

HIRSHFIELD'S HERALD

S2:E8 September 15, 2024

Number 19! Ah...fall! We look forward to the cooler temps and customers focusing on their exterior projects before the change of seasons. Seek sales opportunities by **asking questions** to help guide them to the right products.



UPCOMING
EVENTS

Scan Herefor MORE!



ANNIVERSARIES

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

Kathy Basil - Design Resource - 39
Mark Franz - Sales - 39
Lisa Gardner - Woodbury - 32
Julia Reidhead - Design Resource - 31
Carolyn Cornell - Lakeville - 29
Corey Sellman - Purchasing - 29
Alicia Grande - Rochester - 29
Jeff Hormel - HPM - 29
Sheila Clark - Warehouse - 24
Marsha Keppel - Marketing - 23
Tim Rollwagen - HPM - 20
Nate Sockness - Woodbury - 19
Cole Bauer - Uptown - 11
Alan Strom - Alexandria - 10
Teri Moger - Rochester - 9
Eric Roller - Bismarck - 5
David Koblas - Baxter - 4
Sarah Glatzel - Edina - 4
Marie Wittbracht - Shop at Home - 4
Brian Weishaar - Tea - 3
Ian Burpee - Apple Valley - 3
Wes Anderson - Plymouth - 3
Ryan Blomquist - Lakeville - 2
Janeth Rojas Jacome - Warehouse - 2
Tim Boettcher - Sales - 2
Manuel Bunay Gonzalez - HPM - 2
Cameron Krueger - Ramsey - 2
Kristi Miltenberger - Minot - 1
Jacob Jensen - Maple Grove - 1
David Hairgrove - Baxter - 1
Jake Schmidt - Savage - 1
Theodore Ridout - Ramsey - 1

Congratulations

Keep up the Great Work!



Read more on Sharepoint!



CORE VALUES

Spotlight

Customer
Experience
Innovation
Trust
Ownership

Tom Schoening has been serving up excellent customer service at the H in Edina for over 32 years. "He has an amazing loyal following" says store manager Casey Morrison, "people wait in line to talk to Tom." What's his secret? "He's patient, polite and calm" notes Casey. When talking to Tom it becomes apparent that the secret includes his real enjoyment from helping people! He actually looks forward to the first customer interaction of the day noting,



"It can set the tone for your whole day so how you approach it matters." Even if it's a slow start, the connection with people, learning about their lives and projects, inspires him and brings a lot of joy to his life.

Hirshfield's is known for color/color matching and Tom excels at it. "Color is an important part of people's lives," says Tom. "You get good at finding the right color when you look at a fan deck 50 times a day." He takes pride in suggesting hues that bring compliments from his retail customers' friends and family.

Hirshfield's

WELCOMES YOU TO THE TEAM!



01 ACCOUNTING TIP: Don't forget to hit the 'Pay Me' button (last step) to fully complete a Ben Moore online order. This is what generates your store's credit for the order. It's a step that is often missed.

02 HR REMINDER: If any employee needs medical leave, part time or full time, please contact HR 30 days prior to the event or if the leave is unforseable, contact HR immediately. Eva: equist@hirshfields.com

03 CUSTOMER SERVICE TIP: If the order is 2 or more gallons..

Carry it Out!

news *fast & to the point*



Hi Lyle / Roseville!



Amanda Schneider - Baxter
 Austin Jensen - Minot
 Calvin Hendricks - Sales
 Cameron Krueger - Ramsey
 Cody Justice - Monticello
 David Becker - Edina
 Elizabeth Sobota - Shop at Home
 Faith Hensel - Baxter
 Heidi Woelfle - Roseville
 Helen Simmers - Shop at Home
 Jay Hall - Blaine
 Jess Coffin - Sales
 John Werner - Accounting
 Jon Rognlie - Fargo
 Lyle Jackson - Roseville
 Marc Cayson - Fargo
 Marlene Irwin - Maple Grove
 Matthew Krause - Uptown
 Nancy Mattison - Aero
 Taylor Hagen - Marketing
 Tristan Hamilton - Sioux Falls



meet the team: BISMARCK

Pictured Left to Right:
Eric Roller - Str Mgr - 5 yrs
Josh Peterson - 1 yr
Mark Baumiller - Sales - 14 yrs
Nick Pfenning - 11 yrs



31 years of experience!



PROJECTS • ADVICE

• COLLABORATION •

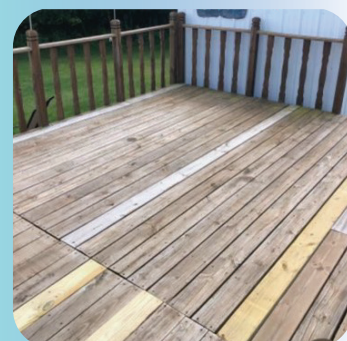
PROJECT: CWMF Corp Asphalt Equipment Paint
PAINTER: CWMF Corp
SALES REP: Jess Coffin
SERVICING STORE: St Cloud
PRODUCT: PPG 95-3300 Durethane DTM

DETAILS: 235 Gallons of "Barber Green" is a lot of paint! Some of it went into making this belt conveyor shine. CWMF manufactures asphalt plant equipment - smeltors, grinders, mixers, dust collectors, tanks, etc. - and Jess and the St Cloud team provided this green and 8 other colors for their future machine-painting projects.



See more pics on Sharepoint!

COLOR CORNER!



Corbin Schreiner's deck got a sweet update with Woodlux!

PROCESS:

018 Deck Cleaner + Semi-Solid Oil-Based Stain + Elbow Grease
 = FAB UPDATE!



an important must read:



from the
 desk of
 Mike Weber

Just a short note regarding the current paint industry environment in the United States. Retail paint and sundry sales in the Home Center channel (Home Depot, Lowes and Menard's) are significantly lower than 2023. All three major players have developed aggressive programs to grow their wholesale-contractor business. In most areas of the country, SW is also experiencing a decrease in sales volume. They have created aggressive programs to hunt and sell to our customers. This is both with the outside sales reps as well as all employees working in their stores.

Recently I came across a conversation (on Reddit) regarding the pressure they are requiring of their stores to participate in sales growth. The following is regarding the Sherwin Williams expectation for stores to make weekly calls:

Comment: "CM (corporate management) is making all stores in the district call 75+ customers per week. The weekly call list is roughly 30-35 for my store. So how would you guys go about getting the remaining 40-45? I'm FT so me and the ASM usually split the calls. I'm kind of lost on this and need advice."

Response: "Yeah, note the conversations you have at the counter and log them as face-to-face calls. Ask questions about upcoming projects or follow up on how a previous project or job went that they told you about. Or try to give them a deal on something low volume that you're trying to reduce inventory of. Etc. after that printout the call frequency list - call names in your key, opportunity, and new accounts list that it makes sense to touch base with. Look in lead gen for existing customers behind year over year. Call them and see why they aren't shopping with you anymore/less than before. You had the business previously so it's a good place to start to ask why you don't have it now."

There are some good ideas we can pick up from "listening" to the Sherwin Williams staff in the conversation above.

Hirshfield's entire company culture needs to be seeking sales opportunities. With each customer encounter we should be asking questions. We can offer better and more knowledgeable service, a greater selection of products, and quality shopping experience.

Thank you all for your Efforts!