



## MONTHLY

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

Web Site: [www.galehouselumber.com](http://www.galehouselumber.com)

Phone: 330-658-2023

Fax: 330-658-6977

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

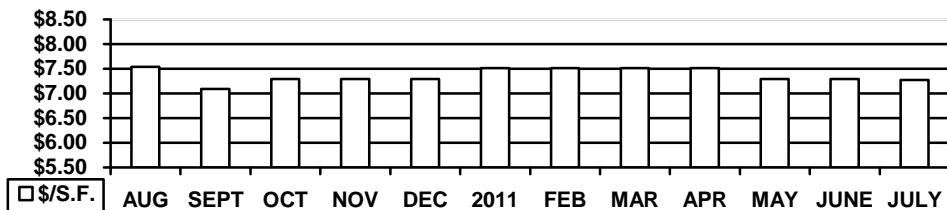
\* WE ARE PROUDLY CELEBRATING OUR 39<sup>TH</sup> YEAR \* SUPPLYING THE AREA'S FINEST BUILDERS AND REMODELERS \*

### 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)

**JULY 2011 \$7.27**



TYPICAL *RANCH* ROUGH LUMBER / APPROXIMATELY \$9.45 PER SQ. FT.

## RELATIONSHIPS COUNT!

**Relationships:** connections between or among persons, associations, links...

This could not have been better exemplified than by the eight annual **HBA "Harbor Member Mixer"**! The four significant parts that make up our business world (*our TEAM!*) were on hand. First, **You** our customer, 28 builder companies were represented. Second, our **Vendor** partners, **Parksite** (*Tyvek, Azek, Nichiha*), **Andersen** (*Windows*), and **Boise** (*Trex*) once again provided their sponsorships. Third, our many **Associate Friends** directly and indirectly involved with Galehouse Lumber Co. A great example... **Cleveland Magazine**, who's not only a HBA member but also a supporting friend!... Fourth, our own **Employees**. For some outstanding samples... look to the right, and on the backside... **John Warmus** and son, **JT** of (*Warmus Const.*), **James Deleone** (*DeckMaster Const.*), & **Jack Baxstrom** (*Jack Baxstrom Custom Homes*) represent some of our long-term to our most recent invaluable **Relationships**... **"Priceless"**! ...*thanks again, Fred*

### Warmus Builders, Inc.

...is a great example of just one of the many long time customers who's contributed to our success!

#### RELATIONSHIPS



**Neil John JT**

Here at the HBA Portage Outing outside salesman, **Neil Robinson** takes time out for a photo with his longtime friend-mentor-customer, **John Warmus** and son, **JT**. This again was another excellent HBA event orchestrated by our chairs - **Mike Marochino / Louise Sturmi**.

### Sales tips... **Keys to establishing trust** ...*Tip sales*

- Earn your credibility – through your knowledge, experience and ability.
- Demonstrate commitment – be the one they feel most secure with.
- Keep promises, big ones and little – do what you say you will.
- Don't be afraid to say "I don't know" – help prospects to feel you're right.
- Make a flexible presentation – target benefits specifically to the prospect.
- Continuous preparation – keeps your confidence and ability high.
- Strong belief – know what you say and say what you mean.

*Don't cry because it's over – smile because it happened!*



TRUCK-LOAD SCHEDULE

ORDER BY

SHIP / WEEK

July 8

Aug 8

July 29

Aug 28