



# Measure Twice Cut Once

DECEMBER 2019

The builder's guide to all things timber and hardware.

## SPOOFED!

So let's get all the innuendo's over and done with now – he, he, he, spoofed. This is kinda important. Because it happened to us and a few of our clients got done as well...

So spoofing is a type of computer attack. Basically a 'cyber-criminal' - for lack of a better term- sends an email pretending to be someone you know. In our case, a supplier. The attacker embeds some sort of computer virus, usually as an attachment (like an MS Word file) and asks the recipient to read it.

Because it's coming from someone you trust, it all seems legit until you find out it isn't. Once you open the attachment the cyber-criminal sets loose a computer virus and gets access to your email contacts and your identity, pretends to be you and sends a similar email to your contacts – kind of like a chain letter.

**We have no idea why our spoofer did this to our vendor, or to us, but we guess they make money somehow.**

This does mean that you've probably seen a whole lot of emails saying they are from Wilson Timbers but if you look at the sending email address you'll see it has nothing to do with us. **DISREGARD THEM.** Delete the email, block the sending email address and **NEVER** open the attachment.

**If you are unsure call us.**

So if you get an email from someone you trust out of the blue that has an attachment don't open the attachment – look at the sending email address or get in touch with the sender by phone

to confirm. They may not know they are a victim of a spoofer. This is how you avoid being spoofed.

Unfortunately this can be really stressful for everyone involved. Our spoofer is still sending emails out to our contacts pretending to be us – you can block their offending email addresses – they aren't @ wilsontimbers.com addresses.

We all need to keep our anti-virus software and anti-malware software up to date – that filters a lot of spoof emails out. But unfortunately, not all of them. It's basically an arms race between the cyber-criminals and the cyber-security firms. As we adapt and learn to filter out these attacks and not fall victim to them (who gives Nigerian princes their bank account details these days?), the criminals are forced to adapt and find new ways to trick us – then we adapt again and so on.

## In This Issue

- Our IT disaster
- How to have better meetings with your potential clients
- Insulation is not the place to save a few bucks
- Drilling all those hard to reach places

No system is perfect. 'We got caught out.' All we can do is resolve the problem and not make the same mistake again and share our experiences so that you learn from our mistakes to avoid having to learn from your mistakes. It's embarrassing but red cheeks and a handful of humility are better than the alternative.



## Perfect Decks in Half the Time.

Would you spend a few extra bucks to get a perfect deck in half the time? Think of the labour savings and you can still charge the client the same amount. Extra profits in your back pocket!

The designer, Peter Hays realised that he could build in the spacing and fastener guides right into the top side of the joist protectors. Installing Decktec is super simple. You just need a stringline/laser so that you know the first Decktec on each joist is plumb then nail them in – then you just butt the next Decktec strip up to the last one and it will stay straight.

You can then drop decking in anywhere, in any order that makes your job easy. It is impossible to not have straight boards - there will be no human error, so you can set up and leave your apprentice to complete the job and know that he will get it right. Your decking will be in perfect alignment and be perfectly spaced. You'll finish in about half the time using Decktec compared to traditional methods.

We've got Decktec in stock, so if you want an explanation or a demo, ask your rep for details or a demonstration, or visit <https://www.decktec.com.au/how-to/>



# The Secret To Making More Sales

By Kurt Hegetschweiler

What does your average sales meeting look like? How much time do you spend explaining how you do business?

More importantly, how much do you listen to your prospects?

If you don't have the answers to these questions, you're probably not having a lot of success selling your services. This is especially true if you just keep on pitching without stopping to listen to your prospects' needs.

Here's the thing...

Sales is much more about asking than telling. The most important thing you need to do is make your prospect feel understood. End of story.

If not, you'll be just another salesman trying to extract money from them.

Make no mistake, they'll notice this and walk away.

As a builder, your job is to solve a problem. How can you find out what the problem is if you're not listening closely enough?

This is important for many reasons.

First of all, you can't and shouldn't work with everyone who's willing to pay. You need to qualify your prospects to see if they're a good fit. It's better to have one happy client than a dozen who don't see the value in what you do.

You can't be everything to everyone, so you need to select your clients carefully. And you do this by asking questions and listening with care.

Even if the prospect isn't a good fit, you're still obligated to help them. Not by taking on their job, but by referring them to someone else who can do it better. This is how you earn respect and a good reputation, which are crucial to success in the building industry.

Here's what you should do...

