

# The Martian Messenger

Volume 5, Issue 4

April 2004



## PRESS RELEASE

**PRESS RELEASE: MARS** announces that W. Donovan Hall has been named Executive Vice President responsible for Sales and Franchise Development activities effective immediately.

Donovan has built his MARS franchise into one of the top performing franchises in the company. Hall has a diverse background involving ownership or corporate management in the oil, trucking, service, retail and computer industries over his 30-year career.

Immediately prior to MARS, Hall directed technical services involving technical sales, implementation, and documentation, training and application development. "I most recently focused retail solutions and established intra-company endeavors and business development," says Hall. "I worked with member companies involving multi-million and multi-billion dollar cooperative warehouses to develop, install, train, implement and sell retail systems to member retailers in almost every corner of the United States."

Hall's main focus will be to increase the success and profitability of existing franchises with new programs and initiatives as well as expand the franchise network throughout the U.S. MARS is now represented by hundreds of businesses providing services for over 1500 dealers and thousands of retail customers in more than 200 markets throughout the U.S. and is expected to double in the next 3 years.

"Donovan has been one of our best franchisees and will now assist our company in continuing to develop the best franchise network in the industry," says Jayson Jones, MARS President. "As we strive to become the industry leader in complete auto appearance reconditioning, Donovan can fulfill our MARS mission of improving the appearance of all vehicles by utilizing proven and quality appearance, restoration, cosmetic repair and enhancement services. Donovan is filling a new position needed to ensure the success of MARS and our franchise family."

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## FOCUS ON MARKETING:

### QUALITY, PROFESSIONALISM AND CUSTOMER SERVICE

"We are placing a greater emphasis on marketing," reports MARS President **Jayson Jones**. "A Marketing Seminar we held during Convention 2004 demonstrated how eager our Operators are for this type of assistance.

"Feedback from the Operators to that seminar strengthens our commitment to marketing.

**Donovan Hall**, who at the time was one of our Operators in Utah, planned and organized the seminar. Donovan is now employed by Corporate MARS as Vice President of Sales and Franchise Development. We know that he is already making plans to expand marketing opportunities and training for our Operators."

Hall is enthusiastic about the possibilities in this area, saying: "We will be looking at initiatives to increase incentive for ongoing Mentor participation, providing professional grade marketing and helpful sales dialogues and techniques for establishing accounts."

#### **MEL LUIGS: Quality, Professionalism and Customer Service**

**Mel Luigs**, Executive Vice President, told us: "Our emphasis at MARS International is to drive customers to our Operators. **Quality, Professionalism and Customer Service** is the phrase we discuss in everything we do in Arlington and our marketing focus revolves around that phrase as well. The **MarsInternational.com website** is being improved weekly to demonstrate our growth and ability to the general public. Our frequent **Press Releases** are emailed to all Operators so that we can all keep the MARS name in all local papers as often as possible. We listen to all ideas that will assist us in driving our customers to an Operator.

#### **MARKETING SEMINAR**

In the Convention 2004 Marketing Seminar led by Hall, six successful MARS Reps discussed their marketing techniques. "It was **Continued on Page 5.**

## Miracle Appearance Reconditioning Specialists

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### M.A.R.S. MISSION

**WE** will become your Car Care Specialist by removing from sight all cosmetic blemishes from your automobile.

**WE** can improve the appearance of all automobiles everywhere by utilizing our proven appearance restoration, cosmetic blemish repair and enhancement services.

**WE** will 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.



# THE MARTIAN MESSENGER

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## THE BENEFITS OF DOING BUSINESS WITH M.A.R.S. Can 1,400 auto dealerships be wrong?



**THE FINEST TRAINING:** A great advantage of doing business with MARS is the excellent training that MARS Operators receive. Clay Rich (Louisiana) practices Glass Repair.

*Ed. Note: Can 1,400 auto dealerships be wrong? The obvious answer is 'NO!' We talked with David Jones, Director of Area Development at MARS International, about the growth of the business and what he sees for the future.*

**QUESTION:** David, with the rapid growth of MARS and with Operators in thirty-four states, do you feel you've saturated the market?

**DAVID:** "Not at all. We have jobs available and franchises for sale in over two hundred markets. These are new jobs and businesses that will not be in competition with present MARS Operators."

**QUESTION:** How are you planning for future growth?

**DAVID:** "Our major focus at MARS is on helping our Operators nationwide. Corporate MARS has added seven talented people to the corporate staff in the past year to assist us in this effort. We want to communicate with our Operators, hear them when they have needs and respond to those needs. Our business is as strong as our weakest link, and the links in our chain are our Operators. When they are successful, we are successful. We are proud that they are doing business in such a professional way, providing quality and customer service."

