



# CONCRETE PRODUCTS NEWSLETTER

CONCRETE  
PRODUCTS  
NEWSLETTER

Volume 5, Issue 4  
November, 2004

Please join us for the 6th Annual Winter Meeting to be held once again at the Sheraton Harborside Resort Hotel, Exit 7 off I-95, Portsmouth, NH  
**Tuesday, JANUARY 11, 2005**

**Inside this issue:**

**Pg 2 Selling to Business**

**Pg 3 Watertight Septic tanks**

**Pg 4 Association Facts and Member Lists**

Another exciting day of learning and camaraderie, is on tap for you and your employees, at a nominal fee- \$30 per attendee advance purchase, \$35 at the door

**Schedule of Events**

7-8:30 A.M. Signup and Coffee and.....

7AM-2PM Exhibitor Booths

**Expert Training Sessions**

8:30-9:15 (1) Rigging and Material Handling

9:15- 10 (2) Rebar use, Tolerances, ASTM and your contract

10-10:30 Break

10:30-11:15 (3) Manhole Preparation, Installation procedures, troubleshooting

11:15-12 (4) Manhole Step Installation, safety, and liability issues

12:30-2 Buffet Lunch

Keynote Speaker- Ty Gable,  
NPCA President

Business Meeting

Please join us for an informative day that will be helpful for both management and line employees. We are fortunate to have within our Associate Membership, individuals with vast speaking experience and command of their topics. In addition, here will be time for questions after each presentation.

- (1) David Black, Cableworks- Industry veteran of 25 years-Certified Crosby Trainer, conducted hundreds of training sessions- specializes in overhead lifting
- (2) Ken Williamson, Connecticut Steel-25 year concrete construction industry-veteran-worked for precasters, and pre-stress, forms design, wire reinforcement- Member ACIC Committee 439 Reinforcement, ASTM AOI Committee on reinforcement- lectured Nationally and Regionally
- (3) Scott Lander, International Precast Supply VP, -20 year industry veteran, extensive practical manhole experience, in field and in house-recently spoke at NPCA Annual Convention on the topics
- (4) Ken Chlopecki, M.A. Industries- 25 year industry veteran-recently conducted well received lecture at NPCA, Salt Lake on this topic- currently conducting in-house training sessions stressing safe installation, and liability associated with step installation in the industry

**Seating is limited. Register now.**

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

State \_\_\_\_\_ Zip \_\_\_\_\_

Name of Attendee's) \_\_\_\_\_

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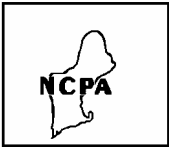
# Attendee ( ) X \$30.00 = ( )

Make check Payable to: NPCA P.O. Box 688, Pembroke, MA 02358

(You must be a member in good standing to attend. Non-members, please call for additional information.)

Phone: (863) 607-9361

Fax: (863) 709-1870



**HOW TO LAND THE DEAL: Selling to Business**

In most businesses, there are designated “salespeople”, but in today’s competitive environment, everyone is expected to sell, and ought to at least know the basics. Get to know the ins and outs of your products, get to know your customer’s business, and figure out who you need to impress. Here’s how the pros do it.

**1. Master what you’re selling**

There are three things you need to know; features competitors, and pricing. If your products have unique attributes, you have an advantage over your competitors. If not, find out what they don’t say about their products, and make those features yours. Knowing your competitors, meanwhile,, allows you to create points of comparison without having to bad-mouth anyone. Lastly, be prepared to defend your price. If you have lower prices, or offer a discount, you’ll have to make more sales to make your quota. If you have to shave the price, ask for something in return, such as a larger order, or a new sales lead, for example.

**2. Get inside the Industry**

Target a sector in which your products fit comfortably, and learn everything you can. Attend conferences, read trade magazines, visit competi-

tors web-sites, etc. A pitch that works, if you can back it up is: “We know the problems you face, we work with customers like you, and here’s what we’ve done for them”., remember, that you are in the problem-solving business, regardless of what you sell.

**3. Look for Trouble**

Find out your targets status– management shakeup, struggle to keep up with orders, dissatisfaction with other suppliers? Many companies are looking for new ways to tackle problems and your products could be the answer.

**4. Know who your friends are**

Check regular to see that all your customers are happy with your services before listing them as a reference with a new prospect. Chances are, they’ll talk to their peers about how the like your products. Also, don’t neglect the smaller accounts you have that can grow into key accounts. Remember, all accounts started small and many remember that suppliers that helped them grow. It’s all about learning human nature and working to your advantage. Treat others as you would like to be treated.

**FIND OUT WHO’S WHO**

Obviously the most important people are the one’s who make the final decision. But there may be other key players with influence you need to know.

**The End User**– He can tell you what the product needs to do, or what he’s not getting now that he needs.

**The Deal Killer**– She can tell you

what your product cannot be– costly, too complex

**The Expert**– Or tech. advisor, whatever– When he talks, everyone listens. Find and educate him.

**The Agitator**– Your best friend if he’s looking for change, and sees your product as a way to do it. He can make your case for you when you’re not around

**GET IN THE DOOR**

Here are a few tips for getting on your prospects calendar

**Be Direct**– Call for an appointment. Be prepared to say what you can do for him and how long you’ll need.

**Call the CEO**– pretend you don’t know who to see, and ask to be transferred. Your call will have his caller ID. Not yours.

