

The Martian Messenger

Volume 5, Issue 5

May 2004



NEW OPPORTUNITIES AT MARS!



MORE THAN GREAT TRAINING! MARS Trainees such as **BILL SPURLIN** (Indiana) get thorough training. When they start their MARS businesses, they discover a world of ongoing opportunities to help them succeed.

"There is no question about the wonderful opportunity that MARS represents for people," says **Mel Luigs**, MARS Executive Vice President, "and once they are in the company, I think that our Operators are pleasantly surprised to find how diligently we work to make the MARS experience a continuing opportunity."

CONTINUING OPPORTUNITY

When asked about the new 'internal' opportunities available for MARS Operators, Luigs mentioned the availability to set up a personalized MARS business Website.

"Every MARS Operator can take advantage of this unique advantage," Luigs states. "We are in a society on which business is increasingly computer-based. Making this personalized Website available for the Operators is our way of helping them progress in our computer-oriented age."

Another innovation we are getting ready to roll out is our @marsinternational.com email address that all our Operators can use to promote their business in a professional manner.

ACCOUNTING THROUGH THE WEBSITE

In the same spirit of modernization, MARS is making Web-based accounting possible. Luigs explains: "Our Operators can do all their invoicing, customer payment receipt and Royalty Fee payments via the Web, with an interface to their QuickBooks accounting software to make accounting more efficient."

ON-LINE PARTS AND SUPPLY CATALOG

To facilitate more efficient ordering and delivery of products and equipment from Miracle Supply, Luigs explained that the company is developing an on-line Parts and Supply Catalog that will be on the MARS International website in June. "Available only by password for our Operators' protection, every product will be pictured and priced, with its use described. All ordering can be done by our Operators directly on computer, which will be a convenience and a time-saver."

MORE OPPORTUNITIES

Luigs also explained that new marketing and advertising programs are being executed to drive customer to MARS Operators. Also, in the recruiting process, MARS is offering all existing compliant franchisees the ability to become a multi-man operation when a recruit shows up in a specific Operator's geographic region.



MIKE SCANLON is typical of the Employee Operators who find a niche with a sponsor Owner/Operator. Mike works with Kevin Louque in Louisiana.

TAKE MARS TO NEW LEVELS

When asked to comment on the many recent changes at MARS, President **Jayson Jones** commented, "We have recently added two senior managers who have extensive experience in franchising, operations, sales and national business operations. To support these new innovations, we have also added five other talented, skilled personnel during the past year."

"We expect that this insurge of talent and ideas will assist us in taking this company to levels only imagined until now."

Miracle Appearance Reconditioning Specialists

INSIDE THIS ISSUE:

NEW OPPORTUNITIES AT MARS	1
IN THE FIELD	2
IN THE FIELD CONT	3
SUE LYAS	3
OP OF THE MONTH	4
OP OF THE MONTH CONT	5
MARS ACROSS AMERICA	6
OP OF THE MONTH CONT	6

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.



IN THE FIELD

KEVIN MEYERS: 'MORE WORK THAN HE HAS TIME FOR!'



KEVIN MEYERS

Kevin Meyers (Idaho) has set a new standard for investigating opportunities in his market!

MARS always strongly advises prospective MARS Operators to survey the opportunities and challenges in their particular marketplace. In fact, it's a required part of the recruiting process.

However, **Kevin's efforts set a pattern for others to**

follow.

How did Kevin proceed? He followed the MARS plan of contacting dealerships where he wanted to work in his community. In addition, Kevin actually started **marketing** before he left for his training at the MARS National training Center.

KEVIN TALKED WITH DEALERS

He reports that he told dealers what he was planning to do with MARS and found those who were interested in giving him an opportunity. He says that there were some who definitely gave him the go-ahead. During his first week of business, these were the dealers he and his Mentor/Field Trainer, **Dan Wilkinson** (Idaho) visited first.