**QUESTION:** In how many states are these Operators located?

**DAVID:** "We are licensed in thirty-four states, and we are presently being evaluated by fifteen other states that are making the decision to license MARS. When these states license us, great possibilities for growth and development will explode for the company."

**QUESTION::** Why has the growth of MARS been so rapid and successful?

**DAVID:** "I think that our success is the result of the benefits that exist for dealerships and other customers who do business with our MARS Operators."

**QUESTION:** Just how many dealership customers are being served by MARS Operators?

**DAVID:** "Over 1,400 top brand name auto dealerships are now doing reconditioning merchandising with our M.A.R.S. Franchisees. These satisfied customers are an indication of the many benefits of doing Business with MARS at their local level."

**QUESTION:** What makes MARS unique?

**DAVID:** "It all centers on the unique 'One Stop Super Shop' offered by our Operators. The M.A.R.S. world of possibilities is based on multiple services, and a M.A.R.S. franchise offers twenty-three standard services, not one or two as is common with most vendors. These, in combination with our Dealer Programs, have driven the MARS success rate."

"We are encouraged that dealers throughout the nation are embracing the M.A.R.S. concept, using one vendor instead of five to ten. As the word about the advantages of doing business with MARS spreads, we know we're going to see more and more participation from dealers. As I mentioned earlier, we're doing business with over one thousand four hundred dealerships now. These are



**QUALITY:** Branden Ashburn (Indiana) learned during his MARS training that quality is always uppermost in the MARS business.

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# THE MARTIAN MESSENGER



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## THE BENEFITS OF DOING BUSINESS WITH M.A.R.S.



**PROFESSIONALISM:** Whatever the reconditioning system being performed, MARS Operators such as Lige Nelson (Texas) bring a professional approach to the task.

satisfied customers. Can one thousand four hundred dealerships be wrong?"

**QUESTION:** You also mentioned the MARS Dealer Programs. What is the purpose of these?

**DAVID:** "Our Dealer Programs help dealerships control their overall costs of auto reconditioning, and it is invaluable in assisting to streamline in-house accountability for this type of work."

"Further, our dealership customers can increase the quality of their auto reconditioning merchandising while increasing the volume of their Service Shop business."

**QUESTION:** You mentioned that dealerships can control their reconditioning costs. Will you explain that in more detail?

**DAVID:** "It's a matter of **standardization**. Dealerships nationwide, with their local M.A.R.S. Operators, set prices for all the services they need. This sets a standard, rather than dealing with various prices from various vendors."

"It also assists in **time management**. With one M.A.R.S. Operator or MARS team, our customers can eliminate all that weekly hiring, tracking and paperwork for numerous vendors with varying levels of quality service, pricing and dependability. M.A.R.S. Operators build strong relationships with key people, perform reliably and perform the best quality services."

"MARS also assists with **accountability**. Accountability begins with simple things, such as M.A.R.S. franchisees being **certified, insured and licensed** and also embraces larger concepts. For example, a M.A.R.S. team is consistently accountable, doing work and using **paperwork that is easily analyzed** and evaluated."

"Another point: Our Operators set a day to be there, and they arrive on schedule."

"Our customers also know that M.A.R.S. **Operators have financially invested** in doing business with them. They are not just one more self-taught vendor with one or two services, operating out of the trunk of their car."

"Further, doing business with a local MARS Operator gives a dealership the option to become a Retail Reseller Franchisee utilizing our MARS Operator's sponsored WebPage free of any charge."

**QUESTION:** What is the MARS Operator's sponsored WebPage?

**DAVID:** "It's a business development Website that is a real business-builder. The MARS Operator and the dealership can cooperate in using this Webpage in various ways. For example, a dealership can **maximize its drive-through profits**. In building up the drive-through services, the Operator and the Dealership can promote, schedule and track drive-through services offered by the dealership and performed by the MARS franchisee."

"These drive-through services are a real sales tool. A dealership's service sales team can sell vehicle blemish repair services and schedule the customer, 'We'll schedule a day for you to bring the car back to our Service Shop -- our MARS technician will take care of it for you!'"

"An immediate benefit of this is that the Webpage can **bring new customers to a dealership**. M.A.R.S. funds a national Internet advertising campaign that drives customers looking for these services to the nearest service provider."

**QUESTION:** You've told us about several benefits and advantages that a MARS Operator can bring to a dealership. What is the single most important thing that drives MARS?

