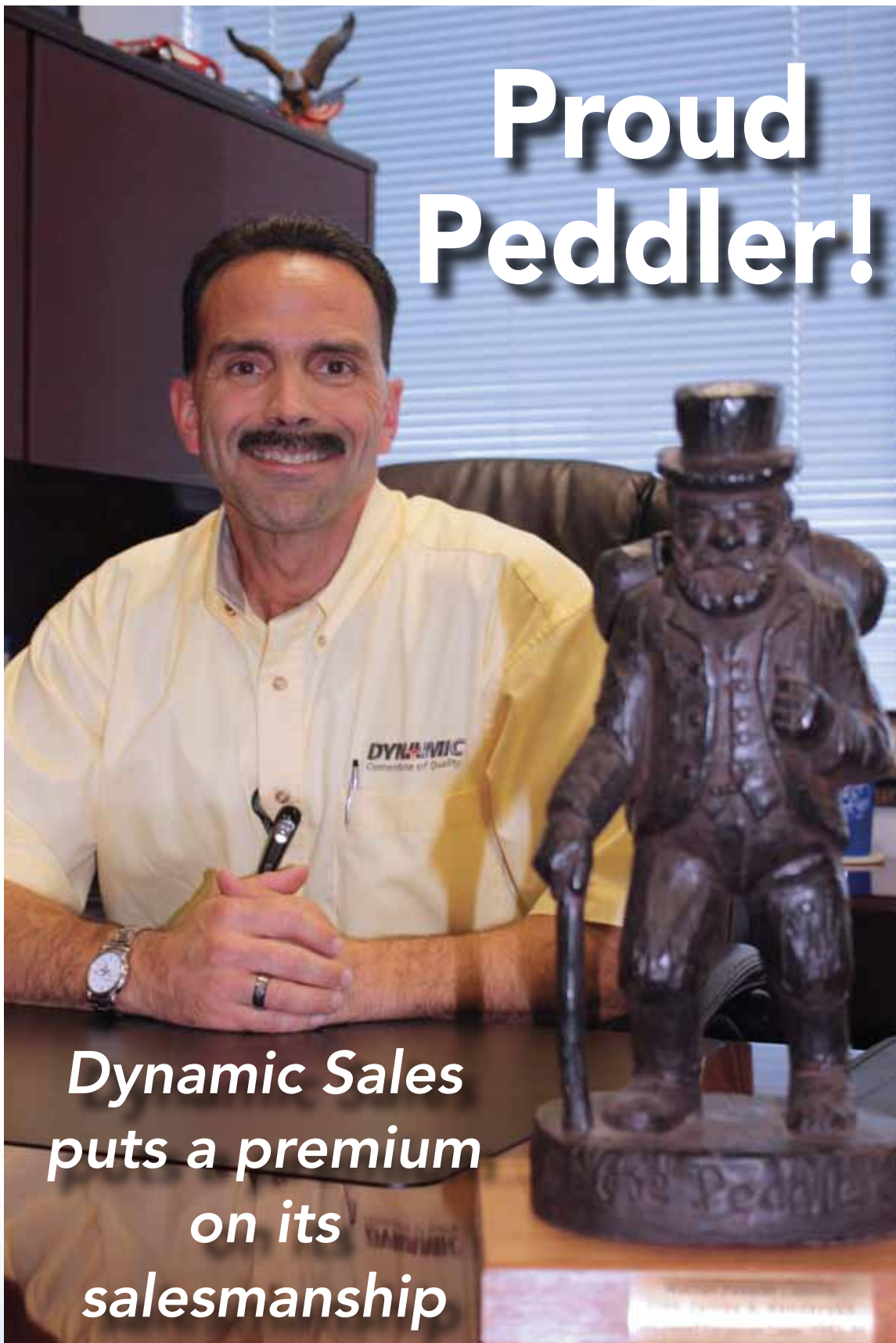


## ***COVER STORY***

By A. D. "Butch" Horn

# Proud Peddler!



***Dynamic Sales  
puts a premium  
on its  
salesmanship***

*Jim Henderson, president of Dynamic Sales Co., Inc., has continued to build the family business on a strong faith, customer trust and a commitment to a strong sales effort.*

**St. Louis, MO  
— "You've got  
to get out there  
and meet  
people, and  
be an agent of  
good news,  
not more gloom  
and doom," says  
Jim Henderson,  
president of  
Dynamic Sales  
Co., Inc. of his  
company's  
business model.  
"The last guy  
they met with  
told them how  
bad it was;  
you've got to  
tell them  
something  
else."**



*What was once a “trustworthy mom and pop company” has become a “trustworthy powerhouse” thanks to the efforts of this team, including, from left Mary Phares, Jim Henderson, Bruce Henderson, Andy Henderson and Laura Kaiser.*

that has helped our business grow tremendously. People know we are going to treat them fairly. They like that. They trust it.”

