

AllCovered NEWS

HIGHLIGHTS TO HELP YOU THIS WEEK

- Eliminate Objections & Hike Sales
- 77% of Truckers Admit Violating H-O-S
- New Transport Worker ID Cards In March

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AllCovered News

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PDF FORMAT: <http://www.allcovered.net/AC-News-PDF.htm>

NOTE: All links to stories in PDF version work – just click them

>> SMALL BUSINESS SECTION <<

SALES BIZ – ELIMINATE OBJECTIONS & HIKE SALES

--- Excerpted from an article by Jeffrey Gitomer – Link at end ---

If a potential client is not buying, is "objecting," there is a reason, and a good salesperson must find the real reason and solve it. It's either a stall, a barrier, a statement of risk, or a lie.

To most sales people, an objection is a reason the prospect is not buying.

That's wrong, and you can change it. Here's how:

First, change your reality regarding what an objection is. It's a stall, a barrier, a statement of risk, or a lie.

- If it's a stall, there's a reason behind it -- probably a lack of perceived value.
- If it's a barrier, you have to lower it.
- If it's a perceived risk, you have to reduce it.

Second, change your reality regarding what a prospect really means when he throws a barrier or stall at you.

Third, stop blaming the prospect. Start taking responsibility for letting this happen.

Fourth, look for the real reason for the stall or barrier. Here's what the prospect is really saying:

- *Where's the value? What's in it for me?*
- *Where's the resource? I don't want a salesperson; I want someone who can help me.*
- *What's the difference between you and the others who sell what you sell?*
- *Where's my win?*
- *Do you know my expected outcome? And how are you helping me achieve it?*

Any stall or barrier simply means you haven't proved yourself yet.

The biggest reason prospects and customers won't buy from you is the unspoken risk they perceive. The higher the risk, the less likely they will buy. And vice versa.

Risks come in many forms: There's the risk of the unknown or untried product, the risk of selecting the wrong model and the risk of a poor outcome after the purchase.

In short, they see a risk in doing business with you.

If you are able to identify the risk the buyer perceives, and the real barriers a buyer is placing in front of you, then and only then can you understand how to respond.

MORE: http://www.bizjournals.com/extraedge/consultants/sales_moves/2006/12/11/column529.html?hbx=e_sol

- Ask for the prospect's opinion.
- Talk relationship, not sale.
- Ask about the prospect's experience.
- Communicate clearly with the prospect.

Here's the simple formula:

1. Reduce or eliminate risk.
2. Lower or eliminate barriers.
3. Prove a difference between you and the competition.
4. Prove value.
5. Get a signed contract.

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TECH BIZ – CRITICAL MICROSOFT PATCHES COMING TOMORROW: Microsoft plans to release eight bulletins with patches for critical holes in Office, Windows and Visual Studio.

MORE: <http://ct.eneews.eweek.com/rd/cts?d=186-5215-2-79-426122-596190-0-0-0-1>

TECH BIZ – FIVE PRODUCTS FOR YOU IN 2007: Here are five new technologies developed in 2006 that could make your business easier and cheaper to run this year.

MORE: <http://www.pcmag.com/article2/0,1895,2078010,00.asp>

>>>> TRUCKING SECTION <<<<

TRUCKING – 77% OF DRIVERS HAVE VIOLATED H-O-S

Seventy-seven percent of qualified truck drivers who responded to a recent "Ol' Blue USA" on-line survey about Hours of Service admitted to deliberately violating HOS rules in the past. 55% said they were still currently deliberately violating the rules.

Of the 1,094 qualified respondents, 65% were company drivers, 26% were leased owner-operators, 8% were independent owner operators and 1% were involved in other occupations that require a CDL.

According to the survey, drivers perceive that the most common, or deliberate, violation is logging time as off-duty when actually on-duty (78%). Other common violations included using more than one logbook (21%), logging violations correctly in hopes that they will not be noticed (17%) and indicating a team driver is operating the vehicle when they are not (11%).

When asked how many days per month driver's thought they were operating intentionally in violation of the HOS rules, the average answer was six days.

When asked how many days per month they might be operating in violation of the regulations unintentionally, either by accident, oversight or honest mistake, the average answer was five days.

MORE: <http://www.thetrucker.com/News/Stories/2006/12/29/77percentofdriverswhorepondedtosurveyadmitviolatingHOS.aspx>

TRUCKING – TRUCK FREIGHT DROPS: In a worrisome sign for the US economy, trucking shipments declined by almost 9% in November -- the largest year-over-year decrease in almost six years according to the American Trucking Associations.

MORE: <http://www.joc.com/lede/20070102/sections/logis/w79717.asp>

TRUCKING – TRUCKERS MAY NEED PASSPORTS SOONER: Truckers carrying goods into the United States from Canada or Mexico soon may need passports by 1 January 2008, not 2009 as was stated earlier.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=57435>

TRUCKING – US CHAMBER OF COMMERCE ATTACKS CONGESTION: The US Chamber of Commerce wants Congress and States to spend more on transportation infrastructure to cut congestion on highways, at ports and airports.

MORE" <http://www.joc.com/20070104/sections/ecom/w12074.asp>

TRUCKING – DIESEL DOWN SLIGHTLY: The US national average price for a gallon of diesel dropped 1.6-cents last week, to \$2.58, 13 cents higher than the year before.