MARS requires every Trainee to provide ten Target Accounts when they arrive for training. MARS then promotes the Trainee with letters and telephone calls to those dealerships. Kevin and Wilkinson visited the Target Accounts in addition to the dealers Kevin had previously visited. The result? He and Wilkinson set up **thirteen accounts during his first week!**

DOESN'T NEED SIX DAY WEEKS

Since he started, Kevin has had an **outstanding record of production**. Admittedly, it's 'early days' yet, but Kevin sees more opportunity at every turn. In fact, because he is filled up with work for five days a week, he has had two dealerships ask him to also work on Saturdays.

Kevin is pleased that his work is in demand, but he says that his five-day weeks are going very well. Financially, he doesn't need the sixth day of work, and he wants to be careful not to burn himself out.

DAN WILKINSON'S METHOD

We asked Kevin about the method of Mentorship that Dan Wilkinson provided. Kevin says that in terms of Wilkinson actually doing work with him, it was shared 50-50 during the first part of the week.

At first, in the skills areas where Kevin was not totally comfortable, Dan would do the work. Kevin would closely

observe Dan's techniques, and then Kevin would try the tasks.

Kevin says, "By the middle of the week, I was doing most of the work, and Dan was just doing the lighter things. By the end of the week, he wouldn't touch anything! It was all mine."

'PROVED THINGS TO MYSELF'

Of Wilkinson, Kevin says, "I was fortunate to have him with me. He helped me prove things to myself about my abilities."

One example was the first bumper that Kevin painted. Kevin reports that during training he had trouble with bumpers. Happily, on the last day that Wilkinson was with him, they had the opportunity to repair and paint a bumper. "It turned out awesome," Kevin recalls. **"I proved to myself that I could do it."**

Meyers says that to this day he and Wilkinson speak frequently. He lets Dan know how things are going, and Wilkinson is always available with good advice. Kevin is also proud of the fact that he has learned enough since that first week to pass along a few tips to Wilkinson!

Meyers praises his Mentor, saying, "He was very helpful. **I also gained a real good friend in Dan Wilkinson.**"

SELLING ACCOUNTS

Meyers had shown initiative in visiting dealerships prior to his training, but he says that Wilkinson taught him some valuable techniques in selling accounts.

"I was selling myself," says Kevin. "Of course, you have to do that, but Dan taught me to **sell the business as a whole.**"

Kevin explains that Wilkinson taught him how to explain the benefits of the MARS systems and to compare the MARS advantages to what was common in the market. "Dan was able to tell dealers, 'This is what we do, this is what works for us', and to reinforce the MARS image with the prospects."

'YOU'VE GOT MORE WORK THAN YOU HAVE TIME FOR'

"Kevin remembers, "My ability to sell accounts went really well. By the end of the week, I was talking to my new accounts one-on-one, while Dan observed.

"At the end of the week, I obtained my last account. It's the largest Dodge dealer in town! Dan looked at me and said, 'Kevin, you've got more work than you have time for!'

"He was right. My time was completely booked and is still completely booked."

KEVIN'S ADVICE: INVESTIGATE YOUR MARKET!

Based on his own experience, Kevin tells us that he would advise anyone considering the MARS business to do what he did: "They should investigate their market."

Continued on Page 3.



How did Kevin proceed with his marketing survey? Before he talked to anyone at a particular dealership, he would observe the dealership over a period of days.

"It would be good for anyone to **go out and observe** the dealerships in their market," says Kevin. "I found it best to do this on weekends, before the salesmen got there. I looked for the kinds of work that was being done to vehicles. I observed the turnover in sales. I could see the quality of work that was being done there. I saw what my competitors were doing."

'I KNEW I COULD TARGET THAT DEALERSHIP'

For example, in one of Kevin's largest accounts, he observed, "For two weeks, no paint work had been done at all. I knew I could target that dealership for paintwork!"