Conventional wisdom says that the St. Louis metro area, like most around the country, has been hard hit by the economy plunge, yet Dynamic Sales recently completed its 13th consecutive year of record sales, beating the previous sales record by 8 percent.

The level of trust among large, long-term, customers is dramatic. “Our largest customers give us full access to their warehouses, shops and jobsites,” Henderson explains. “We go in on a regular basis to review what they need, write up orders or outline what they need. Then, we’ll get what they need pulled and delivered.

“We have earned their trust to the level that we don’t need prior approval. We write it up, deliver and bill. They know we aren’t going to try to sell them too much, something they don’t need or something that costs more than they expect.

“We don’t do business that

way,” he interjects. “First, that isn’t who we are and doesn’t reflect the principles we’ve built this business on; and second, it isn’t worth it for what might be a short-term profit that can ruin a long-term relationship. Sure, you might get a really good sale one week, but when the customer finds out, you’re done.”

### Price vs. cost

One of the building blocks of the Dynamic Sales success has been its ability to define true cost to be more than just base price. A low price with poor delivery, reduced quality and little or no service can actually result in a much higher cost to a customer, especially if it leads to downtime on a jobsite.

Henderson reports customers regularly saying, “I’ve got somebody ready to sell that to me for 10 percent less; what can you do?” His answer?

“Will that competitor be on your site at 5 a.m. with something special? Will that competitor visit your site two or three times a day if that’s what it takes to help solve a problem or de-

With more than four decades of service to the St. Louis area, Dynamic Sales has chosen now to rebrand and re-energize its commitment. “What better statement to make to our customers in this ‘tough economy’ than to show them that we are serious about business? We’ve been here. We will continue to be here,” explains Henderson.

“It’s time for a bold step, and while everyone else is running around talking about how bad things are, we’re operating on a different standard. We think this is a great time to step up... when most are retreating and falling back, this is a perfect time to get your name out into more places. You have even more reasons to be out there.

“Now’s the time to get people to notice you and say, ‘Wow.’ While others are reeling, we decided to cast,” he adds.

### A matter of faith and trust

Henderson isn’t reluctant to point to his Christian faith as the foundation for the successful business model. “It’s what truly sets us apart,” he explains. “Other people are doing the same things we are, working as hard as we are and selling the same products that we are,” he continues. “But, for His divine reasons, we are experiencing success on so many levels that others aren’t...enough to know it’s real.

“Customers relate this faith with trust and that’s one thing



*Its new location has given Dynamic Sales an opportunity to not only incorporate a new, spacious warehouse into its facilities, but a bright, easy to navigate showroom as well.*





*The new logo and tagline for Dynamic Sales reflects the company's look toward the future.*

liver special orders?

"We get a lot of our new business via direct referrals from existing customers because the answer to those questions is no for the competition and yes for us," Henderson says. "We have a track record of being fair — sometimes we have the lowest price, sometimes we don't, but we always have the lowest true cost.

"When we say we'll be on a job, we'll be there, rain, shine or 6 inches of snow on the ground. I've had warehouse guys laugh and tell me, 'You work here more than I do.'

"We go to market with our customers. They come to consider us extensions of their own operations. We build that relationship based on what I call 'a servant's heart.' We're here to serve them and they know it," he explains.

"We don't try to be all things to all people, but we try to be all

things to our best customers," he adds.

### The sales process

When Jim's father, Wayne, established the company in 1966, he was proud of the heritage of the "Missouri peddler" who, literally, put his company on his back and took it to his customers every day. In those early days, it was more likely from the back of a station wagon, but the idea was the same. From those roots, the respect for the sales process and the craft of the peddler has led Dynamic Sales to put a premium on its salesmanship.

"We actually force our salespeople to get out and sell," Henderson points out. "We

*We don't try to be all things to all people, but we try to be all things to our best customers.*

don't make a lot of deals or play games. Our people aren't just order takers — of course, when we get a customer onboard, we love to take orders," he laughs. "But, if you sit and wait for business to come to you, nothing happens. In a small company like ours, we have to be out there selling."

Over the years, Jim and his brother, Bruce, have grown in the business and matured from "Wayne's boys, to just Bruce and Jim," according to Jim. When they expanded the company and moved into its current location, it went from "a trustworthy Mom 'n Pop shop" to a "trustworthy powerhouse."

