

Best Buy Metals

INSIDER

The most popular newsletter in the entire company. Also the only one.



2020 VISION

by Adam Clark



It's hard to believe we're already moving into February of 2020. As I have taken the last month to reflect on 2019, I am awestruck by the incredible success you have all helped create. We planted a new facility in Mooresville, NC, introduced multiple rollforming lines, launched our new Pole Barn division, and continued to grow our fantastic teams by adding top-tier personalities at each location. You all are AMAZING!

We are only one month into 2020, and you all continue to impress. We have already captured record months at many of our facilities. Our team has never been stronger, from sales to production, maintenance to project management. So what can we accomplish this year? I'm glad you asked!

ISSUE HIGHLIGHTS

Get to know Devin Nicely in our Employee Spotlight

Check out some details on the plans for our new podcast

There may be some free Chick-Fil-A hiding in this issue somewhere. 😊



If 2019 was the year of incredible growth, 2020 is going to be the year of WOW. Many of my recent conversations with our team members and customers have circled around the same idea; we are not a building materials supplier, we are a customer service and experience provider. Our customers choose to partner with us because we genuinely care about them, and we openly display this care through our actions, words, and positive attitudes. Multiple customers have called or sent messages stating that the service they experience with Best Buy Metals is wonderfully unique, unlike any other service they receive.

Customer service is our key competitive advantage; it will be the foundation of our success in 2020. I'm so thankful we have a team that understands this and understands the value of treating every person, team member, and customer, with kindness and care. I encourage you all to find a way to create a WOW experience for every customer. Get them excited to work with Best Buy Metals. Get them excited to go and tell their friends (or at least their social media friends) about their outstanding experience with our great company. Reduce our customers' curiosity to try other suppliers by being exceptional, satisfying their every need, every time.

Thank you all for your care and hard work to build this exceptional company. Best Buy Metals does not experience any level of success without the consistent effort you all contribute.

Let's make 2020 our best year yet!



Best Buy Metals

A BRIGHT FUTURE

Here's a brief recap of our growth over the past decade.