Having identified the needs of a particular dealership, Kevin would then arrange to talk with the manager or other personnel. When he presented himself, he had a better quality of meeting. He spoke in knowledgeable terms, having a good idea of what that dealership needed.

"It was good to have the reassurance of having dealerships that were positive about giving me an opportunity," says Kevin. "It certainly helped influence my final decision to become a MARS Operator. I felt a lot more sound about taking the step."

FAMILY TIME

Meyers said that in addition to the income potential, MARS was also attractive to him in terms of having more time with his wife, **Kim**, daughter **Janelle** (6) and son **Matthew** (8 months). He admits that in these first stages of starting his business, "That's not happening yet."

Kevin said that he feels the family time will come. "I'm getting faster, going from three cars to six cars completed in the same amount of time. As I get more proficient and feel comfortable about providing the quality of work I want, I'll have more time with my family."

Meanwhile, as his Mentor Dan Wilkinson told him, Kevin Meyers has more work than he has time for!

SUE LYAS: "THAT HUMAN QUALITY"



SUE AND JOE LYAS

JOE LYAS was our Operator of the Month for the month of April 2004, and his wife SUE LYAS wrote to tell us:

"I just finished reading the article you and Joe put together for the MARTIAN MESSENGER. I thought the piece was very well constructed and thought out. You obviously put considerable time and effort into it.

"I particularly liked the way you personalized the article. There are times when you read an article that the person being interviewed comes across as stilted and cold. Joe came across just the way he sounds and talks.

I also thought that mentioning a couple of the other guys names made the story sound more natural and gave it that human quality."

Sue, we thank you for the compliment! During our interview with Joe, he mentioned how much you'd helped him in establishing his business and what a wonderful person you are. It is easy to see what he means!

THE MARTIAN MESSENGER

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NATALIE LYNN JONES, daughter of Greg and Heather Jones (Mississippi), is being immortalized with "Natalie's Playground," now being constructed in her memory. Donations may be sent to Susan Carter at MARS. We see her sister, Jordan Claire, testing one of the playground pieces.



OPERATOR OF
THE MONTH

MAY 2004

MIRACULOUS

STUART ROSENBERG: PERFECTIONIST = QUALITY!

Stuart Rosenberg (Florida) Operator of the month for May, is a perfectionist who has used that trait to develop superior quality in his skills and services.



STUART ROSENBERG FAMILY:
(L-R, Stuart, Joshua, 15, Jaimie, 17, and Theresa.)

Stuart and his wife, **Theresa**, have been with MARS for over three years. During those years, they have seen their income double every year.

He still recalls the careful recruitment process that led him into the MARS Company. He talked to us about something he discovered before he decided to be a MARS Operator.

It seems **David Jones**, Director of Area Development, analyzed Stuart's testing results and identified him as a **perfectionist**. David told Stuart 'I know an Operator who was a **perfectionist**, the same type of guy you are. He did miserably in the business the first couple of years, but then he became a big success. He was a perfectionist and insisted on doing quality work. At first, doing the work took him a long time.'

Stuart states, "David said it would happen to me, and he was right. He was dead on. After I started, I wouldn't go into a job unless I knew I could do it and do a good job."

THE PERFECTIONIST SYNDROME

This led to problems for Stuart, as he spent a long time on each task. He says, "When I first started, I really didn't think that with all the MARS Systems I had to offer that I was going to have to paint. But at the time, that seemed to be

what everyone was looking for.

"All the places I went to wanted me to paint bumpers, hoods, roofs, spot blends; and truthfully, when I went through training I didn't really pay much mind to the bumper process." Stuart soon realized that, "If I could paint fast and good I had it made, but I wasn't fast and I really wasn't good enough."

TIME TO PRODUCE QUALITY SERVICE

Stuart took the time he needed to provide quality service. He shared another experience with us: "Once, a dealer asked me to do a bumper. I worked on it for four hours, filled a hole, and everything came together real well. Then, when I sprayed it, a big halo formed around the hole."

