or coaching program that turns those one-time sales into recurring sales. The key here is to offer a tremendous amount of value for the price so that your clients will continue working with you for months and years to come.

*Snyder welcomes **63** new clients since our last newsletter.*

Our goal is to provide superior products with friendly and prompt assistance to all our clients!



Employee Profile – Aaron Hicklin

Aaron has been employed with Snyder Mfg. since 2003. He works as a Run Installation Specialist and in the Run Panel department. He enjoys the people that he works with at Snyder and the different people in the animal care industry. His favorite product is the kennel run systems because of all of the ways that it can be customized and installed.

Aaron enjoys golfing, fishing and hunting. He is currently a Board Member of his country club and likes to help people who are looking to enjoy the great outdoors.

Cage Dryer Tech Tips

Snyder Mfg. Co. wants to promote safe usage of your Cage Dryer. Keeping that in mind, here are some helpful hints regarding how to get the maximum drying capabilities from your unit.

1. Use the 'Hold' feature cautiously. **Never** leave an animal unattended for extended periods of time in a dryer unit with the heat on.*
2. Smaller animals overheat more easily and need less time to dry.
3. Dog tags and very small paws can get caught in the floor rack openings. We recommend removing all collars and laying down an extra piece of Snyder vinyl matting across the top of the floor rack to minimize this hazard.

*Snyder Mfg. Co. Cage Dryer (post 1995) is the only cage dryer on the market with a proven overheat safety feature that shuts down the power supply in the event of excessive heat build-up.

For the best performance from your Cage Dryer we recommend these simple guidelines.

1. Preheat the dryer for approximately 20 minutes to warm the interior of the cabinet (the unit will dry your first client faster, especially larger dogs).
2. Take a little extra time to towel dry those longer coats of hair in between the bath and the Cage Dryer.
3. Airflow is the key to faster dry times. Clean the filter daily. A clean filter will allow the maximum airflow to the animal. Snyder Mfg. Co. recommends replacing your filter every 18 months.
4. **With the power disconnected**, check for the accumulation of hair in the blower housing. At the rear of the blower assembly is an opening. Reach inside and check for compacted hair around the blower fins and remove. Consider using a light duty pair of gloves as the blower fins have semi-sharp edges.
5. A small amount of maintenance goes a long way. Fix any cracking or damage in the animal compartment as soon as possible to maintain a clean and usable environment.

For more information, call Snyder Mfg. Co. at 800-756-0631, extension 28 or email us at questions@snydermfg.com.

In-Stock Specials

There are 2 categories of in-stock product, NEW and USED. New in-stock is just that, new product ready to ship. This product has our full warranty and is priced as new. New in-stock often includes dryers and ICU's. Used in-stock product has seen some use, usually as exhibits at our trade shows. This product is priced at a discount.

Any in-stock product is available NOW and ready to ship as soon as shipping and payment arrangements can be made.

Here are some sample pictures of our in-stock cages.

To learn more or to get a copy of our complete list of in-stock items (including drawings, dimensions and accessories for each cage) please call 1-800-422-1932.



Snyder Birthdays

Chris Whitt	Mar. 3 rd	Curtis Farley	Mar. 31 st
Jeff Sanders	Mar. 10 th	Scott Montgomery	Apr. 10 th
Terry Trask	Mar. 16 th	Matt Rosenberg	Apr. 10 th
Samantha Zeschmann	Mar. 22 nd	Wayne Burks	Apr. 12 th
Terry Fowler	Mar. 23 rd	Mike Smith	Apr. 18 th
Vicki Thornton	Mar. 26 th	Jeri Kibbee	Apr. 20 th
Jeff Bowman	Mar. 31 st	Stephen Wyatt	Apr. 22 nd
		Allan Kelley	Apr. 28 th

Snyder Anniversaries

Paul Floistad	28 years
Karen McGriff	8 years
Charles Crago	3 years
James Gross	2 years
Gary Tolles	2 years
Sean McAleenan	1 year

Words of Wisdom

"If your actions inspire others to dream more, learn more, do more and become more, you are a leader."

-John Quincy Adams



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See us at

www.snydermfg.com

CONVENTIONS/TRADE SHOW SCHEDULE

Atlanta Pet Fair

Hilton Airport Atlanta
Atlanta, Georgia
March 5th – 8th
Booth 24

Pet Care Services

Tuscany Suites
Las Vegas, Nevada
March 17th – 19th
Booths 307/406

Pacific NW Grooming

Tacoma Convention Center
Tacoma, Washington
March 21st – 22nd

American Animal Hospital

Phoenix Convention Center
Phoenix, Arizona
March 26th – 29th
Booth 802/804

Pet Industry Spring

Baltimore Convention Center
Baltimore, Maryland
April 3rd – 5th
Booth 1813

Animal Care Expo

Bally's Las Vegas
Las Vegas, Nevada
April 6th – 9th
Booth 330/332

Intergroom 2009

Garden State Exhibit & Conv. Ctr.
Somerset, New Jersey
April 17th – 19th

Florida Vet. Medical Assn.

Marriott Waterside
Tampa, Florida
April 17th – 19th
Booth 43/44

Central Vet. Conf. East

Baltimore Conv. Center
Baltimore, Maryland
April 25th – 27th
Booth 402/404