**Use your Executive**– have your top level people call them for you for an appointment.

**Throw a Party**– Sponsor an industry event, open house, meeting, and invite prospects. Even small companies can use this approach. Sponsor a

sports night with a local celebrity.

**Drop In**– Powerful people often work odd hours or late at night. You may be able to get past the gate keepers and impress your prospect with your dedication and drive.

**Get a Referral from the Boss**– If the prospect CEO is speaking at a trade show, or convention, grab him after the talk. Compliment him (or her) than pitch an idea, not a sale, that may help his Company improve it’s performance, bottom line, or reputation. If he’s interested, he may refer you to a colleague. This not only becomes a valuable lead, but a powerful endorsement of your product.

**MAKE YOUR PITCH**

Here’s the payoff for all the hard work you’ve invested– your pitch defines the urgent problem facing the prospect and your solution

**Qualify your prospects interest**– Open ended questions about business that elicit a response,, and focused questions that give you information to use later in the presentation. “How much are you paying now”, could be a problem later .Do your research– there are stupid questions. When you have defined a potential problem, your questions may make your prospect uncomfortable. That’s okay, if you have the solution.

**Present your solution**– You must be well grounded in your product’s features and benefits in order to be effective here. Remember that

your prospect wants to know how your product benefits him. “What’s in it for me” is the over-riding concern. After your “pitch” ask for the order. This may raise an objection, which you can then use to your advantage in the next section.

**Overcome or utilize objections**– most objections are really a call for more information that you may have not provided (maybe on purpose). Answer the question, ask if that answers the question, and close again. The rule for most successful salespeople is “Always be Closing”

**Close the Deal**– Many people new to sales have a fear of asking for the order, but really, you’re only asking to be paid for work you’ve done.

And selling is work!

Many successful closes are choices, such as, can we deliver to your job on Tuesday AM, or would PM be better? We could ship three units at once, and reduce your cost, or would you rather take only two?

The unfortunate statistic is that half of all sales calls fail because the salesperson doesn’t ask the prospect to buy. You have probably encountered this personally.

Don’t be shy! Good selling”

Excerpts from Business 2.0

## WATERTIGHT PRECAST CONCRETE SEPTIC TANKS



There are over 40 million septic systems in use in the United States today. Septic systems use the surrounding soil to filter the discharge from septic tanks, the primary structure in a septic system.

### Water and Wastewater Products

**Definition:** Products used to hold or contain water, oil or other liquids for the purpose of further processing into non-contaminating liquids and soil products.

**Products:** On-site wastewater systems and components, grease interceptors, wastewater sand-oil or oil-water interceptors, septic tanks, treatment plants, wet wells, seepage and leach pits, distribution boxes, cisterns, holding tanks and water tanks.

### Why Precast Concrete?

#### Long-term mechanical properties

Precast concrete gradually strengthens over time. Other products, such as steel and HDPE, can deteriorate and lose strength. Precast concrete tanks can be pumped empty without fear of having the tank collapse.

#### Buoyancy

With a specific gravity of 2.40, precast concrete tanks resist buoyant forces better than other tank materials. HDPE has a specific gravity of 0.97. Additional labor-intensive and time-consuming on-site preparation is necessary for anchoring structures made of more buoyant materials.

#### Environmentally Friendly

Besides water, concrete is the most frequently used material on earth. It is non-toxic, environmentally safe and made from natural ingredients, making it ideal for septic tanks. Also, concrete does not affect groundwater and surface water quality.

#### Water tightness

Precast concrete can be made watertight when produced in accordance with the NPCA "Septic Tank

Manufacturing" and/or ASTM C 1227, "Standard Specification for Precast Concrete Septic Tanks."

These industry standards specify the necessary procedures to be followed during the manufacturing of watertight tanks.

Standard sealants are specially formulated to adhere to precast concrete and produce a watertight joint.

#### Variety of Configurations.

Precast concrete septic tanks can be produced in a wide variety of configurations (such as two-piece tank, monolithic tank with separate cover, and seamless, one-piece monolithic tank). In addition, precast concrete septic tanks can be designed to withstand a broad range of soil and loading conditions. Most septic tanks made from alternative materials, may lack this flexibility.

#### Ease of Installations

Precast concrete septic tanks are durable during storage, available instantly in standard sizes, easily transported to the job-site, and easily installed. In addition, precast septic tanks also withstand damage better than alternative materials during the backfill process.

## CONCRETE PRODUCTS NEWSLETTER

P.O. Box 688  
Pembroke, MA 02358

Phone: 863-607-9361  
Fax: 863-709-1870

**President:**  
**Bruce Blackledge, Rotondo/Oldcastle**  
**Vice-President:**  
**Patrick Camp, Camp Precast**  
**Clerk:**  
**Rick Terrill, USF Corp.**  
**Treasurer:**  
**Donald Moberg, Pembroke Concrete**

**Executive Director:**  
**Frank Kotomski**

**We're on the Web**  
**Ncpaonline.org**

## Association Facts

The Northeast Concrete Products Association, Inc. was founded January 27, 1998.