Stuart says that this was an embarrassing moment, telling us, "I didn't know what I didn't do right. The dealer sent it on to his body shop, and of course, I didn't get paid. What happens in these situations is that the dealerships are used to guys who can whip things out pretty quick.

"I just couldn't produce the quality work as fast as they wanted me to do."

Rosenberg's perfectionist qualities continued to haunt him in those early days in this business. He recalls losing another account. "A manager was setting me up in a dealership. He arranged for me to do all the services in his Service Drive.

"I took an hour and a half to do a door handle on a vehicle, and when taking off the protective paper, a wind draft caught hold of it and it hit and smudged the clear. Then I had to wait and sand the smudge out and re-clear it.

"The work took me so long that the manager said, 'How can you make a living?' Needless to say, he let me go and told me he needed someone who wasn't learning on his customers' cars."

COMFORT ZONE

Before he became confident of his skills, Rosenberg was actually afraid to do some of the MARS Systems. He was so worried about doing a perfect job that he recalls, "I was apprehensive. I was actually scared they wanted me to work there, to do something I didn't know how to do! I just wanted to work in my comfort zone, and you can't do that."

Continued on Page 5.



Operator of the Month Continued from Page 4

EXTREME COMPETITION

In addition to his 'perfectionist' syndrome, Stuart says that, "I faced huge competition. Out in the field at the present time, some MARS Operators are getting one hundred and fifty dollars for a bumper; here, you get sixty bucks, down to as low as forty-five dollars. In the early days of my business, the competition was pricing me out of the market.

"I couldn't do bumpers fast enough to make it worth my while at sixty dollars each.



ROSENBERG MARS VAN: Stuart Rosenberg makes a good impression when he pulls up to a dealership in his professional MARS van

"I realized it was going to take some time to get established, so I started doing interiors: stain removal, dyeing seats and steering wheels, cigarette burns and so forth. It hooked me up with a lot of work, and my ability to do interiors well soon was a good claim to fame for me."

MOM AND POP SHOPS TO THE RESCUE!

Rosenberg recognized that he needed a way to do a lot of work and get a lot of practice in an environment where there wasn't so much pressure. As it turned out, 'Mom and Pop Shops' were the answer to his needs.

"I got a call one day from a MARS Operator who used to come into town every other week to do some work at a car rental company. He asked how I was doing, and I told him I couldn't seem to catch on with the new car dealers.

"He said that until I perfected my skills I shouldn't go anywhere near the new car dealers.

"He told me that he had some of the same problems I had, and that what he did was work his skill level up at the small used car lots, the Mom and Pop shops.

"He told me that these smaller dealers really were just trying to get the car to look better and weren't expecting perfection most of the time. That was probably the best advice I got anywhere, and I owe a lot to him just for taking the time to call me."

DEVELOP SKILLS WITH SMALL DEALERSHIPS

"He said I should hone my skills with these smaller

dealerships, and then go to the big dealerships. He told me that the big dealerships expect speed and perfection, and if you don't have speed and perfection, they throw you off the lot."

Rosenberg began pursuing opportunities at these smaller dealerships, and he states: "At Mom and Pop Shops, they don't pay a lot, but you can develop your skills. Eventually, I ended up getting a lot of larger dealerships through Mom and Pop Shops. I got in through references from them. I found out that when a dealer or salesman from another dealer asked them to recommend someone, they would suggest me.

"I got a large used car dealer, and I have been there about three years and have brought new MARS Systems to them and have tried a lot of new products."

SPEED AND ASSURANCE

As his skill levels began to match his perfectionist goals, Stuart grew in confidence. During that first year he eventually did a large number of bumpers. He says, "My wife got me a contact at the city police department, and I did their bumpers. The bumpers were all torn up; I needed to plastic weld and body putty them."

