



# HIRSHFIELD'S HERALD

v.05 JULY 15, 2023

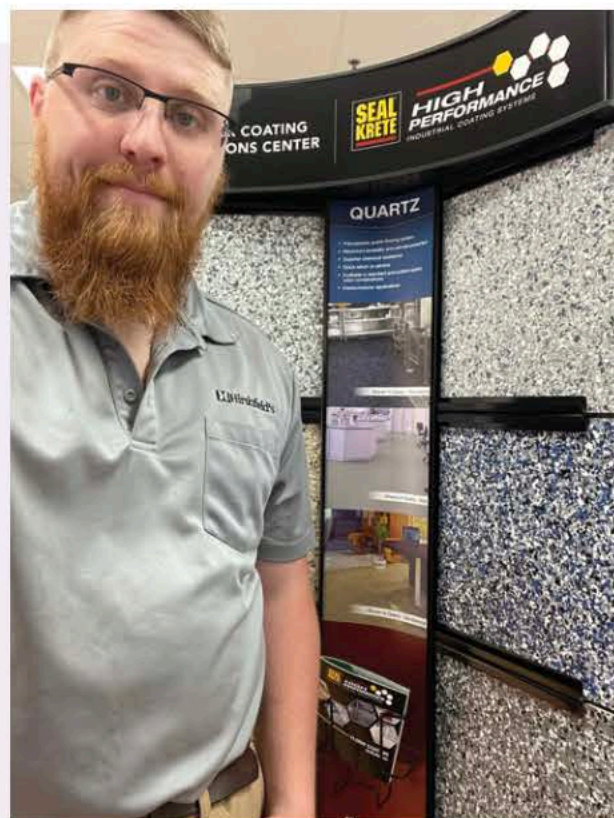
Number 5! It's the season to sell Housepaints, Deck & Siding Stains and Floor Coatings, Oh, My! Check out H's SharePoint page for more tips, tricks and news!



## CORE VALUES

Spotlight

Vertical coatings are our specialty, but have you been keeping up with our floor coatings?! While our entire Maplewood team has become the go-to specialists in floor coatings, store manager Jacob Currie has gone above and beyond in his efforts to become our flooring expert. Admittedly, Jacob began his endeavors into the flooring industry because "someone had to do it", his dedication and tenacity for the coatings flourished into a genuine interest - lucky for Hirshfield's! After attending a Citadel training and committing to furthering his education and knowledge in floor coatings, he has drastically grown this segment for Hirshfield's and has become H's resident expert! "Jacob has taken a leadership role, often self-trains and educates customers alike." says Jim Hagen. In 2022, due in large part to the growth in floor coatings sales, the Maplewood store was up 27.58%. Not only did the store see major growth in this market segment, but they maintained their inventory and never once ran out of flooring products during the raw material shortages we had seen throughout the year. Well done Jacob and Team!



*Jacob Currie, Store Mgr at Maplewood*

Customer Experience  
Innovation  
Trust  
Ownership



### MEET THE FLOOR TEAM AT MAPLEWOOD

Pictured Left to Right:  
**Goeff Forbes - 4 months**  
**Jacob Currie, Mgr. - 11 years**  
**Jeff Watsib - 4 years**  
**Clay McCartney - 6 years**

COMING SOON

Available exclusively  
through H's Design  
Resource and  
Shop at Home Services

fade-proof  
draperies



The Sunbrella Window collection offers two options, sheer and light filtering, so you can choose the level of brightness and privacy you desire for every room in your home.



### Small talk with customers results in new leads!

Take the opportunity to talk to your customers. It's easy to go from task to task, but taking an extra second to intentionally talk to your customer about more than their current purchase could lead to a better working relationship and bigger sales.



SCAN FOR EASY TIPS ON HOW TO HELP GENERATE MORE/NEW BUSINESS

### UPCOMING EVENTS

7.18.23

**Aero Drapery  
OPEN HOUSE**  
Little Canada  
Maple Grove

8.1.23

**Axalta  
Stain Match  
Training**  
Savage 11am

8.1.23

**Axalta  
Stain Match  
Training**  
MPLS CSC 1pm

8.2.23

**Axalta  
Stain Match  
Training**  
Blaine 8am

8.2.23

**Axalta  
Stain Match  
Training**  
Plymouth 1pm

Scan Here  
for MORE!



