



Snyder Scoop

JANUARY/FEBRUARY 2011

How Effective is Your *Internal* Marketing?

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*Snyder welcomes **115 new** clients since our last newsletter.*

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

(This is the third in a series of articles for our newsletter about attracting new clients with inexpensive, but effective internal marketing.)

Over the last two months the point was made that the attitude of the owner and staff towards clients and patients is a major factor in effective internal marketing. Additionally, there should be a referral card that everyone can hand out. It should look nice and fit in a person's pocket. It should be durable, and eye catching.

Next you have to get everyone in the business handing out these cards every day! There are only two major reasons why staff will not want to hand out referral cards. First, there are "disagreements with the owner." The second (and more common) reason for not wanting to hand out cards is the staff member has some phobia regarding talking to people or being "on the spot."

Role-playing has to be done so that the person doing it gradually masters the skills desired. This means one starts off with an easy example, and eventually gets that done comfortably, then gets into more complex examples, masters those, then works on the most complex and masters those.

Keeping the marketing FRESH and interesting is probably the next barrier that business owners run into.

Most employees are interested in "What's in it for me?" This can be partially addressed by offering an incentive to your staff. Some dollar amount you are comfortable with between \$5 and \$25 that you give to the staff member who handed out the card to a client, patient or someone outside of the office, once the new client or patient arrives. This incentive helps overcome some of the barriers of handing them out, and the rewards for everyone are obvious.

Employee Profile – Patrick McGee



Patrick has been employed at Snyder Mfg. Co. since August of 2006 when he moved to Denver from the Bay Area. During this time he has been in charge of production of the Intensive Care Units at our Denver facility. In addition, Patrick assists, when needed, with ICU tech support. Further, Patrick oversees the production and shipment of all Trade Show equipment during the year.

Patrick's interests include backpacking in the Colorado high country. In addition, he enjoys organic gardening and reading the classics. At the top of his list is spending quality time with his family.

One of the most rewarding aspects of Patrick's job is the knowledge that the equipment he builds with his fellow staff members is many times instrumental in saving animal's lives around the world.

Effective Internal Marketing (Cont'd from page 1)

One aspect that is too often overlooked is continuing to orient the team to the purpose of what you achieve as a business and as a group. Your group helps people and/or animals. One of the things to remind the staff (and yourself after you have been hit by an unexpected bill or problem) is the reason you all do what you do. Keeping staff focused on the purposes of the products and services you provide will do more to keep them interested than what you pay them or how you treat them! It will keep the willingness to participate high. If you have any difficulties with the above, it will be because some of your staff members are there for the wrong reasons. Continuing to focus on the purposes with the entire group will weed out those who have a different agenda over time.

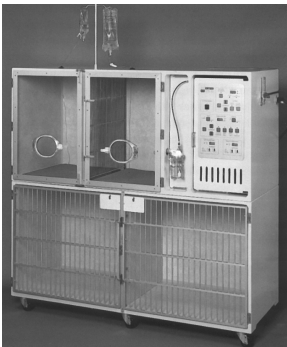
You can also change what you offer on your referral cards, one month it can be a free examination; another month it can be 10% off a product. Take some time to plan in advance what you want to offer. Be smart about it and pay attention to what people say they want from your office and offer that for a discount or as a "come on" to get them to visit your place.

In-Stock Specials

CALL US FOR NEW SPECIAL DISCOUNTS ON CURRENT IN-STOCK CAGES 800/422-1932

There are 2 categories of in-stock product, NEW and USED. New in-stock is just that, new product in our shops ready to ship. It 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.

All in-stock products are available NOW and ready to ship as soon as shipping and payment arrangements can be made.

***Snyder Birthdays***

Brent Mossman	January 23rd	Mark Harmon	8 years
Steve Davis	January 25th	Chris Moothart	8 years
Robert Denhartog	February 2nd	Terry Trask	8 years
Ralph Ihde	February 6th	Chris Whitt	6 years

Snyder Anniversaries

Keith Bogard	14 years	Annette Valenzuela	5 years
Elonda VanMaanen	12 years	Allan Kelley	5 years
Jeff Zimmerman	10 years	Loren Vankooten	3 years
Aaron Hicklin	8 years	Gary Ross	1 year
		Jim Davis	1 year

Words of Wisdom

When you do all the talking you only learn what you already know.
--Anonymous



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See us at

www.snydermfg.com

2011 CONVENTION/TRADE SHOW SCHEDULE

NAVC

Gaylord Palms Conv. Ctr.
Orlando, FL
January 16th – 19th
Booth 2307/2309/2311

Midwest Vet Conf.

Greater Columbus Conv. Ctr.
Columbus, OH
February 24th – 27th
Booth 628

Florida Vet Med Assn

Buena Vista Palace
Orlando, FL
April 29th – 30th

MINNESOTA VMA

Hilton Minneapolis
Minneapolis, MN
February 10th – 12th

Atlanta Pet Fair

Hilton Atlanta Airport
Atlanta, GA
March 4th – 6th
Booth 24

Animal Care Expo

Disney's Coronado Springs
Orlando, FL
May 5th – 7th

WVC

Mandalay Bay Conv. Ctr.
Las Vegas, NV
February 21st – 23rd
Booth 1663

Pet Industry Spring

Atlantic City Conv. Ctr.
Atlantic City, NJ
April 13th – 15th

CVC-EAST

Gaylord Natl. Conv. Ctr.
Washington, DC
May 5th – 9th