Stuart would take the police car with the bad bumper home to work on it. With practice came speed and assurance. He recalls, "At first, I would do one bumper a day, and then I worked up to two bumpers a day; and then I could do three."

INCOME DOUBLED EVERY YEAR FOR THREE YEARS

As he moved into more opportunities, Rosenberg's income doubled each year for three consecutive years. He entered a real period of prosperity, with three employees helping him, in 2003. He located an account with a large dealership, and of it says: "I did a lot of bumpers, quarter panels, tailgates and hoods. They put me on three days a week, and I put on a couple of guys to help with the bodywork. Another guy also worked with me for a year, doing prep work while I did the painting. We were doing really well."

REBUILDING

By investing so much of himself in that particular account, Stuart made the classic auto reconditioning mistake of 'putting all his eggs in one basket'.

Rosenberg reflects on how this happened. He says of that major large account, "Sometimes we had to work four and five days a week there, and I would have to juggle my other existing accounts for weeks at a time.

"There even was a time that we were going to go on vacation, and the dealer pleaded with me to do his cars, because he had a big tent sale coming up. So, we ended up working three days of the five we 'took off' for vacation."

When that large account ended, Rosenberg found that he had lost touch in the market. As he put it, "I

Continued on Page 6.



THE MARTIAN MESSENGER

PAGE 6

M.A.R.S. ACROSS AMERICA



CONGRATULATIONS TO PERRY YORKS! Perry (California) received his MARS Certification during his Graduation Lunch late in April 2004. With him are MARS Trainers (l-r) Mike Webb, Paule Ellis, President Jayson Jones, and Steve Joplin.



BABY NEWS! MIKE WEBB AND SON RILEY: The MARS Corporate staff enjoyed 8-month-old Riley Webb when Mars Trainer Mike Webb brought him by to visit last week.

MARS HIGH SCHOOL GRADUATES

MARS congratulates all the MARS families who are celebrating the graduation of sons or daughters from high school in 2004. MARS extends best wishes and compliments to:

CHRISTI COOK, daughter of Corporate MARS **GARY COOK**, Director of Information Systems. Christi will graduate Haltom High School in the DFW area.



DIANA VASQUEZ, Assistant to **CORRIE ALDERT**, Director of Internet Marketing, recently celebrated the year-end banquet of the Business of America Organization of Sam Houston High School. Corrie accompanied Diana to the formal banquet. Diana will graduate high school in May 2004.

Operator of the Month Continued from Page 4

lost some contacts. Sales managers move around, and I didn't keep in touch when we were so busy with my main account.

"Now, I am getting back into the market. I have three established customers where the work remains steady. The work is available. There are so many dealerships out here. I just 'keep on keeping on'.

LIKES RETAIL

As he restructures his business, Stuart has done a lot of retail work. He says, "I've done better on the retail side with customers. Other Operators have told me that retail customers were too 'picky'. It's not been that way for me. For me, the retail customers are easy, at least in my market. They are just thrilled with what I do."

HOW DOES THE FUTURE LOOK?

Rosenberg says that MARS is the future for his family. "Theresa and I didn't just jump into this," he says. "We obtained an SBA loan, and I cashed in my retirement. I was in retail management for thirty years before MARS, and I averaged sixty to seventy hours a week. With MARS, it's great to be home on weekends, during the holidays and in the evenings. We are so happy with that.

"I would like to make the kind of money I did this past year, and still work the hours we had."

Another future improvement: "I lost the focus on my expenses last year with all the people I had hired. I'm looking to fine tune to get my profit up and watch my expenses more carefully.

"I've had four new dealer leads from past references who have recommended me, so the future looks brighter still.

"Also, I'm always looking for something unusual and effective to use."

HE'S STILL A PERFECTIONIST

With business picking up, Stuart is expanding his skills in more and more areas. How does he feel about his tendency toward being a perfectionist? **"That is the beauty with MARS," he says. "Once you get the skills and confidence, its great having the variety of Systems to use."**