

## Raising The Bottom Line

*It's tougher than ever to make and keep a buck today.  
Here are some ideas that might help your bottom line.*

by Carmine "Butch" DeZuzio

"Sales suck!" OK, now someone has actually said it. If you don't agree with that statement, please don't read any further; you, my friend, are in a very small minority. So, please, sit back and count your money and your blessings, as the rest of us try and figure how to make our business more profitable.

I have heard from many of you that you enjoy and / or appreciate my articles that are aimed at improving our bottom lines. But, some of you are already halfway out the door for the last time or on the ledge and ready to jump into the world of business failures. Did you notice I said "business failures," not your failure, because it is not always your fault.

In the best of times wholesale and even more so retail business can be difficult; in these times it is near impossible. Between all the government rules, regulations, and taxes, customers squeezing you for every penny, OE dealers installing almost everything you sell, mail order selling at prices you cannot even buy at, local competition, etc. - it's no wonder you feel like you can't make or keep a buck!

But, as I was pondering my store and shop's slumping sales figures,

something dawned on me. I started making some phone calls to people in other businesses and industries to check on their financial well-being. I was told that



Good start to a new day! You know you're going to have a good day when you see this pulling up to your driveway.

there was a massive slowdown in the past eight to nine months (starting July 2007). It actually started trending down about two years ago. Most observers felt it was only a temporary blip, but alas it is lasting a lot longer than expected.

We could discuss our problems forever and a day and never get anywhere, or we could try to work together and come up with a plan. Since we all have different and distinct stores and shops, not all answers may apply to your situation. Use these suggestions and if you have any ideas or suggestions, please feel free to contact me at [daytonaauto@optonline.net](mailto:daytonaauto@optonline.net)

### Going Nose To Nose

No, we can't sell our goods at the Jegs, Summit, PAW prices and expect to make a profit. But you can go to your WD and tell him you are going to run some promotions and you need his help. My warehouse gave me 5% to 15% across the board because I showed them I was doing everything I could to increase my sales and my purchases from them.

When a customer asks you to match a mail order price, tell him yes, as long

as you can also match mail order service. Such as: He must wait two or three days to get an item or pay extra for a rush shipment. He

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...United We Stand

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