**DAVID:** "The absolute essential is, of course, quality of services. M.A.R.S. quality begins with the people we choose to do this work. Our screening follows an intensive initial screening of on-line interviews."

"All M.A.R.S. Operators are certified technicians with 'state of the art' training, methods, equipment and supplies."

**"Only the top people come to us, and dealerships across the nation have learned that only the finest of those will be doing MARS-branded business providing exceptional quality, professionalism and excellent customer service by building relationships and being reliable!"**

## THE MARTIAN MESSENGER

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OPERATOR OF  
THE MONTH

APRIL 2004

MIRACULOUS

## JOE LYAS: 'IT ALL ADDS UP TO PROFESSIONALISM'

*Ed. Note: Joe Lyas (Massachusetts) is your Operator of the Month for April 2004. We asked Joe some questions about his business, and we share his answers below.*



Joe Lyas

### JOE, WHAT WAS ONE OF THE MOST HELPFUL THINGS YOU DID IN ESTABLISHING YOUR BUSINESS?

**JOE:** "I did a survey of my market while I was investigating the MARS business. During that survey, I met every one of the dealers that I would possibly be working with in the future. That helped me get started.

"In fact, in developing my initial accounts, that marketing survey was the most significant helpful thing. I came back from training and went out with my Mentor/Field Trainer to establish my business, and I developed accounts the first day. Most of them are still my customers. It went very well."

### HOW DO YOU DEVELOP NEW ACCOUNTS NOW?

**JOE:** "Of course, things change over time, but I have found that I have always been able to make dealers receptive to our services. In developing a new account, I just walk in cold.

"As a result of MARS Convention 2004, I put together an information packet that has been very effective. When I meet them, I have information in hand about myself and my business. I go in with that, and dealers are pretty impressed. They tell me that I am one of the few that puts together anything like that. They like the professional approach."

### HOW IS THE PACKET PUT TOGETHER?

**JOE:** "It's primarily a list of services I offer, with a description of what I do in performing each service. I outline what's involved and describe what I actually do.

"I give them a ballpark figure of what my prices are, just to give them an idea of where I am price-wise. The first thing they always ask is, 'What are your charges?' I found that it's not enough to tell them that my prices are competitive. People like to see something visual.

"When I talk with them, I make sure they know what the price range could be, but that it is just a ballpark range. The price is adjusted when I actually view the damage."

"Another idea I brought away from Convention was putting together a package pricing for **volumes** of cars. That came about as a result of what some of the other MARS Operators presented at the Marketing Seminar. I've found that to be pretty effective. Since the Convention, it has helped my approach quite a bit".

### OBVIOUSLY, YOU WERE IMPRESSED WITH THE MARKETING SEMINAR?

**JOE:** "I thought the presentations were good. All of the guys have great ideas and good things going for them. The real value to me was that I got ideas from some of the things they presented and then applied them to how it could affect what I do.

"That's the great thing it did for me; it jogged my own mind as to how I could pick one of their ideas, and then use it to put something together in line with what I'm doing. It gave me a place to start in order to make a better presentation of what I actually do.

"I'm a big believer in the idea that if someone has a good idea, I will borrow that idea and adapt it to fit my situation.

"In fact, one of the primary reasons I wanted to go to convention was to network with other Operators that have been out there."

### HOW DID THAT WORK OUT FOR YOU?

**JOE:** "We socialized a lot and hung out together. I met different people, and I asked pointed questions. I wanted to find how they were doing things.

"We all had the same things in common--what we do out there in the field, the different types of things we do, what has worked for us. Most of the Operators were excited to share.

"It was helpful that we could share information in an informal environment. I met people in the same business from all over the country. I made contact with people I didn't know. I'm still in contact with many of them. The whole convention is a wonderful environment, very helpful.

"For example, I met **Ed Robinson** from Alabama and found that he's from my home town. He's invited me to visit him there and to ride with him while he does business for a day or two. He has a lot to offer. Steve Garner

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## Operator of the Month Continued from Page 4

of Pennsylvania has also been extremely helpful. Steve and I speak often on the phone since the convention sharing information and ideas. Steve has a penchant for coming up with great ideas for marketing our services."

### **JOE, WHAT IS YOUR GREATEST PLEASURE IN BEING A MARS OPERATOR?**

**JOE:** "My greatest pleasure is the relative independence. I like going out in the world and being my own boss. I think that is the most enjoyable aspect of it all. I have more control, more direct input as to what my destiny is. I have to make it or break it on my own efforts, not the good or bad whims of someone else."

