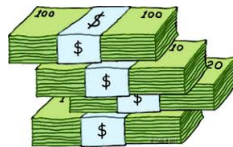


Sell Your Way To Success

No matter what your job is or what industry you're in, you have to be able to sell. You sell your products, your ideas, and your experience every day. Here are some basic sales tips that will help you advance and prosper:

- ★ **Reject rejection.** Even veteran salespeople dread the possibility of rejection. To counter this fear, keep reminding yourself that when prospects turn you down, they're rejecting your ideas, or the product you sell, or even your organization—but not you. Never take rejection personally.
- ★ **Build rapport without wasting time.** A common mistake many salespeople make is spending too much time “making friends” with the prospect. Though building rapport is useful and important, making friends doesn't automatically translate to making sales. Save time by finding one thing you have in common with the prospect, and talk about that one thing for two minutes. Then move on to your prospect's needs. Prospects don't want to waste time on chitchat any more than you do; most will be gratified to deal with someone who wants to get down to business.
- ★ **Don't mail more pieces than you can follow up on.** If your strategy is to email promotional letters to prospects and then follow up with a phone call, watch how many pieces you send. You're better off mailing in small batches and following up each piece promptly while the pitch is fresh in prospects' minds. Otherwise, you run the risk of your prospects' forgetting what you emailed them by the time you reach them.
- ★ **Rate your prospects.** Whenever you meet with prospects, assign them a rating based on three questions: Do they have a motivation to buy? Is there an urgency to buy now? Do they have the resources to buy? Rank each prospect on a scale of 1 to 10, and spend the bulk of your time only with your highest-rated prospects. You'll find that by rating prospects right off the bat, you can quickly disqualify people and move on before you waste their time and yours.



March Events

March 11th	Daylight Savings Time Begins
March 14th	Learn About Butterflies Day
March 17th	Saint Patrick's Day
March 20th	First Day Of Spring
March 25th	Tolkien Reading Day
March 30th	Good Friday

Coffee May Cut Risk Of Death

Starting the day with a cup of coffee helps many of us wake up. New evidence suggests it may help us live a longer life, too.

In one study written up in the journal *Annals of Internal Medicine*, researchers at the University of Southern California's Keck School of Medicine surveyed more than 185,000 Americans for 16 years. Their results: People who drank one cup of java a day were 12 percent less likely to die than those who didn't, and people who drank two to three cups were less likely to die by 18 percent—regardless of whether the coffee was caffeinated or not.

In another study reported in the same journal, researchers analyzed data from more than half a million people across Europe, and found that higher levels of coffee drinking were associated with a decrease in the risk of death from many causes, including circulatory and digestive tract diseases. So enjoy your cup of coffee. It may add years to your life.

Do You Have A Question About Car Maintenance That You Want Answered?

We love to hear from all of our good friends and clients who enjoy reading our monthly newsletter. If you have a question about anything related to your vehicle, feel free to reach out to us...

**519-455-5351 or
www.rickyratchets.com**



St. Patrick's Day Special!

Expires 3/31/18 Must present coupon
Cannot be combined with other offers

**\$20.00 Off Any
Service Over
\$100.00 For The
Month Of March**



Use Social Media Responsibly

Here are some tips for both parents and children to follow to help create an atmosphere of positive citizenry on social media channels:

- * **Pause before you press “enter.”** You leave a permanent footprint on everything you post, creating the likelihood it can resurface at any time and call your character into question later. Resist the urge to be impulsive, spread gossip, or promote hate.
- * **Apply the Golden Rule.** You are what you post, retweet, and share. Ask yourself these three questions of anything you feel inspired to post: Is it true? Will it cause anyone harm? What is my motivation for posting this?
- * **Get permission/Give permission.** Before sharing someone else’s photos or content, make sure you have their OK and ask the same of your contacts.
- * **Review your privacy settings.** They are there for a reason—to limit who can access your information and how they can use it. You have locks on the doors and windows of your home to keep unwanted guests out; do the same for your social media profiles and feeds.
- * **Police the content that appears on your page.** Not everyone is mindful of the content they post. Occasionally, that inappropriate material will make its way onto your social media feed, where it can be viewed by your contacts and misinterpreted as something you favor. Don’t hesitate to block contacts and remove posts from your feed if they are offensive.
- * **Exercise caution.** You wouldn’t allow your children to walk around with a sandwich board displaying their legal name age, address, and other personal information, so don’t allow them to create detailed profiles that can be accessed by strangers the world over. Never divulge too much information about yourself, your current location, or future plans unless you want to fall victim to unscrupulous internet trolls.

