

# DUST ARTICLES

CREATED BY LAMBSKIN SPECIALTIES: MANUFACTURERS OF QUALITY PRODUCTS FOR THE JANSAN INDUSTRY

## Cleaning Tip of The Month: Double Duty Duster

Double your cleaning productivity with Lambskin Specialties Dust Fresh scented wool dusters. With the Dust Fresh line you'll be able to deodorize while you clean. The Dust Fresh dusters when in use freshen-up almost any environment while releasing the pleasant aroma of Orange, Lemon, or Pine while dusting.

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## AND THE WINNER IS....

Lambskin Specialties announced the winners of the Dustration Winnipeg Promotion on August 8<sup>th</sup>, 2004. Competition throughout the Rep challenge was very close, however when it was all said and done, the First place prize of a trip to Winnipeg was awarded to Tom Ehret of Swatzell Sales Company.

Dustration Winnipeg was a reward program designed to motivate Lambskin Specialties Sales Representatives to meet a number of important shared objectives that included increasing customer base, increasing sales by revitalizing customers, and generating sales with new products.

With a little creative salesmanship, hard work, and a wee bit of good luck, Tom was awarded the first place prize of a trip to Winnipeg that includes 2 roundtrip airfares from the U.S., and accommodations at the luxurious Fort Garry Hotel in beautiful downtown Winnipeg. During the visit to Winnipeg, Tom and his wife Paula, visited the Lambskin Specialties factory, took in some gourmet dining, strolled along the water front at Gimli Beach, and shopped in the heart of downtown at The Forks, which is heralded to be the most popular riverside gathering place in Winnipeg.

Second prize of dinner and a show at the [2004 ISSA Interclean show](#) in New Orleans went to Reimers Associates, and the third place prize of a lambskin rug was awarded to R. M. McClung.

Lambskin Specialties would like to recognize the efforts of all our Sales Representatives who worked hard to make this promotion a success.



We are looking forward to getting Dustration 2 underway in June of 2005.

## REP PROFILE



**Name:** Guy Dilullo  
**Title:** Owner, President, Daddy  
**Company:** Alternative Sales inc.  
**Territory:** Ohio, Ky, W.PA., West VA.  
**Number of years in business:** 20

**Last job prior to your current position:** Scrap broker  
**What drew you to the industry?** An ex- girlfriends brother-in-law

**Nicknames:** Gaetano, Guido, Gaetano

**Do you have children and /or grandchildren?** 3 children

**Favourite food?** Anything simple i.e. fresh Italian

**Favourite movie?** That's too hard and too limiting

**Last movie you saw?** The saddest music in the world

**Your favourite music artist/song?** Johnny Cash/Van Morrison/Bob Dylan

**Favourite vacation destination?** Puerto Vallarta

**If you were a contestant on 'survivor' what maintenance products would you bring and why?** I would never be a contestant on survivor. Surviving in this business climate is tuff enough.

## MONTHLY PROMOTIONS

Be sure to keep your eyes open for our Monthly Promotions. The promotions are distributed via postcards and email; they feature some of our most popular products and accessories. The Promos are an excellent opportunity to try a new product, or stock up on products at a great price. If you would like to receive the Monthly Promo, contact [jey-son@lambskin.com](mailto:jey-son@lambskin.com) or call us toll-free 1-800-665-0202.

## PEOPLE UPGRADES

Initial and ongoing training in all aspects of the business operation is clearly a benefit. Initial technical training, both in the classroom or on-location, generally follows the structure of the Operations Manual and gives a good grounding in the knowledge and skills required. How long this takes varies from days to months, depending on the complexity of the business involved, but it is only a start.



Refresher courses should be available, as well as programs to introduce new methods and skills. Location of the training sessions, and who pays for them, will vary depending on size of the organization and available resources.

Trainers usually come from within the company; however just because a staff member is good technically, do not assume they will be a good trainer. Transferring skills and knowledge has its own skills and there may be a need for outside intervention and further training of trainers to ensure the best results.

All training should have clear objectives and a follow-up evaluation to ensure the desired outcome was achieved, or to arrange further sessions if desired outcomes were not achieved.

**Did you know?** Sheep usually live to be about eight years old. They hate to be alone, which is why they live in flocks.