### **HAS BEING A MARS OPERATOR AFFECTED YOUR LIFESTYLE?**

**JOE:** "Extremely so. My lifestyle is much better. While on some days I put in long hours, there are other times I am able to be at home and be with my family more."

"I used to work as much as seventy-hour weeks. I was a quality aerospace engineer, working with firms that subcontracted with GE Aircraft Engines, such as Pratt and Whitney, Lockheed."

"Now, I get to spend more time with my wife. I am able to get free time to go home early from time to time, or to take a long weekend. In my previous life, I had to arrange time off. Now, the only thing preventing me is whether I can afford it."

"Also, I like being out there, working on my own, with nothing to deal with but myself and my work."

### **HAVE YOU REACHED THE GOALS YOU SET FOR YOURSELF?**

**JOE:** "I set very lofty goals. I'm now making a satisfactory living, but I'm not where I expect to be. I guess the best way to put it is that I am optimistic. I'm short of where I want to be, but I'm comfortable in the progress I have made and am making in achieving my goals."

### **HAS MARS BEEN THERE FOR YOU?**

**JOE:** "Yes, in more ways than one. On the financial side, in the beginning **David Jones** worked with me very closely. We worked through it together, and it worked out well."

"Everybody I have had to deal with at MARS, in whatever capacity, has been right there when I needed them. Everyone in the home office has been excellent."

"Of greatest help to me was the Tech Hotline. I used them so much at first that they'd know who was calling, without my having to introduce myself. They'd say, 'Hello Joe, how can we help you?' I've even called **Jayson Jones** at home on the weekends, when no one was available on the Tech Hotline. I have used people who are not normally associated with Tech Support such as **Chris Waters** in Miracle Supply."

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## FOCUS ON MARKETING: Continued from Page 1

exciting to see the reactions of the Operators to that seminar," recalls **Susan Carter**, Convention Coordinator. "Perhaps it was because the information was coming directly from people who are currently working in the field. In any case, the ideas presented were practical, down to earth and made sense. We had a great response to the seminar. Many people felt it was the highlight of the convention training."

Of the seminar, Hall says: "During the development of the seminar it became evident that certain similarities existed among successful operators. Not one of the six operators asked for work, they all presented solutions for cars exhibiting problems that would prevent their sale. They have all developed listening skills to identify the needs of their dealers. They are all committed to customer satisfaction."

### **MARKETING PACKAGE**

In addition to their presentations, the speakers also provided some materials they use in their marketing efforts. These materials were given to each person attending the seminar in a Marketing Package that also contained marketing materials developed by the corporate staff.

"We want to make that Marketing Folder available for every Operator," said **President Jones**. "We're doing this over a period of weeks, by sending all our Operators marketing materials to include in their own MARS pocket folder."

### **MARKETING WITH THE FIELD TRAINER**

**David Jones**, Director of Development, told us, "Since its inception, MARS has provided a Mentor/Field Trainer to assist the new Operator during the first week of business. The Mentor has the key responsibility of **teaching the new Operator how to set up accounts**. We've also actively promoted our new Operators with **letters and dealership calls**. In addition, we have provided **brochures, flyers and other marketing aides**. I think it's healthy that we will now spend more time in one-on-one training of our Operators in marketing techniques."

### **GROW THE BUSINESS!**

When asked about his plans for future marketing efforts, Hall replied, "I have always believed that MARS did a great job assisting in the creation of a new business. The business plans are a great help and I think the training is excellent. The right mix of packages is given for initial field operation. Now, more work will be done on establishing customers and growing the business."



# THE MARTIAN MESSENGER

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## M.A.R.S. ACROSS AMERICA

### WE LOVE COMPLIMENTS

We received this email from **Johnny Grace** (Texas), and we want to share it with you. Hey! We're like anybody else- we love a sincere compliment!! It seems John has a wonderful story about how he was helped by **Paul Ellis** and **Mike Webb**, two of our Trainers here at Corporate. John says:

*"...They both knew what to do to fix the problem. The vehicle was finished two and a half hours later, and it was a perfect job...in this process, I identified about five things that had gone wrong on my end, and I have taken steps to correct these problems... I know that when I have problems, I can call MARS, and the answers will be there.*

*"I want to thank everyone at MARS, for all my experiences with everyone there have been good. The MARS organization, and everyone there deserves a job well done commendation.... I wish all businesses operated the way that you do."*



MARS Operator Johnny Grace (Texas) visited Corporate MARS recently and displayed his new trailer. The trailer features a self-rolling awning for shelter while working on vehicles in inclement weather, and Johnny has done a good job of equipping the interior with MARS products and equipment. It certainly meets the MARS standards of quality and professionalism!