From Day 1, the driving force behind the company was the basic principles of service, quality, commitment and integrity. The company's first logo included the tagline "the sign of quality." With the new logo and 21st century mission, that has changed slightly — but the reasoning stays the same. "It now says 'Cornerstone of quality,' for a couple of reasons," explains Henderson. "We think it represents our cornerstone position in the industry since we

were one of the first companies of our kind in the St. Louis market, and it represents our faith and the role it plays in our business."

While the overall market is far from dynamic, Henderson and his staff are optimistic as they look ahead. There are areas they see opening up for them. "The whole area of seismic anchoring is a growing opportunity for us — we've already seen real growth in unistrut and threaded rod, for example. There are new guidelines and regulations that are building a need among customers.

"Something as simple as battery-operated tools is a growth area for us, too," he continues. "More and more people like the freedom, power and agility they get from these new smaller, powerful packages. As tool lines expand so will sales."

As with much of the business world, the old 80-20 rule (80 percent of the business comes from 20 percent of the customers) is alive and well in the St. Louis market, and Dynamic Sales is making the most of it. The company is going deeper into its existing customers as it learns more about their needs, concerns and the demands placed upon them.

"Now's the time for salespeople to make it happen, and that's exactly what we're doing," Henderson concludes. **CD**

## DYNAMIC SALES CO., INC AT A GLANCE

**FOUNDED:** 1966

**OWNERSHIP:** Privately owned

**KEY INDIVIDUALS:** Jim Henderson, Bruce Henderson

**HEADQUARTERS:** 9419 Koenig Circle, Berkeley, MO

**FACILITIES:** 6,000-square-foot warehouse; 2,000-square-foot offices

**EMPLOYEES:** 6, including two outside sales and one inside sales

**KEY MARKETS:** HVAC/Mechanical, fire protection, industrial supply, contracting

**LEAD LINES:** Makita, FlexOvit, Gripple, XL Screw, Avdel, Simpson Strong-Tie, M.K. Morse, Alfa Tools, Dixie Diamond, ERB Safety, U.S. Wire & Cable, Wolf Peak/Edge Eyewear, Youngstown Equipment, Miyanaga, Unistrut, Louisville Ladder, Ray-O-Vac

**MEMBERSHIPS/AFFILIATIONS:** STAFDA, NFIB

**WEBSITE:** [www.dynamicsalescoinc.com](http://www.dynamicsalescoinc.com)



# The 'Peddler' honors STAFDA presidents

"In the early days of the Specialty Tools and Fasteners Distributors Association (STAFDA), the members were a lot like the old Missouri peddler," recalls Jim Henderson, president of Dynamic Sales Co., Inc, St. Louis, MO. "They were selling tools and fasteners out of their station wagons and the back of the garage. STAFDA houses peddled their wares."

Henderson knows, too. His father, Wayne, was one of the founders of today's distinctive organization and helped to craft the association's bylaws and constitution. From an early age, he attended STAFDA conventions and has seen the organization mature. And, even without this indoctrination, he's sure he would have become a member.

"There's such value in the relationships you build with fellow members," he explains. "No one company can have it all, so when a customer asks me 'can you get this?' I have an entire directory of STAFDA houses making it possible for me to say yes. I've lost count of the number of times I've used these relationships to the benefit of my customers."

## More than an image

The image of that old Missouri peddler has grown to be real for STAFDA members and kept alive at each annual convention. Acknowledging that each year the organization's president "puts the association on his back and peddles it across the country," a distinctive sculpture of a road-weary peddler has become the symbol of the president's hard work and dedication. The Peddler has been awarded to each STAFDA president since the beginning. It, too, was Wayne Henderson's idea and it lives today through the commitment of his family.

"Presenting the Peddler award each year allows me to maintain my relationship with STAFDA and its presidents and stay close to the association now that I'm no longer on the board of directors," Jim Henderson explains. "I know I would have missed out on a lot of close friendships without the opportunity."

## The back story

The sculpture was provided by its original source for almost 30 years, but about three years ago that company went out of business and the original mold was lost. That caused more than a few uneasy moments. "It was a scary time until a new source was found," Henderson admits. But, scouring the country, a new source that could recreate the molds from photos was found and the Peddler was resurrected. Henderson also admits that "a few years' worth" are stockpiled, just in case.

At this year's STAFDA convention's general session, current president Hal Look will become the 33rd recipient of the Peddler and Henderson will, once again, keep the memory of his father and the association's roots alive during the formal presentation. **CD**



*The Peddler statue is the symbol of hard work and dedication that goes to the outgoing president of STAFDA at each year's convention. The Henderson family has been presenting it for more than 30 years.*