

# DUST ARTICLES

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

## Cleaning Tip Of The Month: Gym Floors

Whether it is Volleyball or Basketball The 386FM Floor Master is the perfect tool to clean and polish High School, College and Professional wood courts before, during and after practice or play. [Learn More](#)

Volume 3, Issue 6

July 2004

Generating Revenue with CSC's

### Times are E-Changing

The JanSan industry in the 21st century has expanded around the globe faster than you can shake a duster. Much of the expansion can be attributed to the advancement of technology, more specifically e-business.

Any company that uses the Internet for e-mail and document exchange, maintains a Website, or uses online resources to research is conducting e-business to some extent; once a company enters this online world, there is no turning back.

E-business has transformed the World Wide Web from a medium where information was gathered to a place where exchanging goods, services, and the exploration of new business opportunities is a reality.

Technology is a vital part of everyday business operations; whether it is communication between sales teams, vendors, or manufacturers, technology is relied on to facilitate organizations in sustaining these and other business operations.

As the JanSan industry continues to move forward it is paramount that as an industry it is able to anticipate the future. The online world is here, and to be successful, the JanSan industry has to stay current.

Times are E-changing and new generations of business leaders are getting ready to move into the management suite. Transition may be slower than in other sectors of industry, but nonetheless changes are coming!

A new breed of workers will have grown up with cell phones, Palm Pilots, Blackberry technology, and laptops and they have no idea why we "dial out" when we use push button telephones. It is this generation that will see the benefit and appeal of being connected.

As tomorrow's leaders become more efficient and profitable, others will imitate. Anyone who stands still will be left behind. New business owners will come into the industry already being technologically savvy, comfortable and prepared to use computers and diverse mediums of communications.

As leaders of today, the key to success is the ability to embrace the present and envision the future. Enjoy the ride.

### Did you know?

Humans did not domesticate sheep until around 10,000 BC. Shortly after domestication sheep began to develop more wool and less hair. The color of the wool and hair changed from brown to white and black.

The ultimate goal of every creative sales campaign is to increase revenue generation by designing programs for the sales team to implement. A creative sales campaign that is fresh, fun, and profitable can make the daily rigors of a 9 to 5 job more enjoyable, while heightening awareness of products or services offered.

Every company has its own personality; each idea, theme or special event should be selected to fit the individual organization.

By developing a creative sales campaign, employees can compete for company performance recognition, allowing those individuals who achieve specified goals, rewards and the priceless sense of accomplishment. The creative sales campaign in turn will increase company revenue, employee satisfaction, and create overall harmony in the office environment.

Lambskin Specialties has recently introduced it's own creative sales campaign called Dustination Winnipeg. Lambskin Sales Representatives have the opportunity to win an all-inclusive trip to Winnipeg (Home of Lambskin Specialties) for a fun and educational weekend. Dustination Winnipeg is designed to create product awareness and excitement, while motivating our representative to achieve their very best.

### Rep Profile



**Name:** Tom Kolterman  
**Company:** NorthStar Sales  
**Territory:** Eastern PA, Delaware  
**Years in the profession:** 23  
**Last job prior to your current position:** Forest Technician

**What drew you to the industry?** Money

**Do you have children?** One son

**Favorite Food?** Spaghetti

**Favorite Movie?** Terminator

**Last movie you saw?** Matrix 2

**Who favorite music artist/song?** AC/DC, Back in Black

**Where is your favorite Vacation Destination?** Orlando, FL

**If you were a contestant on 'Survivor' what maintenance products would you bring and why?**

I would bring a 360EXS Duster from Lambskin Specialties to clean off the rocks and knock the coconuts out of the trees.