“A manager is a guide. He takes a group of people and says, “With you I can make us a success; I can show you the way.”

—Arsene Wenger

“It’s good to have money and the things that money can buy, but it’s good, too, to check up once in a while and make sure that you haven’t lost the things that money can’t buy.”

—George Lorimer

Thank You! Thank You! Thank You!

Special thanks go out to all of our clients and friends who graciously referred our shop to their friends and neighbors last month! Our business is built based on the positive comments and referrals from people just like you. We just couldn’t do it without you.

Thanks to all our Western University students who refer their roommates and neighbours!!!

How The Famous Get Ahead

What makes today’s richest people so successful? There’s no one answer, however, look at some of the secrets of many highly successful figures in business, science, entertainment, and more:

- ❖ **Elon Musk, founder and CEO of Tesla Motors and SpaceX.** He schedules his day in five-minute blocks to squeeze the most out of every minute.
- ❖ **Mark Zuckerberg, co-founder and chairman of Facebook.** He wears the same T-shirt, pants, and hoodie every day to minimize the number of decisions he has to make, leaving his mind free to pursue the most important ideas.
- ❖ **Bill Gates, chairman of Microsoft.** The computer guru reads 50 books a year.
- ❖ **Peter Thiel, co-founder of PayPal.** He often asks, “Why can’t you get your 10-year plan done in the next six months?” He believes in staying “lean” or “unplanned,” because entrepreneurship is about experimentation.

Consumers Targeting Small Businesses In 2018

Owners of small businesses have reasons for optimism in 2018: A 2017 survey by Vistaprint found that approximately 27% of consumers say they’re likely to do more shopping at small businesses this year, and 75 planned to do at least some holiday shopping with small businesses in 2018.

The survey of 1,504 adult consumers in the United States also found that 60% of shoppers prefer buying or interacting with small businesses in stores, but that doesn’t mean entrepreneurs should stay offline: Sixty-seven percent of consumers say that a website is important to them, so having both an online and offline presence is likely to be beneficial to sales and marketing efforts.

Improve Vehicle Performance Fuel Economy & Help Reduce Emissions!

**Spring
Special**

Spring is the time we usually clean out the garage or the yard of residue from the winter. It’s also a good time to give your engine’s fuel system a good cleaning. Our carbon cleaning system will help restore power and smooth running condition. Our system cleans your injectors, fuel rail and valves.

Expires
3/31/18

Save \$20.00



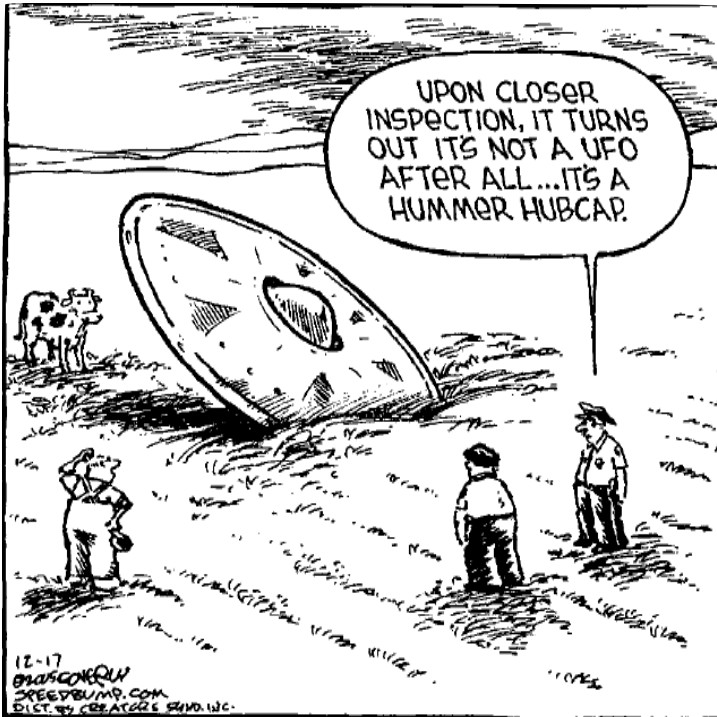
Must present coupon Cannot be combined with other offers

Congratulations To Our Client Of The Month!