The purpose of the Association is:

- To provide a forum for mutual concerns and issues confronting the Concrete Products Industry
- To encourage the use of Concrete Products through the continued education of specifiers and engineers
- To promote the welfare of it's member through fraternal cooperation

Regular members are those engaged in the manufacturing and/or distributing concrete products in the 6 New England States

Associate members are those engaged in businesses that service the concrete products industry.

# Current Membership List

### Producer Members

Acme Precast  
Arrow Concrete  
Atlas Concrete  
Benson Enterprises  
Camp Precast  
Carroll Concrete  
Chase Precast/Div. Oldcastle  
Concrete Products  
Concrete Systems, Inc.  
Durastone Corp.  
Fiore Concrete Products  
George Roberts Co.  
J&R Precast  
Jolley Precast  
William N. Lamarre Conc. Prod.  
MBO Precast, Inc.  
Michie Corp.  
New England Concrete Prod.  
Pembroke Concrete Prod.  
Phoenix Precast Prod.  
Rinker Materials/Hydro div.  
Rotondo Precast/ Oldcastle

E. Falmouth, MA  
Granby, CT  
Durham, CT  
North Easton, MA  
Milton, VT  
Newport, NH  
N. Brookfield, MA  
Chepachet, RI  
Hudson, NH  
Lincoln, RI  
Wakefield, RI  
Alfred, ME  
Berkley, MA  
Danielson, CT  
Greenville, NH  
Plymouth, MA  
Henniker, NH  
Amesbury, MA  
Pembroke, MA  
Concord, NH  
Wauregan, CT  
Rehobeth, MA

S.T. Griswold & Co.  
Sani Tank, Inc.  
Scituate Concrete Pipe  
Scituate Ray Precast  
Shea Concrete  
Shorey Manufacturing  
Superior Concrete Co.  
United Concrete Products  
Utility Precast  
Wiggin Precast

### Associate Members

Advanced Concrete Tech.  
Axim Italcementi  
A-Lok, Inc.  
D.C. Bates Equipment  
Bay Oil Co.  
The Bilco/Permentry Co.  
Cableworks, Inc.  
Capco Crane and Hoist  
Cleco Mfg., Co.  
Concrete Sealants  
Connecticut Steel  
Cougar Industries  
Dayton- Richmond

Williston, VT  
Leominster, MA  
Scituate, MA  
Marshfield, MA  
Wilmington, MA  
Harwich, MA  
Auburn, ME  
Wallingford, CT  
W. Wareham, MA  
Pocasset, MA

Portsmouth, NH  
Clifton Park, NY  
Tullytown, PA  
Hopedale, MA  
Chicopee, MA  
West Haven, CT  
Putnam, CT  
Woburn, MA  
Hudson, NH  
New Carlisle, OH  
Wallingford, CT  
Peru, IL  
Canton, Ct

D-T-E Environ. Solutions  
Dragon Products  
Eastern States Steel  
Engineered Wire Products  
Fralo Plastech  
General Foundries  
Glens Falls Cement  
Grace Construction Prod.  
International Precast Supply  
The James Company  
LeBaron Foundry  
M. A. Industries  
Master Builders  
Meadow- Burke  
Meyers Associates  
Mixer Systems  
NACIP, Inc  
NECSA  
NPC, Inc  
NPCA  
Oil Chem, Inc  
A.L. Patterson

Charlestown, MA  
Portland, ME  
Upper Saddle River NJ  
Upper Sandusky, OH  
Syracuse, NY  
Perth Amboy, NJ  
Glens Falls, NY  
Cambridge, MA  
Haverhill, MA  
Guilford, CT  
Brockton, MA  
Peachtree City, GA  
Boston, MA  
Magnolia, NJ  
Scarborough, ME  
Pewaukee, WI  
Princeton Jct. NJ  
Castleton- on Hudson, NY  
Milford, NH  
Indianapolis, IN  
Merrimack, NH  
Levittown, PA

Pennsylvania Insert  
Polylok, Inc  
Press Seal Gasket Corp.  
QMC  
RBF Sales  
Rissy Plactic, LLC  
SI Concrete Systems/  
Fibermesh Division  
Syracuse Castings  
Tuf- Tite, Inc  
U.S.F Fabrication  
United States Fabrication  
Whaling City Iron  
Spring valley, PA  
Yalesville, CT  
Ft. Wayne, In  
Fountain Valley, CA  
Weare, NH  
Canton, CT  
Wakefield, MA  
Cicero, NY  
New Fairfield, CT  
Meridan, CT  
Manchester, NH  
New Bedford, MA

### Professional Members

Delta Engineering  
Binghamton, NY

### MEMBERS

<b>Producer Members</b>	<b>32</b>
<b>Associate Members</b>	<b>47</b>
<b>Professional Members</b>	<b>1</b>
<b>Total</b>	<b>80</b>