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### WELCOME TO OUR NEWEST OPERATORS!



**Branden Ashburn Lance Davidson Kevin Meyers**

MARS International announces that **Branden Ashburn**, **Lance Davidson** and **Kevin Meyers** have successfully completed the required training and are now Certified MARS Operators effective immediately.

**Branden Ashburn** joined the **Brandon Harris** team in Indiana. Prior to joining the MARS family, he was a Sales Representative for United Studio of America.

**Lance Davidson** is now employed by a Mobile Appearance Reconditioning Services business owned by **Ward Lien** and **Devon Davidson** in Montana. Lance manages and operates his own vehicle and customers.

**Kevin Meyers** has established his own Mobile Appearance Reconditioning Business and is providing MARS services in Idaho. He was a Service Consultant for Sutton and Son's Auto Center prior to joining MARS.

### BABY NEWS!



**CLAY, KIM AND GRACE RICH** are celebrating the birth of Jackson Luke Rich, born March 23, 2004 at 9:30 a.m.

Jackson Luke weighed 6 lb. 13 oz. at birth and was 20 inches long. Clay and Kim say, "Grace has a new baby brother. We are all so proud and eager to show off these pictures. God has really blessed our family."





## Operator of the Month Cont. from P. 5

"The ongoing support from MARS has been great".

### WHAT ADVICE WOULD YOU GIVE?

**JOE:** "I think determination is the most important quality in this business. I don't think the skills are difficult to learn. Anyone can learn them, as they are fairly simple. However, I think that putting that knowledge into practice is not as simple as it might seem. A determined person can make it in this business. A person lukewarm on this business might not be suitable. You need to be hot for it. There's a lot of competition. You need to bring perseverance and determination in selling yourself."

### HOW MANY ACCOUNTS DO YOU HAVE NOW?

**JOE:** "I have twelve accounts that I see on a regular basis. I have twenty-six different accounts that I service at some point or other during the month. I find that is good for me, because when one customer is slower, I have others to deal with. Most of my customers are the larger dealerships, in excess of two hundred cars per lot. I also work with trucking companies. I do a lot of windshield repair for them, and I also do windshield repairs for fleets of school buses."

### HOW MANY OF THE 23 MARS SERVICES DO YOU USE?

**JOE:** "On a regular basis, I use seven or eight of them. I use most of them at some time or other during the month."

### WHAT ARE THE KEY ELEMENTS THAT OPEN DOORS TO YOU?

**JOE:** "The customers like the fact that I am a ONE STOP SUPER SHOP. They are impressed that I offer twenty-three services, and that they can have one person do all the work they have to offer, instead of dealing with eight or nine other vendors.

"Also, I think that my vehicle set-up makes a big impression. My work truck is a rolling billboard. When I pull up, they notice me. They like the fact that my whole set-up, my work truck and equipment included, looks professional. I try to park where the manager has a clear view of my vehicle. It conveys that I am invested in my business. It looks much better than most of the competition out there.

"I have a lot of competition, but I stand out from the crowd. The overall appearance of professionalism is there, and the dealers like that approach and are impressed with it. It gives me an 'in'. They know I'm not just another guy who is going to pop the trunk of his car and work out of it, maybe for one or two visits, and then disappear forever.

**"When they see that MARS logo, they know I'm part of a national organization. I offer multiple services, which almost no-one does, and I look professional when I pull up. Then, I present my package of information, which impresses them.**

**"It all adds up to professionalism."**

**Joe Lyas has had a high production of day of \$885.00.**

**His highest week was near \$2,500.**

## PRESS RELEASE

Since 1998, MARS has grown to become a leader in the automobile appearance reconditioning business. The MARS system features a quick and economical way to improve or remove every scratch, chip, ding, tear, burn, discoloration, odor, etc. on paint, plastic, leather, vinyl, velour, metal, carpet or glass on any vehicle as well as adding the most popular automobile appearance enhancement products, such as interior-exterior graphics, accessories, spray-in bed liners, etc. MARS is the complete one-stop source for Convenient, Affordable and Quality auto appearance repairs and MARS technicians have the best in services, equipment, training, and technical support.

*(For more information about Donovan Hall, check the December issue of THE MARTIAN MESSENGER, in which he was featured.)*



JOE AND KIM LYAS



JOE LYAS' MARS VEHICLE: Joe Lyas sent us this interesting photo of his Mars Truck.