

PRO CHEM SPOTLIGHT

Announcements:



THE SANDY ALIFELD
SCHOLARSHIP FUND
PRO CHEM, INC.

Now Accepting Applications for The Sandy Alifeld Scholarship!

Please [click here](#) for the application.
Applications due by August 31, 2024.

Currently Happening:



Pro Chem's Home Run Derby
Chance to win up to \$1,000! [Click here](#) to view flyer.



April Promotion—Herbicides and Insecticides
[Click here](#) to view flyer.

Get Out of Your Comfort Zone: Cold Calling

Cold Calling is one of the most important parts of being a successful salesperson. Business attrition is natural and almost a given, however the best way to combat that is by asking for referrals and cold calling. Below is a letter from Warren written almost 20 years ago regarding his experience as salesperson in the field cold calling.

“Ask almost any successful salesperson what they like most about industrial sales and they will respond; freedom, independence, and unlimited earning potential. Ask them what they like least, and you are sure to hear something about the need to forever make cold calls. As we all make our plans for the coming year, setting a goal for how many new customers we hope to establish should be part of that planning. Other than by either getting referrals or leads by networking, cold calling is something we all must do if we are sincere about growing our business.”

During my twenty plus years in sales, I looked upon cold calling as I did brushing my teeth. It's something that I don't enjoy doing, but by making it a habit every day, I didn't let it become such a big deal. Everyday I attempted to call upon 3 new prospects be they the results of referrals, networking, or cold calls. By continually forcing myself to meet new prospects, I became better at doing so, and as an additional benefit, I also sharpened my selling skills.

The fact that normal attrition will cost all of us about 5 percent of our customer base every year, should be motivation enough for all of us to want to become better at cold calling. The great thing about cold calling is that just like riding a bike, once you get back on it, even if you hadn't ridden for years, it all comes back very quickly.”

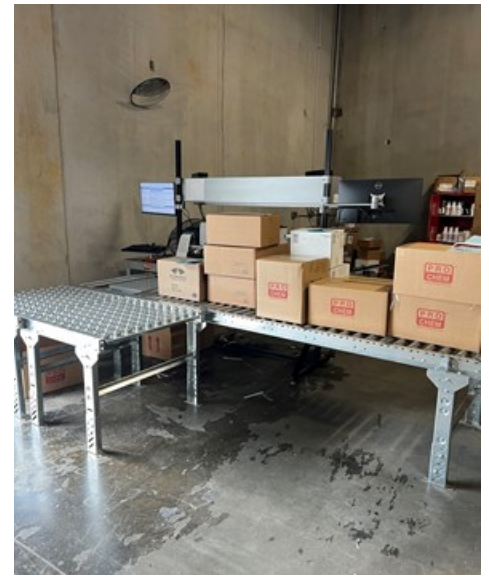
[Click here](#) for a video on Cold Calling Techniques in 2024 that can be effective in standing out among your competitors and build new relationships.



Exciting Updates at Pro Chem

Over the last several months, we have worked closely with our UPS engineering team to enhance our shipping processes at Pro Chem. Spearheaded by Tammie, Jeff and Tony, the UPS team worked diligently to upgrade our shipping equipment, including the replacement of the shipping table, computers, and printers to ensure they are up-to-date. We have added an extra computer so we can fulfill double the amount shipments. With these improvements, we aim to boost efficiency and accuracy in our operations. We are very excited to continue to enhance our shipping procedures and deliver exceptional service to our customers.

New Packing/Shipping Station:



Original Packing / Shipping Station:

