

# HMF EXPRESS

Volume IV, Issue 11

November 15, 2009

## Sales efforts vs. slow market

After a steep downturn in September and October, the rate of decline in November orders has been cut in half.

The number of orders we process is a good indication of activity in sales, engineering, and on the shop floor. It can also indicate the success of our sales efforts. The more orders — the more effective our sales efforts.

### The big 4

**Shannon, Tim, Brett, and Tim** have been putting in long hours to increase quoting and to do additional marketing to customers.

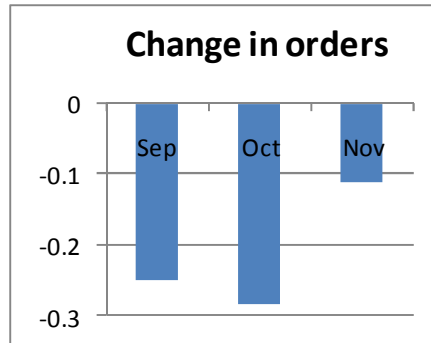
These four are active in keeping existing customers happy while finding new ones. Most of our November improvement comes from their hard work.

### New team members

Tania and Dan are taking responsibility for some existing customers while introducing HMF Express to more new contacts. Their orders have just started.

### Work smarter — and harder

Because of increased competition for fewer orders, our sales team is finding



ways to work both smarter and harder. We are implementing new phone and customer management technology and it will take extra effort to make these new investments effective. We will not just sit back and wait for better times.

### The importance of service & quality

Steve Adams and Bob Drach are listening to customers to understand why they stay with HMF Express vs. going to our competitors. "Because they rely on our service and quality," Steve reports. "Thanks to everyone at HMF Express for giving us this advantage in the market."

## Holiday plans cut-back

The economy is like the Grinch who stole Christmas, causing us to cut-back on our Christmas party plans. The green guy with the malicious grin thinks that he is going to stop Christmas.



### No Who-putting?

As the story goes, the Grinch may try to steal Christmas, but the citizens of HMF-ville have a surprise or two up their sleeves. Instead of an evening party with DJ for employees and guests, we will celebrate with a luncheon one day in December.

### No presents?

Like the citizens of Who-ville, we are going to have Christmas anyway. We'll see if the goodwill of the season causes a change in the heart of that Grinch, and shakes any presents loose despite the tough economy.

## Who Sets the Bar for Service?

HMF Express sets the bar for service level in the quick-ship and custom hollow metal market.

### How do we know that?

Mark Poston responds: "The key indicator, really the only indicator that matters, is what our customers tell us. They tell us we are the best."

He continues: "We are a proud group and entertain challenges from our sales team. The men and women on the production floor are amazing, but it takes a team effort from sales, customer service, engineering, maintenance, quality control, and our shipping department to be successful. Our communication between departments is probably the key to our



success."

### Daily effort

"Daily production schedules are generated and supervisors and line leaders

carry out the plan with precision. Procedures get tweaked as we face new challenges — but that is all part of continuous improvement."

### Measurements

Mark concludes: "We also keep daily, weekly, monthly, and annual records of our service level performance." Here are data points that show the level of performance of HMF Express in 2009:

- 7500 orders (99.7%) shipped on or before their due date
- 4961 orders (65.9%) shipped early
- 2142 consecutive orders shipped without a miss

# It happens all of the time . . .

**From:** NewCustomer[mailto:nc@nc.com]  
**Sent:** Wednesday, October 28, 2009 9:41 AM  
**To:** sdougall@hmfexpress.com  
**Subject:** Request for Quote

2ea 5-3/4 3090 A-60, KD for ACM to weld, punch and dimpled with EMA anchors, RFC for pa closer, RFC rim exit, 5" hvy wt hngs-Steelcraft location. (3 Day)

Thanks,  
 New Customer



Good Morning,

You folks were so awesome on your order 51764, we were inspired to try you again! Please quote:

*Thanks for the repeat business! This is the ultimate measure of customer satisfaction with the HMF Express team! Let us know how we can help you on all future custom hollow metal orders!*



## Supervisor's corner



Today's pop culture is a breeding ground for the "me" attitude. But today's employers are looking for the "we" attitude — that is, employees who show respect through their actions on the job. Show respect, and your employer will respect you too, and do all they can to keep you employed through bad times and good.

### How you can be outstanding:

To get respect, start by giving respect. Respect an employer for who he or she is: *The Boss*. Outside of work, we are all on a sort of even keel basis – everyone is equal and no one can tell someone else what to do. That's not how it is in the work place. At work, an employee works for an employer, a supervisor, and demanding customers. Give them respect at all times. *The Boss* may not always be smarter than

you, but he or she has experience and responsibility that give rise to authority.

Show respect by following your Boss's direction — the first time. Respect includes doing all required tasks in addition to just those you are asked to do. Do whatever it takes in the interest of getting the whole job done.

An outstanding employee will show respect in this way. An employee who works showing respect, even if that takes a little longer to get the job done, will be more successful and secure than one who shows no respect.

Disrespect is as contagious as a cold. Avoid it like you would avoid a sick co-worker. Treat *The Boss* and your co-workers as the ones who are special, because they are. When you are respectful, simply because of human nature, others will follow you, thus you earn their respect and make the workplace enjoyable through mutual respect.

With Respect, thanks to everyone,

*J.D. Robinson*

## FFB week 10

### DIVISION 1

TEAM	W	L	GB
Stony Brook Seawolves	7	3 *	--
Beach Bums	7	3 *	1
Team old spikes	5	5	2
Smells Like UpDog	5	5	2
Riptides	5	5	2
Team Lone Wolf	5	5	2
DOOR BUSTERS	4	6	3

### DIVISION 2

TEAM	W	L	GB
Hell Raisers	8	2	--
King of Pain	6	4 *	2
Patchogue-Med Raiders	6	4 *	2
Logan's Heros	5	5	3
Utica Oilers	4	6	4
Killer Dogs	4	6	4
Duplin Steelers	4	6	4

\* (projected)

## Bob answers your employment questions:



**Dear Bob:** I have a few days of vacation left this year and I want to be sure that I use it or get paid. What things do I need to consider as I decide what to do with my vacation days?

- I have days

**Dear Days:**

If you want to use any vacation days between now and the end of 2009, you must request them in advance from your supervisor. Best to have that discussion now instead of waiting. If we get too many requests for days off, some of the requests might

be denied because we will need to have enough people at all times to meet customer demands. By asking early, you have a better chance of getting the days you want or you have time to change plans for the days you can negotiate to have off.

If you get to the end of 2009 and you have not used all of your vacation days, then you will be paid for all days earned but not taken. This will be added to one of your paychecks around January first.

Now is a great time to look at your pay stub to confirm your remaining vacation days. If you have any questions about your remaining 2009 vacation days, you can see Linda or your supervisor.

November Birthdays			
Jeremy	Gibbs		2
Kajuan	Johnson		5
Tania	Bass		11
Ronald	Joyner		13
Raymond	Toomer		26
Mark	Poston		29