TIME & MONEY SAVER

**PRO  
TIP**

### INSUL-X HIGH BUILD PEEL BONDING PRIMER

THIS PROBLEM-SOLVING PRIMER IS DESIGNED TO SMOOTH AND SEAL WEATHERED SURFACES WITH PEELING, CRACKING OR CHALKING PAINT. IDEAL FOR WOOD, GALVANIZED METAL OR MASONRY SURFACES, THIS WATER-BASED ACRYLIC PRIMER APPLIES AS A MILKY WHITE COLOR FOR EASE OF VISIBILITY AND CAN BE APPLIED UP TO 20 MILS WET TO ENSURE A SMOOTH SURFACE.

**GLUES DOWN AND STOPS PEELING PAINT!**



# Hirshfield's



## meet the team: UPTOWN

Pictured Left to Right:  
**Ashley Kloehn, Mgr. - 21 years**  
**Cole Bauer - 10 years**  
**Dianne Miller - 17 years**  
**Rylie Johnson-Brunko - 2 years**  
**Jeff Livingston - 22 years**

*That's 72 years of experience!!*

**fun fact:** H in Uptown services the Walker Art Center and the Minneapolis Institute of Art. Check out these museums and see their favorite product, Benjamin Moore Aura, in action on the gallery walls!



Daniel Vega - Edina  
 Alezah Zabler - Rose & MG  
 Jameson Stoffel - Roseville  
 Cory Beaty - Savage  
 Bill Faber - Eden Prairie  
 Vic Haukaas - Woodbury  
 David Thomsen - Blaine  
 Shannon Scarella - Shop at Home  
 Brett True - Hopkins  
 Ashley Kloehn - Uptown  
 Cole Bauer - Uptown  
 Mary Murphy - Eau Claire

Sara Kleinhesselink - Sioux City  
 Caden Heinle - Detroit Lakes  
 Alex Blank - Plymouth  
 DeAndre Tinnel - HPM  
 Daniel Vetter - HPM  
 Patricia Peterson - Aero  
 Debbie Miller - Aero  
 Chester Haagsman - IT  
 Kim Henke - Accounting  
 Bill Coffin - District Manager  
 Mike Weber - President  
 Darius Lopez - Warehouse

## PRO SELLING TIPS KNOW your CUSTOMER & How to Close the Sale

Learn how to better communicate with every style shopper. Understanding what type of shopper they are gives you the know-how to identify their project needs and successfully close the sale.

### TYPES OF CUSTOMERS:

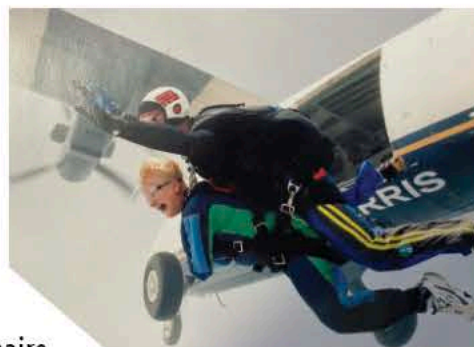
*Window Shoppers*  
*Sale Shoppers*  
*Mission Shoppers*  
*Comparison Shoppers*  
*New Shoppers*  
*Dissatisfied Shoppers*  
*Loyal Shoppers*

You, no doubtedly, have interacted with every one of these types of shoppers from behind the H counter.

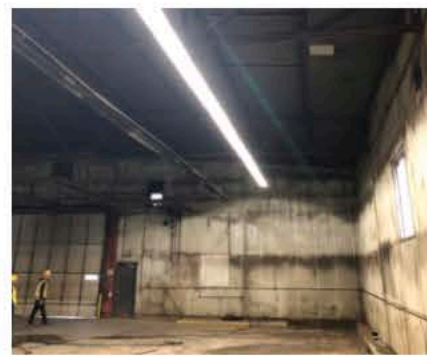
**SCAN HERE to  
LEARN TIPS and TRICKS  
to effectively sell to each type**



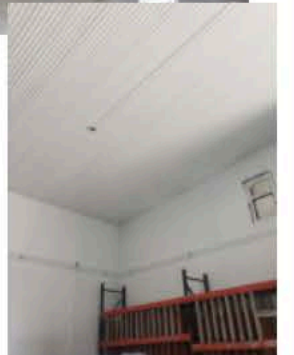
It's a Bird...  
 It's a Plane...  
 It's...  
**PAULA BONGARTZ**



