

# Concrete Factors

## THE VALUE OF IMAGE

**H**ave you ever heard the old saying “If you look good, if you smell good, then you are good?”

Now I really don't know if that would apply to everyone and every thing, but the basic premise is probably true.

For instance; if a major piece of your equipment goes down for any reason, you call the repair man for service. You believe you have called the right person for the right job and here the guy comes skidding up to your place of business in a dirty old rusty truck half banged up, fenders all dented in and with his name on the side barely legible. Out jumps the tech with his greasy dirty disheveled look and your heart skips a beat. Is this the guy I called? I know you have heard this before. “First impressions are lasting impressions”.

Now get up from your seat, go outside and take an inventory of your vehicles. Surprised? Do they project a professional image of your company? What do others say when they see your trucks pull up on the job? Are your employees clean, courteous and professional? Is the signage barely hanging on and legible? As a visitor, would you like to be taken to lunch in one of these vehicles, kicking stuff out of the way just to get in? You see, the value of image goes far beyond just the everyday task of just showing up.

And speaking of lunch, where are your vehicles being parked? How would you feel if driving down the road one afternoon late for a business meeting you spotted one your vehicles in the local watering hole or some other less than desirable establishment? What does that really say about you and your company? Much



less the looming liability of your vehicles being involved in an accident. How much would that cost?

So as you can see, the value of image can increase or decrease in a rather quick manner.

We sometimes forget the many hours of hard work and the massive amounts of money we have invested into our business to build a reputation and a clientele that will last into the future.

The perception by others is sometime determined by what they see and observe. Just keeping your fleet clean and serviceable is a major step toward improvement of your image. Replacing torn magnetic signs, or repainting the name, address, and the phone number or other vital information on your vehicles is also important. At least the name and number needs to be readable. You do want them to call you, don't you?

If you are inviting a guest into your vehicle a nice detail job would be adequate. A clean seat and a clear place to put their feet would be helpful. If you're a smoker, clean the ash trays on a regular basis, if you don't smoke, God bless you. Make sure windows are clean and free of spit debris. You know what I mean. It would also be a good thing if the AC and heating equipment works correctly.

Your clients short time inside your clean comfortable vehicle may be the difference between success or failure.

**By David Seuis - Guest Editorial**

## JUST FOR FUN!

Hidden somewhere in this issue is a small “HARD HAT” that looks like this.

All readers who fax our office with the correct location will be entered into a drawing to

Win a \$25 Gift Certificate.

FAX: 352-351-4730

It could be hidden anywhere (but not on this page!) ... in a feature article, in an advertisement, upside down at the end of a sentence...**ANYWHERE!** So search every page, enjoy this issue and find the hidden item.

The winner will be announced in the October 2007 issue of Concrete Today.



## WE HAVE A WINNER!!!

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Well, our winner for the June issue is Jerry Harrell of Southern Vault Services, Inc. in Blakely, GA. The “Piece of Rebar” was hidden on page 14, on the Rod Chomper ad... **Great Work Jerry!**

## HONORABLE MENTION

The following sharp-eyed readers also found the hidden item, but sorry! Only one winner per issue. Better luck next time!

Elvira Balog - Unit Step Company, Inc.  
Joliet, IL

William Manor, Jr. - Manor Concrete  
Hedgesville, WV

Angela Godwin - Hunter Vault Co.  
Donalsonville, GA

Ed Zapfe - Interstate Concrete & Asphalt  
Oldtown, ID

Mike Monroe - Sonora Cast Stone  
Sonora, CA

Ken McKeefry - SMET Construction Services  
De Pere, WI

Vince Notabartolo - Lehigh Northeast Cement  
Catskill, NY

Max Van Meter - Carter Septic Tank, Inc.  
Monticello, IN

Austin Taylor - Stewart Concrete Products  
Navada, MO