



MAC LEADER

December, 2018

Time to Renew Your Local PDCA Membership!

You should have received an **email renewal invoice** for your local 2019 PDCA chapter and/or council dues. Dues vary depending on the chapter you belong to. A couple of chapters will be doing their own invoicing, so please pay close attention to the invoice(s) you receive.

Throughout the long history of the organization, PDCA chapters and councils have never lost sight of their purposes and goals to:

- Enhance the advancement of the coating application industry
- Provide a conduit for communication among those involved via networking, chapter educational dinners, charity events, and other opportunities
- Be the voice of the coatings application industry
- Promote an attitude of ethical responsibility in business

Additionally, the Middle Atlantic Council provides a weekly Tailgate Topic Safety Program, *The MAC Leader* monthly e-newsletter, plus spring and summer networking and educational events. MAC is in the process of reworking our council website which will have increased content, especially industry-related articles, and opportunities for outreach. More information on the new website will be sent out as it becomes available.

We hope everyone will renew their PDCA chapter and council memberships. Become involved and take advantage of everything available to you at all the PDCA membership levels.

Please contact Anita Dallas, 703-378-4455 or adallas@cox.net, with any questions.

Looking Forward to MAC in 2019

I'm sure everyone got a brand new 2019 calendar and you're starting to fill in some dates already. This would be a good time to make sure you block a couple of spots for MAC meetings you won't want to miss:

Spring Meeting

We're pretty excited about the location for our Annual MAC Spring Meeting. Scheduled for Friday and Saturday, **April 26 & 27**, at the Seven Springs Resort in Seven Springs, Pennsylvania, the site offers a wealth of activities on site including golf, bowling, swimming, shooting, mini golf, alpine slides, and much more. Plus we will be in very close proximity to two Frank Lloyd Wright properties. On Friday morning, we will visit Kentucky Knob, a Wright design, and in the afternoon we'll tour Falling Water, one of Wright's most famous sites.

Saturday, after our board meeting, we can drive to Shanksville, PA, and visit the site of the 9/11 Flight 93 memorial.

Lots of things to do, and I hope you all will consider attending. More details will be available soon.

65th Annual MAC Convention and Trade Show

The site of our **November 6-8**, 2019 MAC Convention and Trade Show, will be the Valley Forge Casino Resort. This property has much to offer our attendees, and we are excited to be in an area with so many opportunities for activities. More details will be sent as they become available.

Again, mark your calendars now so you can avoid conflicts!

NATIONAL PDCA NEWS

National PDCA has a program of webinars, podcasts, and online seminars available every month. Take advantage of the many opportunities for contractor and crew training available to you as a member benefit.

Join PDCA at one of the World's Leading Events for Industry Professionals

2019 PDCA EXPO

- MARCH 6-8, 2019
 - SAVANNAH, GA
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The 2019 PDCA EXPO will be filled with new industry information; innovative business and technical training, round-table discussions, and informal gatherings during this 3-day conference.

Go to www.PDCA.org for more information on the Expo and other National PDCA activities and benefits.

CHAPTER NEWS

Washington Metro Chapter and Delaware Valley Chapter

PDCA Washington Metro and Delaware Valley Chapter members will be receiving chapter dues invoices directly from their chapters. Please pay those dues directly to the chapter.

If you would like to put your chapter meeting announcements or your company or chapter charity events in this newsletter, please send the information to Anita Dallas (adallas@cox.net) by the 20th of the month before the event.

We have many MAC Members at large who don't have a chapter in their immediate vicinity and who may want to participate in a chapter event. Putting your chapter upcoming meetings/events in this e-newsletter lets them know what is happening around the council. I'm sure your chapter would welcome MAC members from other areas at your events. Making sure to send me your upcoming event information in a timely manner will help keep all our MAC members informed of educational events throughout the region.

PRAYER REQUESTS:

Please keep Rick Palmer and Paula Clements, past PDCA staff members, in your prayers as they are in treatment for serious health issues. Also, please pray for their family members who care for them.

Please also, keep all of our members, their families, and employees in your prayers. Many in our MAC Family struggle with health issues on a daily basis. Please let me know of anyone needing particular prayers at this time.

Featured Article:

It's that time of year: "Call me back after the holidays."

*WRITTEN BY JEFFREY GITOMER
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"Call me after the holidays" is the second most-heard objection in sales. (First being, "Your price is too high." Third being "I have to think about it."). It comes up year after year and salespeople get frustrated year after year, unnecessarily.

Here's how to think about it and here's what to do about it...

Humbug. Salespeople hate holidays. It's an excuse for decision makers to put buying decisions on hold. But the worst of them are the Christmas to New Year, "Call me back after the holidays," and "Call me after the first of the year." Two of the most hated phrases in sales. (They still rank behind "We've decided to buy from someone else.") "Call me after the holidays" is not an objection. It's worse. It's a stall. Stalls are twice as bad as objections. When you get a stall, you have to somehow dance around it, and then you still must find the real objection before you can proceed.

Here are 11.5 clever lines and winning tactics to use that will help overcome the stall:

1. **Close on the stall line.** "What day after the first of the year would you want to take (would be most convenient to take) delivery?"
2. **Firm it up, whenever it is.** Ask, "When after the first of the year? Can I buy you the first breakfast of the new year?" Make a firm appointment.
3. **If it's just a callback, make the prospect write it down.** Call backs must be appointed, or the other guy is never there when you call. Writing it down makes it a firm commitment.

4. **Tell them about your resolutions.** "I've made a New Year's resolution that I'm not going to let people like you, who need our service, delay until after the first of the year. You know you need it."
5. **Offer incentives and alternatives.** Invent reasons not to delay. Bill after the holiday. Order now, deliver after the holiday.
6. **Question them into a corner** - and close them when they get there. "What will be different after the holidays? Will anything change over the holidays that will cause you not to buy?" (Prospect's answer -- "Oh no, no, no.") "Great!" you say, "Let's get your order in production (service scheduled) now, and we'll deliver it after the holiday. When were you thinking of taking delivery (beginning)."
7. **Agree. Then disagree.** I know what you mean...lots of people feel that way. Most don't realize that the money wasted between now and the first of the year, will equate to a huge savings if they buy now. Are you sure you want to waste the money?
8. **Get a testimonial letter.** Ask someone who bought before the holidays and was glad they did to write you a two paragraph letter. Get one paragraph about the value they received and how they originally wanted to wait. The second paragraph should be about how happy they are about your service after the sale. Similar situations are more powerful than your sales pitch.
9. **Drop-in with holiday cheer.** Use a small holiday plant or gift to get in the door. (No one says no to Santa -- unless you live in Philadelphia. There they boo Santa.)
10. **Create urgency.** There's a product or delivery back-up after the first -- schedule now.
11. **Be funny.** Say, "So many people have said call me after the first that I'm booked until April. I do however, have a few openings before the first. How about it?" Making the other person laugh (smile) will go a long way towards getting past the stall. An alternative joke is, "What holiday?"
- 11.5 **Beg.** *Pleeeeeeaaase. I'll be your best friend.* Reality check. The success with which this stall is able to be handled is directly related to the quality of the relationship that's been built with your prospect or customer. A good relationship allows more liberty to press for immediate action. A weak relationship will mean you wait until after the holiday. Or longer.

Prevention - the best cure. If you know this objection is coming, do something BEFORE it happens. Prevention of objections and stalls is the most obvious, most powerful, and least used sales technique.

Here are a few prevention methods:

- Start in early November to create urgency.
- Set price raises in September to take effect January 1. Announce them right away and communicate them weekly into the holiday season.

- Create a holiday special. Have a five-day sale in December.
- Offer December price incentives or special value incentives.
- Throw a holiday party. Invite prospects and customers, and offer them a "Tonight only deal."
- Hold a series of seminars that are about important issues to your prospects and customers. Have the best one just before the holidays. Serve great food.
- Create an internal sales contest with a great first second and third prizes.
- Build relationships all year long.

The bottom line is - as sure as you'll spend lots of money this holiday season, someone will ask you to call them after it's over. When they do, don't get mad, get creative. Don't get frustrated, get a relationship.



Want to know the Seven Steps to Overcoming an Objection? Go to www.gitomer.com, click Access RedBit/GitBit in the upper right corner and enter the word OBJECTION in the GitBit box.

Have a Happy, Healthy 2019, and reflect on this:

"May all your troubles last as long as your New Year's resolutions!" Joey Adams

Anita Dallas, EVP