Ask questions first and talk later. Be honest with yourself and the prospect and let them know if the partnership isn't a good idea. This will allow you to close higher-quality deals, and you'll never have to struggle with sales again.



# How Your Clients Suffer When You Use Inferior Insulation.

The big problem we see with many of the insulation products on the market is that they can be a real pain to install. Their floppiness means keeping them in place can be a pain in the neck, they are hard to cut to size and once they are in place, your clients are basically left with a ticking time bomb in their walls.

Nothing dramatic will come of it but over time those batts will sag leaving the top of each cavity un-insulated driving up their power bills with increased heating and cooling costs.

They may pick it and blame you or they may not.

That's the problem with the brand of insulation we find over at The Green Giant...

If you want to create a point of difference and an easy way for you to establish yourself as the only choice for your client's project then you need to explain this to them and explain why you are different.

## **This is why we are now supplying Fletcher's Pink Batts.**

Fletcher Pink Batts are made in Australian – so you are supporting the local economy. They are made from 80% recycled material so they are

good for the environment too. They are totally non-combustible so they are the perfect insulation batt.

Best of all they are about 30% faster to install than other leading brands, all because they are nice and stiff. Their rigidity means they are easy to cut, they will stay where you put them and they won't sag after installation so your clients will stay warm in winter and cool in summer.

You can charge a premium to supply these batts and you can pocket the labour savings by using them, that way your job is more profitable and all the while showing your customers why they lose out over the long term if they choose the 'cheaper option.'

Fletchers supply a full range of wall, floor, ceiling thermal and acoustic insulation as well as roofing insulation, commercial and HVAC insulation. If you need a catalogue of their products get in touch with your rep or we can arrange for take offs from your plans.

We are carrying a couple packs of the common Fletchers Pink Insulation Batts just in case you get into a jam and need something today. Larger orders of any Fletchers product can be fulfilled the next day.



## The Next Level In Joist Protection.

The good folks at Trex have just launched their 'Joist Protection Tape.' Frankly, we're pretty impressed with it.

We think Trex Protect might be the best on the market now. Trex Protect uses a gel adhesive to stick to the joist's surface. When you screw through it the gel heats up and melts around the screw and resets – ultimately creating a watertight seal. The only tape on the market we have found that can do this.

On the top side, Trex Protect has a 'sandpapery, non-slip surface' which makes it nonslip when you have to walk on it during construction. This will give you an extra level of protection when working at heights.

Trex Protect is available in rolls of 20m in two widths: 50mm for single joists and 100mm for double joists and bearers.

Add Trex Protect to your next decking order and offer your clients that extra protection!





Merry Christmas and  
A Happy New Year!

Thank you for another fantastic year. We hope it has been as good for you as it has been for us (and we had a pretty good year).

With the holidays fast approaching please note we will be calling it a year at **midday on December 20<sup>th</sup> and reopening 6:00am January the 6<sup>th</sup> 2020.** Hang on it's 2020 next year... where is my flying car?



# How To Quickly Drill & Drive in ALL The Places Your Cordless Drill Can't Reach.

The Sheffield Group asked themselves a simple question – *“how can we help our clients drill and drive in all those places where you can't get to with a cordless drill?”* It's a pain in the butt when you have to break out the hand tools, assume a position that only an Olympic gymnast should be in and then quarter turn by quarter turn hand drive a fastener or hand drill a screw...

After all this research and development they came up with the Alpha Pro Drive. Its engineered to be used by tradies and in workshops – the high speed bearing and metal gears will handle up to 20,000 RPM and 120Nm of torque all while delivering a smooth quiet driving or drilling experience.

It will stand up to being used on the job site day in and day out.

Here's what you need to know:

- Suits just about every 1/4" hex headed accessories including drivers, hex shank drills, holesaws, spade bits, nutsetters and more
- It works in just 100mm of clearance
- Head is angled at 105° for easier use
- Compact head design measures in at just 58mm (size does matter when you are dealing with tight spaces)
- 360° rotating head

- 36 possible handle positions using the combination of the rotating collar (which adjusts in 30° increments) and different arm positions (90°, 45°, 0°) so you can be comfortable while doing any task
- Compatible with both air powered and electric drills
- Quick release chuck allows for fast attachment change over

We've got Alpha Angled Drivers in stock, ready to go with your next order. If you need more information talk to your rep and they can walk you through everything you need to know, and even arrange a demonstration either on the job site or in store for you.



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