Every month, we choose a very special client of the month. It's our way of acknowledging our great clients and saying thanks to those that support our business with referrals and repeat business.

This month's Client of the Month is

Mike Connor



Thanks For The Kind Words

"Had a great experience buying a used car from Rick. Friendly service and fast response, didn't have any trouble at all! Love my "new" car!"

- Amy Hollingsworth, Watford

Let Go Of The Baggage

Good leaders listen well. Many of your workplace problems can be solved if you just listen to your employees. Follow these tips:

- **Develop your self-awareness.** We all have biases, harmless or otherwise. If you think, for example, that accountants are boring and dull, you may not pay attention to your bookkeeper's idea for a new product —no matter how innovative it is. Put some effort into identifying your biases so they don't get in the way of clear communication.
- **Keep an open mind.** This advice sounds obvious, but shutting down our minds to new ideas can happen without being fully aware of it. When you feel frustrated with another person, for example, you're probably closing your mind to his or her opinions and ideas, and as a result you won't listen effectively.
- **Ask questions.** Not simple yes-or-no questions, but probing questions crafted to help you understand how the other person thinks. This will demonstrate your respect for others. Don't be satisfied with the first answer you receive, either. When you're dealing with something you don't fully understand or agree with, try to ask at least four or five questions that will explore the other person's knowledge and perspective.

Do You Want To Win A \$25.00 Domino's Pizza Gift Card?

The first 10 people to call with the correct answer will be eligible to win. At the end of the month, we'll draw one lucky name. That winner will receive a \$25.00 gift card to Domino's Pizza from us! Here is the trivia question: What percent of shoppers prefer buying and interacting with small businesses in stores?

(Hint: the answer is somewhere in this newsletter)

- a) 90%
- b) 44%
- c) 15%
- d) 60%

Call right now with your answer! Last month's trivia challenge was "What do Americans buy 174,000 gallons of every year for Valentine's Day?" B) Sparkling Wine. Congratulations to last month's lucky winner:

Sheila Paterson

The material contained in this newsletter is for informational purposes only and is based upon sources believed to be reliable and authoritative; however, it has not been independently verified by us. This newsletter should not be construed as offering professional advice. For guidance on any specific matter, please consult a qualified professional. ©2017 CMG

Jake's Jokes:



- Q: What has three feet but cannot walk? A: A yardstick!
- Q: What has rings but no fingers? A: A telephone!
- Q: Where do leprechauns always find gold? A: In a dictionary!
- Q: What room has no doors or windows? A: A mushroom!



**WE HAVE BIG NEWS
YOU AUTO KNOW ABOUT!**

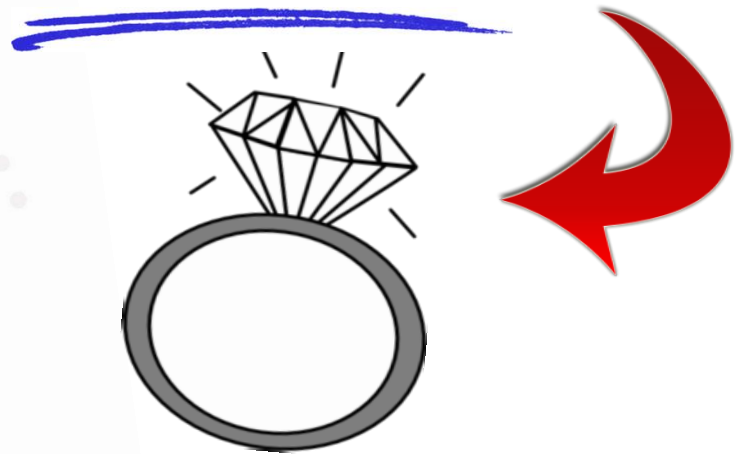


RICKY RATCHETS

IS CELEBRATING 25 YEARS OF BUSINESS!

1993-2018

**JOIN US IN THE CELEBRATION WITH A
CHANCE TO WIN A DIAMOND RING!**



GET YOUR ENTRY WITH ANY PURCHASE!

FEB. 1ST - MAR. 31ST

**** EXTRA ENTRY WITH PURCHASES OVER \$250.00**

**** EXTRA ENTRY FOR CAR CARE CLUB MEMBERS!**

**** EXTRA ENTRY WITH THE PURCHASE OF A USED VEHICLE!**