



Martian Messenger

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Closer Than You Think

INSIDE THIS ISSUE

In with the new and remembering the old 1

Cont.: Growing Business in 2009 2

Cont: Business 2009 Spotlight: David Arp 3

Encouragement 4

OP OF THE MONTH Mike Miller 5

Op of the Month Cont. 6

MARS MISSION

To become your Car Care Specialist by removing from sight all cosmetic blemishes from your automobile.

To improve the appearance of ALL automobiles everywhere by utilizing our proven appearance restoration, cosmetic blemish repair and enhancements services.

To provide convenient access through the high volume retailers that consumers frequently visit.

WE will accomplish this mission by recruiting, training, and equipping the industry's finest professionals and supporting them to advance both their skills and their careers.

IN WITH THE NEW AND REMEMBERING THE OLD: HOW THESE TWO THINGS CAN MAKE YOUR BUSINESS GROW!

Chris Waters has been with MARS for nearly 11 years and has worked diligently in our Training Department. A new generation of Waters has been introduced into the world mid October of 2008. Newborn Colby Nolan Waters would not boast an easy time adjusting into life outside the womb. Rather this 6lbs 2oz baby boy spent the first 19 days of his life in the NICU due to extremely underdeveloped lungs and additional liver issues. A lot of parents are still able to hold and touch their babies for some amount of time, however, Colby was unable to be held while in the NICU because of his respirator machine and two chest tubes. Colby's parents were constantly by his bedside praying and talking to him. "After his long battle we finally got to bring him home on November 2," said proud dad, Chris.



Colby Nolan Waters

The Waters household had a huge sigh of relief once Colby settled in. He has had many doctor visits and every one has proved that little Colby is "A OK!" There are still visits with the liver specialist to ensure that his liver is working properly. "We are confident that he will remain in good health. After all he has gone through, he is still the sweetest little boy with a smile that will melt your heart!" claims Chris.

In contrast to this "new" story is an "old" one.

Pat Seymour has been with MARS for over a year as Manager of Recruiting Administration Services. She is from an island in the Caribbean called Trinidad and Tobago. Pat's grandmother is 103 yrs old making her the oldest living person in Trinidad! She is affectionately called, "Nanny" and loved immediately by all who come in contact with her. Nanny was one of seven children born to her parents and has only one sibling still alive. She herself had seven children, three who are living. Pat's grandmother is bilingual speaking fluently in English and Hindi.

Story continued on Page 2



Nanny has a strict vegetarian diet and has never smoked or had anything "spirited" to drink. Furthermore, the things she doesn't need will surprise you! For a woman that is 103 years old, she still sees perfectly well without glasses and has the hearing of a newborn! Pat commented on her grandmother's hearing by saying, "her hearing is so good that if you are trying to whisper a secret, she will still hear you!"

Despite her super sonic hearing, you will not find Nanny dancing across Broadway. Rather she'll be weeding and reaping her vegetables while being propped on her walking stick! She prefers to use her walking stick over her walker despite a hip replacement a few years ago. One of the cash crops that the Caribbean has is sugar, and this woman worked in sugar cane fields up until the day she retired nearly 40 years ago! Many would ask what Nanny does all day and the answer is relatively simple: she continues tending her vegetable garden and is devoted to prayer. Pat says, "she is the only person I know who would sneak to her garden to work even though she's sick!" "My grandmother is a true matriarch of our family and has always led an exemplary life!"



Mrs. B Pollard aka "Nanny"

Whether your business is young or old, there are several key points from these stories that you can put into practice. By using these points, your business will certainly profit!

- Point #1: Life is worth fighting for. If this is true for life in general, then it is certainly applicable to business: the life of your business is worth fighting for! When competitors offer lower prices for their work, offer the same and throw in other systems! When a dealer says, "no", keep going back! Your business' success is solely dependant on your fight! When the weather pours down snow and ice, should you let it beat you? NO! Fight back! Go to apartment complexes, restaurants, etc and offer spot removal! You have quality products, systems, training, and support: you have everything worth fighting for!

- Point #2: Colby and Nanny both work hard every day. A key ingredient to successful business is hard work! How hard are you willing to work to succeed? When the day is coming to a close and your competitors are packed up ready to leave with jobs undone, make sure your jobs are complete thoroughly. Having a hard time matching that special color? Call MARS Tech Support and we'll help you get it right! The harder you work the more business you'll receive due to your quality of work! Clients want quality work for their vehicles; you are the specialists in quality because you work hard!

- Point #3: Opportunities to grow and develop are everywhere and every day. It's no secret that many dealerships have had to close their doors due to economic times. Should your business flounder because of that? Absolutely not! Opportunities to continue doing business are abundant everywhere! Potential clients are neighbors, friends, restaurants you frequent, even vets and pet stores. Martians think outside the box and everywhere they look is an opportunity to do business and provide a much needed solution to pesky problems! The "Man/Ma'am from MARS" has an arsenal of systems to ensure productivity. Besides you set the prices, so pricing is always flexible!



There is so much we can learn from both Colby Waters and Nanny that has not been listed here. Keep in mind that you have a strong support system at Corporate and we want to see you succeed! This turbulent economy doesn't have to be turbulent on you as long as you bring in the new year remembering the old

SPOTLIGHT:

How some Martians give back...

