



HIRSHFIELD'S HERALD

S2: E9: OCT 15, 2024

Issue #20! Housecoat and Element Guard have low-temp applications - be sure to let our customers know these products can extend their painting season!



CORE VALUES Spotlight

Customer
Experience
Innovation
Trust
Ownership



Rob Gunnare truly exemplifies all four of our core values but he's exceptionally innovative when it comes to serving his customers. "He never gets stonewalled", says Ron Opheim, "he doesn't give up. He's always on top of new products, educates himself and is not afraid to do the research." He brings that drive to his customer relationships, too. The secrets to his success?

ANSWER THE PHONE when people call and contact customers more often than you think you need to. Rob makes a point to know your story, your family, your projects. He's patient; conversations with him don't seem rushed and he's adept at keeping the dialog going until a "oh, hey, I've been trying to do X and wonder if you know how to do that?", which in turn leads to a sale.

BUILD LASTING RELATIONSHIPS. Socialize with customers outside of work. An idea he learned from Mark Eimers is going to customers' kids games to connect. Meet early for a drink, go out to lunch, get to know them as friends. People like doing business with folks who have invested time with them. Rob's built many relationships in his 24+ years at the H and as those connections change jobs, they bring Rob into their new businesses, which increases sales.

GET YOUR HANDS DIRTY researching & testing new products to know exactly how they work. Work alongside your customers through their issues. This builds an incredible level of trust and respect.

READ THE TECH DATA SHEETS. Being an expert allows you to quickly solve a customer's specific issues. Know how to access the TDSs quickly.

TAKE OWNERSHIP of your accounts. Research products...read more on SP



UPCOMING EVENTS

Scan Here
for MORE!



meet the team: EDEN PRAIRIE

Pictured Left to Right:

Hunter Feik - 4 years

Cameron Pitts - 1 year

Jon Nelson Mgr. - 8 years

Bill Faber - 4 years



Speaking of great hires...



Congratulations
On 30 Years Jim!

Jim Hagen with Mary Angell, the now retired District Manager who hired him 30 years ago Aug 15th! Mary came to celebrate the retirement of Grant Richards who was store manager at Hirshfield's in Eden Prairie.

WELCOME BACK!

Debbie Schrammel is our Window Treatment expert in St Cloud and Alexandria! She can be reached at: 012decor@hirshfields.com



HPM HIRING BONUS!

1 \$1000 Referral Bonus

\$500 after 6 months of employment, \$500 after 12 months of employment, paid to Referring Employee

2 \$1000 Hiring Bonus

\$500 after 6 months of employment, \$500 after 12 months of employment, paid to New Employee

3 Hirshfield's Wins!

Adding the skills of personally-referred people improves our team and it's fun to work with friends!

Hirshfield's

WELCOMES YOU TO THE TEAM!



ANNIVERSARIES

Help us recognize and thank the following team members who are celebrating an employment anniversary this month!

Steve Handeland - Purchasing - 38
Dawn Feda - Shop at Home - 35
Rodger Dahlager - Maple Grove - 33
Michelle Morris - Edina - 30
Steven Hoffa - Hopkins - 25
Cory Beaty - Savage - 23
Noah Leintz - St Cloud - 6
Dana Steenberg - Accounting - 5
Roy Johnson - West St Paul - 5
Alex Blank - Plymouth - 4
Dylan Lewis - Baxter - 3
Jaime Burnside - Accounting - 3
Daniel Vega - Edina - 3
Geoffrey Forbes - Maplewood - 3
Marlene Irwin - Maple Grove - 3
Steven Tapper - Sioux City - 2
Megan Kociscak - Ramsey - 2
Kristina Odegard - Chaska - 1
Michael Doroff - Maplewood - 1
Tracy Taufen - St Cloud - 1
Connie Frisk - Accounting - 1

Congratulations

COLOR CORNER



Rich & Warm Kitchen Color:
H0132 "Cummins Oak"



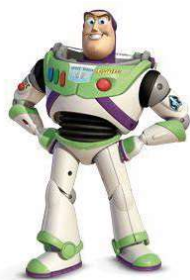
PROJECT: Apartment Buildings, Helena MT
SALES REP: Mark Eimers
SERVICING STORE: Savage and Detroit Lakes
PAINTER: Innovative Services
DELIVERY: Lallak's, Eimers, DL, Other Customers...

PRODUCTS: HPM 1365 MHB, 2404 Hi-Build Low Luster, 73093 Premier Low Gloss
DETAILS: It sometimes takes a village to deliver for our customers. Innovative Services has a relationship with the Savage team & Mark and needed **3700** gallons of paint shipped to their Helena, MT project. Lallak's stepped up, shipping two truckloads of product; Mark drove out 120 gallons and Detroit Lakes connected with one of their customers who was able to deliver another 120 gallons of paint to the job site for us as well. Paint can be purchased anywhere - our customers work with us because they trust us to get them the right products when they need them, wherever they need them! *Well done everyone!*



Alicia Grande - Rochester
Carrie Cornell - Lakeville
Goeffrey Forbes - Maplewood
Heath Hinz - District Manager
James All - Apple Valley
Linda Eckerman - Roseville
Lucas Summey - Tea

Jennifer Foley - Design Resource-
Marilyn Serbus - Bemidji
Nick Simers - Chaska
Rodney Wimberly Jr - Blaine
Tim Rollwagen - HPM
Todd Benesh - Maple Grove
Rachel Bokelmann - Shop at Home



TO INFINITY AND BEYOND!

Shout-out to **KENT ZYLSTRA** for delivering paint on a Saturday! "He gets it," says Ron Opheim. Kent asked about delivery options for a customer who needed the product on a weekend. When he learned there weren't any carriers, he simply said "I guess I'm the delivery guy." Thanks Kent for stepping up and going above and beyond for our customers!

We see you **MARSHA KEPPEL**, going the extra mile for our customers! When a customer's wallpaper was delivered to the wrong location, Marsha drove it down to the Lakeville store herself - just in time before the store closed! "This kind of loyalty and "never say no" mentality is very rare, and I just have to give her some recognition for going so far out of her way to fix our problem. Marsha, you are a rock solid employee, thank you so much!" - Belinda Dietrich