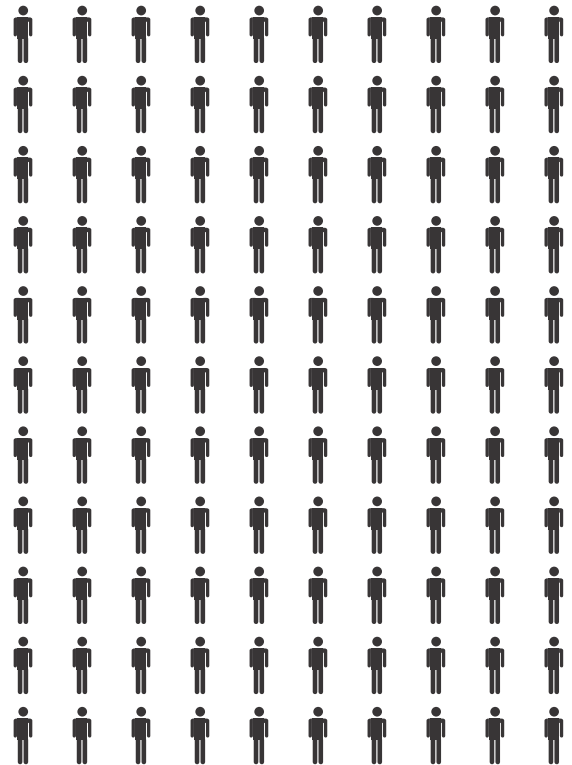


2009



\$3,890,389

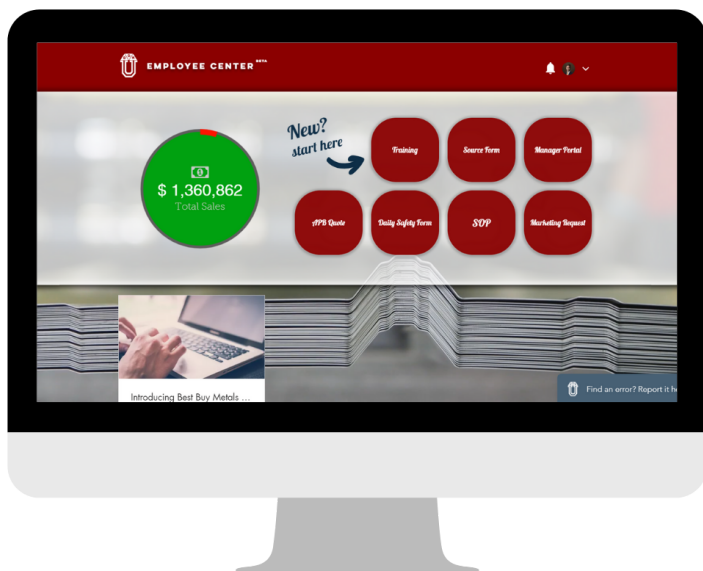
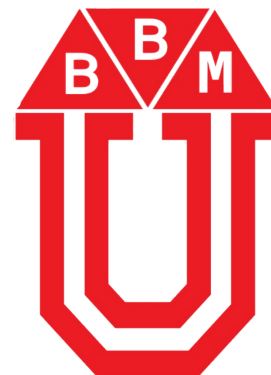
2019



\$27,142,782

ONLINE TRAINING NOW AVAILABLE

At long last! Best Buy Metals University is finally online. BBM-U is an online training portal for our team members. Here you can access training courses that will lay the foundation for your success at Best Buy Metals. You can get to the website by visiting www.bbmemployee.com. The site is still in beta (which means some things still may not work properly) but there is a nice little tab on the bottom right of the webpage where you can report errors and issues.



IT'S DOES MORE THAN JUST TRAINING

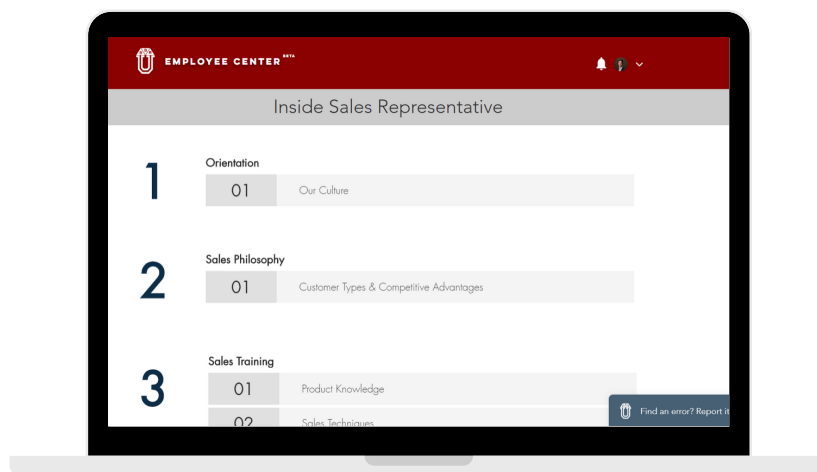
In addition to hosting our online learning center, the website also features a quick look at our current company sales goal and features "tiles" on the front page that link to some of the digital tools and resources you use the most.

Forgot an operating procedure? No worries, skip trying to sort through the drive and quickly access all of our Standard Operating Procedures by clicking on the "SOP" tile on the front page.

For you managers, there's now a "Manager's Portal" that hosts some of the links and spreadsheets that you access the most. There's also some at-a-glance data about where we sit with losses and expenses.

Go check it out!

www.bbmemployee.com



EMPLOYEE SPOTLIGHT



DEVIN NICELY

General Manager, Asheville

Devin has been with Best Buy Metals for six and a half years (since the Asheville store's inception). He started his career here as an Inside Sales Representative. From there Devin moved in to the Assistant Manager position and eventually took the lead as the General Manager in Asheville.



What is your funniest memory at Best Buy Metals?

Weston Justice almost stepped on a snake in our warehouse. I had no idea he could dance until that day.



What's your advice for new employees at Best Buy Metals?

