



MESSAGE

Communications: web, phone, fax, mail, e-mail

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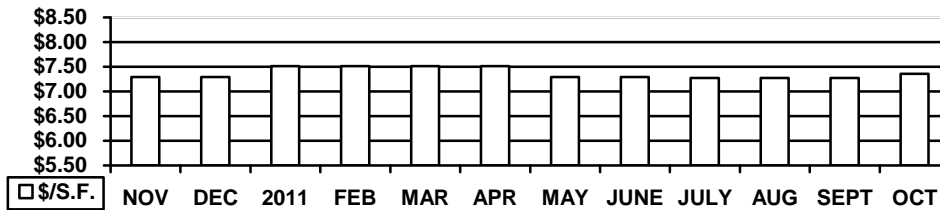
12667 PORTAGE STREET, DOYLESTOWN, OHIO 44230 P. O. BOX 267

* WE ARE PROUDLY CELEBRATING OUR 39TH YEAR * SUPPLYING THE AREA'S FINEST BUILDERS AND REMODELERS *

ROUGH - LUMBER PRICING / per square foot

This graph should be used as a **GUIDELINE ONLY!**

(Based on a typical 2-story w/3 car garage & front porch) **OCTOBER 2011 \$7.36**



TYPICAL **RANCH** ROUGH LUMBER / APPROXIMATELY **\$9.56** PER SQ. FT.

The New **MESSAGE** Schedule

We skipped the last issue with our *Monthly* Newsletter! About time after 109 consecutive, aye? Well... this will be our new routine. We will be sending out our same newsletter every-other-month and have renamed it, Galehouse Lumber **MESSAGE**... since we're discussing our newsletter... We would like to take this opportunity to thank (*our TEAM*) of customers, vendors, associates and employees for your continued interest with this short, quick, consistent and simple means of keeping us all connected. Your responses and critiques (*positive and negative*) have all been welcomed and appreciated for these past nine+ years. The initial philosophy remains the same. Our goal was/is to have a "consistent-quick-read" that keeps all of our **TEAM** in communications with product information, sales tips, photos, personal profiles, rough lumber pricing, Andersen truck schedules, and a communications directory. It seems to work... we thank you for that! **Fred**

Sales tips... **Keys to getting Your Message Remembered** ...Tip sales

- **Question** – ask for questions and get feedback where they need help.
- **Restate** – vary your wording without straying from the key message.
- **Use analogies** – they create a powerful technique for remembering.
- **Illustrate** – give examples for complicated points.
- **Compare** – to make the unfamiliar, familiar.
- **Visualize** – and provide simple, clear visuals of complex concepts.
- **Choose words carefully** – use understandable vocabulary.
- **Expect misunderstanding** – ask questions about their feedback.

You can delegate authority, but not responsibility. ____ Stephen W. Comiskey

Cabinet "Specialist"



Mark Gardner

Mark is our *Cabinet-Man* here at Galehouse Lumber Co. He has been designing and building kitchens, baths and entertainment centers for nearly twenty years. Give him or your sales-rep a call when pricing your next project!

Email: markg@galehouse.com

Andersen WINDOWS • DOORS

TRUCKLOAD SCHEDULE

ORDER BY

SHIP / WEEK

Oct 21

Nov 21

Nov 18

Dec 19