Continued Spotlight: In December Executive Vice President of Recruiting David Arp, was planning on delivering bicycles for Mission Arlington for Christmas this year. This is what happened:

For many years, our family has been very active in ministry and mission work. For the past year or so, we have been working with Mission Arlington serving in a low income apartment housing complex. This Thanksgiving, Mission Arlington distributed over 20,000 turkeys to needy families in the greater Arlington area. In December we hosted a Christmas store where parents and children could "shop" for each other so that everyone could enjoy several gifts on Christmas morning!

A big part of the Christmas store experience is the wide variety of new bicycles that are donated by individuals, churches, companies (like MARS) and retail stores (especially Wal-Mart). The week before Christmas, one of the boys who visited our weekly Bible study called me aside and asked if there were any bicycles left for him and his little brother and sister. He had heard about the Christmas bicycles from another kid in the complex who had received a shiny new bike from Mission Arlington last year.

Since it was so close to Christmas, I just knew that every bicycle had been given away. But I promised him that I would check to see if there was anything we could do. After the church services were over, I went back to the Mission Arlington offices and to my surprise found 3 brand new bicycles that were the perfect sizes for a first grader, a second grader, and a sixth grader! To make things even better, the smallest bike was hot pink...exactly what a little girl would love! This wasn't luck. It was another one of God's little miracles!

I'll never forget the look on the faces of those three kids...and their parents...as they answered the door and saw those brand new bicycles! The Christmas of 2008 is one that they...and I...will remember for years to come!





ENCOURAGEMENT FROM THE TRENCHES!



Martian wife and Ohio resident Deborah Miller wanted to get the news out! "I just saw this article on Forbes about the 10 things folks are still buying in this economy - thought yall might like to hear/read that car maintenance is among the top 10!"

http://www.forbes.com/2009/01/20/consumer-spending-essentials-forbeslife-cx_ls_0120spending_slide_7.html

The WORST may be over and Conditions Improve: Articles from AutoRemarketing tell how the Auto Industry is thriving! Follow the links to read more:

<http://www.autoremarketing.com/ar/news/story.html?id=8908>

<http://www.autoremarketing.com/ar/news/story.html?id=8925>



Operator *of the* Month

Mike Miller
Texas

January 2009

Mike Miller joined MARS in September 1996 and has enjoyed every day! Mike was an engineer prior to becoming a Martian and his enjoyment of working with cars drove him to apply! Mike was featured as Operator of the Month for November 2005 and we are excited to extend the Operator of the month to him again.

Joining MARS was something that he really researched. Mike says, "I spoke with existing MARS reps and really tried to figure out what the business entailed. I appreciated that the people I talked to did not try to hide anything—they related the positives AND the negatives while giving some great advice." He had already spoken to Founder David Jones and it was no surprise that all the operators, "spoke highly of [him] and all he had done to help them."

Many applicants in the recruiting process wonder if the MARS opportunity fiscally makes sense. "I studied the income projections that MARS provided me and showed them to a business associate who is an accounting expert. It really seemed to fit what I enjoy doing and the money seemed like it would work for us."

After looking at the financial projections, Mike was ready come down to MARS to spend a day in the field with an operator. "I was amazed at what he could do to improve a car!!" Mike exclaimed. After making more phone calls to quite a



Mike Miller

few used car managers and receiving positive feedback, he says, "I was sold!"

Mike uses the PDR and MPR systems not only because they are favorites but also because he has, "completely blown away some customers with it. The glue system has taken me above and beyond what anybody else in town can do!"

His business has grown successfully over the past decade mainly due to word of mouth advertising. "If you make that extra effort to help your customer, they will always return the favor." Customer service is a top priority for all Martians

Story continued on Page 6



Operator of the Month... Continued from Page 5

and Mike takes it to a new level. He encourages new operators to, "always do what you say you are going to do. If you have to be late, call. If you are not satisfied with the outcome of a job, do not charge for it. In a nutshell be honest with your customer and yourself." Mike declares that if the "Man from MARS" follows this then, "the rewards will come in spades!"

Being a "Man from MARS," Mike says that what he enjoys the most is, "doing something I truly enjoy every day. This is the most satisfying job I have ever had. Being your own boss has a lot to do with it too!"

So for this satisfied Martian, what goals does he have for 2009? "I am trying to do more retail business and make sure that we offer our services to all the possible revenue centers in our dealerships as well. Volumes are different and the revenue generated is higher."

The flexibility of being an Operator with MARS has changed the sound of the Millers lives. "Our MARS business has allowed my wife Janet to pursue her true love of music as a career... that is as long as she keeps up with our books!" When Mike isn't out working he can be found playing bass

clarinet in the Corpus Christi Wind Symphony. So the next time you plan a trip, don't forget to swing by Corpus Christi and you just may find yourself having your car detailed while listening to the deep sounds of a bass clarinet!

Mike said, "The last 12 years have been the happiest of my life. We are blessed!" Well the past 12 years for MARS have been just as happy because of your hard work and dedication. We have been blessed as well due to your willingness to ensure customer satisfaction! We are thankful to have you as a part of the MARS family!

Congratulations Mike on being the Operator of the Month!