You get out of this place what you put into it. Work hard, keep a good attitude, and you can go as far as you want here.



What is your favorite hobby?

It is a toss up between reading and fishing.

Which cartoon character would you switch lives with?

Scrooge McDuck is pretty cool. He swims around in his gold coin swimming pool and goes on adventures. Can't beat that.



If you could only eat one food for the rest of you life what would it be?

Lobster Mac and Cheese.

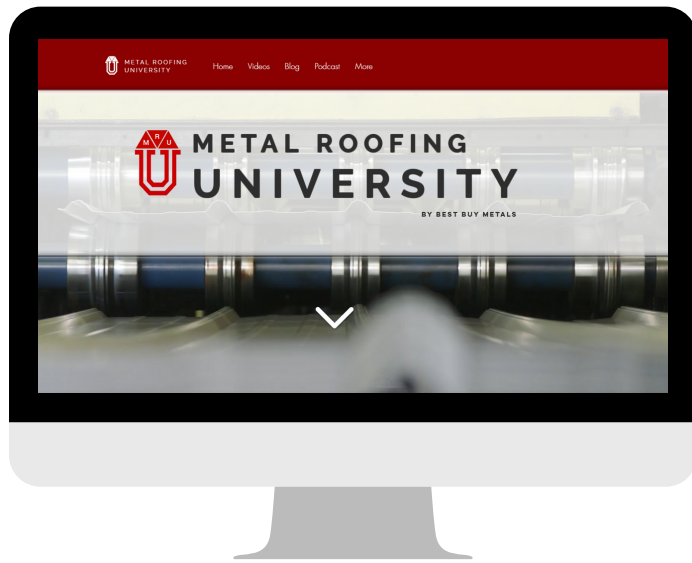
DEVIN'S FAVORITE QUOTE

"Anger is an acid that can do more harm to the vessel in which it is stored than to anything on which it is poured."

- Mark Twain

METAL ROOFING UNIVERSITY

Metal Roofing University is a customer facing education center. It exists to both provide added value to our customers without blatant sales pressure, and to also establish Best Buy Metals as industry leading experts (cause we are, take a bow). The main focus for Metal Roofing University right now is our YouTube channel, podcast and blog. A LOT of new content will be coming out this year so make sure you let your customers know this resource is available!



www.metalroofingu.com



CONGRATS! YOU'RE IN MARKETING!

Welcome to the marketing team! You can help get this program off the ground by subscribing to the podcast and our YouTube channel and consider sharing some of the content on your social media pages! (Please?) You can find the YouTube channel, the blog and the podcast by using the website over there on the left.



Tag Best Buy Metals in a picture of you listening to the Metal Roofing University podcast and you could score a Chick-Fil-A gift card





Samantha Evers
Shane Green
Adam Howard
John Green

Ed Hardin
Alicia Gibson
JT Gettis

REVIEW OF THE MONTH



Robert Stevenson

2 reviews

★★★★★ a month ago

I have been working with Chris Godsey on the roofing materials for my garage project, he has been very helpful and understanding of my many questions. He answered all my questions in a timely manner and provided me with online references for the products I was considering and how they are installed. I received 5 quotes from various companies that were all in the same price range, within a few hundred dollars, I decided to go with Best Buy because of my experience with Chris. Very satisfied.

Rob Stevenson
Preston Ct



MAKE THE SELL, RING THE BELL

BEST BUY METALS POSTS A RECORD SETTING JANUARY

Kicking the year off hot, we posted RECORD BREAKING sales numbers in January with National Sales, Greenville, Asheville and Cleveland breaking individual store sales records for the month of January.

Last year we ended January with \$1,983,554 in total sales. This year we ended January with \$2,251,427 in total sales. That's almost 12% growth!

Our total sales goal for 2020 is \$32,615,000. If we keep the momentum that we currently have then we're going to blow this year out of the water! Thanks so much for your hard work, keep your foot on the gas pedal and let's make February the best one yet!

When someone in National Sales makes a sizable sell they ring the "Sales Bell" and the whole team celebrates together. To celebrate their record setting January, the whole team took turns ringing the bell.