Meet, Paula, H's resident window treatment extraordinaire (and we mean that!). During the week, Paula assists H Design Resource customers with the finest window treatments in town. During the weekend, she and her husband, Michael love to travel and adventure together! Paula has been a valued member of the H team for several years, responsible for multiple roles. Her experience, design sense, sales driven attitude and vast product knowledge.... [read more on SP](#)



**Mille Lacs County Garage Interior**  
**Painting Contractor:** DeGolier Quality Ptg.  
**Sales Representative:** Corbin Schreiner  
**Servicing Store:** Savage  
**Products:** O'Leary Acrylic Multi-Surface Eggshell and Rustoleum 9100 Epoxy  
**Details:** We tested substrates using Accu Dyne pH Markers to identify appropriate primer. Cleaned surfaces with Great Lakes Extra Muscle - power washer with chemical injector, 15 minutes then rinsed. Primed rusty joists with Rustoleum 9100 Epoxy. Metal deck and fiberglass walls were painted with two coats of O'Leary Acrylic Multi-Surface Eggshell. **Corbin's service, prep, product and coating application knowledge helped complete this successful project with Bruce!**



## Welcome Adelynn!

A very special Congratulations to Tim Rollwagen (HPM) and his wife, Kate, on the birth of their second daughter, Adelynn, on July 4th! Big sister, Lily, can't wait to play with her live-in bestie!

*enjoy every second* ♥

## ANNIVERSARIES

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

Becky Eggers, Design Resource - 36  
 Tom Schoening, Edina - 31  
 Ashley Kloehn, Uptown - 21  
 Curtis Raab, Fargo - 14  
 Joe Fletty, Eau Claire - 4

Anika Monroe, Aero - 3  
Bill Faber, Eden Prairie - 3  
Jin Choi, CSC - 2  
Helen Simmers, Shop at Home - 1  
Amber Wodarz, Baxter - 1  
Blake Weber, St. Cloud - 1



*Congratulations*



from the  
desk of  
Mike Weber

## an important must read:

I would just like to take a moment to remind everybody in Hirshfield's organization about the importance of generating new business and growing business with our current customer base. Every day at every store, we have customers that only purchase a small percentage of the paint and sundries for their business from Hirshfield's. The most advantageous time to do so is at the counter, while processing their purchases.

**Identify the Customer:** If you do not recognize the customer, please take the time to inquire about their business. A tool available to you at the POS Screen is to simply click on the customer number:

Order Type		Charge Account	
Sale Invoice			
Order Details		Customer (Alt-A)	Email (Alt-M)
Customer	970948000	970948000	ibartlett_mn1@comcast.net
Job Name	Temp - for this or...	HARRY BARTLETT	
Purchase Order	TEST	2308 19TH AVE NE MINNEAPOLIS, MN 55418	

### View Recent Purchase History:

4/19/2023	32149583	Sale Invoice		SHOP	BTRUE	\$272.98
5/8/2023	37194669	Sale Invoice		APPLE VALLE...	JROHLFING	\$48.60
7/7/2023	06283719	Sale Invoice		NONE	NBENSON	\$487.32
7/12/2023	06284000	Sale Invoice		.	LJACKSON	\$96.59

**Identify Sales Potential:** For example, when the customer returned to Hirshfield's on July 12th it provided the opportunity to start a sales growth discussion with this customer.

Item	Description	Qty	UM	Taxable	List Price	Discount	Unit Price	Total
88379050	RESERVE MATTE WHT BSE 5GA	2.00	5 Gallon...	Taxable	\$364.95	42.47 %	\$209.95	\$419.90
133N6281...	BEN PEARL SATIN PASTEL QT	1.00	Quart - ...	Taxable	\$24.99	26.41 %	\$18.39	\$18.39
56903688	COVERS UP 13OZ SPRAY	1.00	EACH	Taxable	\$12.99	14.62 %	\$11.09	\$11.09

**Submit Internal Lead:** If during your conversation with the customer, you determine that there is the potential of significant business opportunities, proceed to H's SharePoint page and click on the graphic below to submit.



LOOK FOR THIS BUTTON  
TO SUBMIT PRO LEADS  
ON H'S SHAREPOINT

Thank you all  
for your Efforts!



COLOR IS...  
**Refined**  
BY HIRSHFIELD'S

INTRODUCING HIRSHFIELD'S  
NEW COLOR COLLECTION:

- september 2023 -

21

fun fact:

Clay at H in MAPLEWOOD recently tinted Benjamin Moore half pint samples for a customer! He now holds the store record! What's your record?

