



MONTHLY

Communications: web, phone, fax, mail, e-mail

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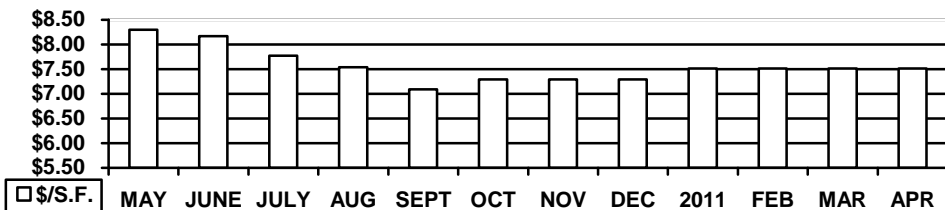
12667 PORTAGE STREET, DOYLESTOWN, OHIO 44230 P. O. BOX 267

** CELEBRATING OUR 39TH YEAR * SUPPLYING THE AREA'S FINEST BUILDERS **

ROUGH - LUMBER PRICING / per square foot

This graph should be used as a **GUIDELINE ONLY!**

(Based on a typical 2-story w/3 car garage & front porch) **APRIL 2011 \$7.51**



TYPICAL RANCH ROUGH LUMBER / APPROXIMATELY \$9.82 PER SQ. FT.

Lumber One

...in Shipping!



Matt Gentner

Matt with 25 years of service along with his "right-hand" man, **Mike**, with 19 years as well, aptly guide our **Shipping Department**.



Mike Vesner



TRUCK-LOAD SCHEDULE
 ORDER BY SHIP / WEEK
 April 15 May 16
 May 6 June 6

SPRING'S HERE! ... and again ... by the way ...

We can not possibly express these feelings adequately enough...we would like to **THANK ALL OF YOU** for your continued **LOYALTY** to all of us here at Galehouse Lumber! We have felt the same pain, frustrations, and all the other emotions you and almost everyone else in this country have felt. That makes the relationships we have with you, our employees, our vendors and others associated with us even more important and appreciated than ever before. That being said...we would like you to consider some other possible purchasing opportunities you may or may not realize we have to offer or just never gave a thought to. We're all aware that many businesses promote "One Stop Shopping" - for obvious reasons. Well... we concur with that! **We specialize in rough lumber, roof trusses, I - joist systems, windows, exterior & interior doors, sidings, interior trim, stair parts, cabinets, decks, pole buildings, garages and much more.** Please continue to keep us in mind as you build this Spring. Questions? - Call us! *Thanks again, Fred*

Sales tips... **Insights Into Price Objections** *...Tip sales*

- Rarely is price the only deciding consideration.
- A price objection can hide anything and everything.
- Every price is too high until they see the benefits.
- People often buy from people they like, regardless of price.
- When the product is complex or personalized, price is less important.
- Prospects will often test you to verify the best deal.
- When the price is high, the extra values must be sold.

"Your most unhappy customers are your greatest source of learning." ____Bill Gates