MORE: <http://www.etrucker.com/apps/news/article.asp?id=57372>

>>>> SECURITY SECTION <<<<

SECURITY – NEW TRANSPORT ID CARDS LAUNCH IN MARCH

Workers at ports, airports, trucking companies and anyone involved in moving freight will need new biometric ID cards. The program begins in March with some US ports. The new cards are called Transportation Worker Identification Credentials, known as "TWIC."

The Department of Homeland Security will begin requiring 750,000 US port and maritime workers to carry identification cards imprinted with their biometric fingerprints, despite delays in developing devices to read them.

Workers will undergo extensive background checks to obtain the cards to gain unescorted access to secure areas of US ports and vessels. Installation of the card readers, however, appears to be more than a year away.

Under the regulation, applicants for the ID card will undergo a comprehensive check of their criminal histories, immigration status and whether their names show up on TSA's terrorist watch lists.

Fees for the cards, known as the Transportation Worker Identification Credential, will range from \$107-\$159, with applicants getting discounts. The card, which also will carry a photo of each worker, will be valid for five years.

TSA STATEMENT: http://www.tsa.gov/press/releases/2007/press_release_01032007.shtm

MORE: <http://www.miami.com/mld/miamiherald/16378573.htm>

MORE: <http://govexec.com/dailyfed/0107/010307tdpm2.htm?rss=homeland>

MORE: <http://www.newsday.com/news/politics/wire/sns-ap-port-security.0.4484543.story?coll=sns-ap-politics-headlines>

SECURITY – TWIC WILL SHAKE-UP FREIGHT SYSTEM: Undocumented illegal immigrants will be forced from the freight industry. What will that mean for service and costs?
MORE: <http://www.chron.com/disp/story.mpl/business/4440256.html>

SECURITY – BANGKOK BOOSTS SECURITY: Security at all public transport locations in Bangkok -- from bus stops to Suvarnabhumi airport -- has been tightened, following nine coordinated explosions New Year's Eve that killed three and injured 38 persons, including nine foreigners in the first public violence to occur in the capital in decades.
MORE: <http://etna.mcot.net/query.php?nid=26987>

SECURITY – PHILIPPINES ADDS \$50 SECURITY FEE: The Philippines has imposed a \$50 (approximately P2,500) security fee on all shipments to curb smuggling of drugs and other contrabands. The Executive Order charges a \$50 fee on each 40-footer container shipment and \$20 on every 20-footer container for both imports and exports.
MORE: http://www.manilastandardtoday.com/?page=politics3_jan1_2007

SECURITY – PHILIPPINES REQUIRING ADVANCED CARGO MANIFEST REPORTING:
MORE: <http://www.mb.com.ph/MTNN2007010583813.html>

SECURITY – US BOX SECURITY VENDOR REGS COMING SOON: The US Department of Homeland Security will publish vendor specifications for a container security device that international shippers and carriers can use to meet cargo security requirements, according to the US Customs and Border Protection. Work is continuing on a device that detects unauthorized intrusions through any wall of a shipping box.
MORE: http://www.americanshipper.com/SNW_story.asp?news=45801

SECURITY – US RULES FOR CHEMICAL FACILITIES: The US Department of Homeland Security has published an advanced notice of proposed rulemaking for regulating security at all chemical facilities. Companies with chemical facilities would be required to complete a secure online risk assessment to set a baseline of their overall risk to terrorist attacks or theft of material. High-risk facilities will then have to conduct vulnerability assessments and submit site security plans that meet DHS performance standards. The department will validate submissions through audits and site inspections, and provide technical assistance to facility owners and operators.

NOTICE: <http://a257.g.akamaitech.net/7/257/2422/01jan20061800/edocket.access.gpo.gov/2006/pdf/06-9903.pdf>

MORE: http://www.americanshipper.com/SNW_story_main.asp?news=45607

SECURITY – US SENATORS INTRODUCE SECURITY BILLS: On the first day of the 110th Congress, several senators Thursday introduced legislation to address what they say are security gaps in railroads, trucking, pipelines and hazardous material transportation. One bill calls for 100% container screening.

MORE: http://www.americanshipper.com/SNW_story.asp?news=45984

MORE: <http://www.joc.com/20070105/sections/ocean/w54600.asp>

SECURITY – CBP ISSUES C-TPAT STANDARDS FOR CUSTOMS BROKERS: US Customs and Border Protection has released minimum security criteria for Customs Brokers joining the Customs-Trade Partnership Against Terrorism. In a posting to its Web site CBP said customs brokers seeking to join the supply chain security program on or after Dec. 31 will be required to meet or exceed the criteria before they are certified for the program's benefits. Customs Brokers already in C-TPAT must meet the tougher standards by 2 April.

ANNOUNCEMENT: http://www.customs.gov/xp/cgov/import/commercial_enforcement/ctpat/security_criteria/

MORE: <http://www.joc.com/20070105/sections/trade/w44344.asp>

SECURITY – C-TPAT TO RECOGNIZE FOREIGN CERTIFICATIONS: Sometime in 2007 the US will begin to accept other countries' security certifications for C-TPAT. The move would allow companies accredited in one country as having adequate safeguards for container shipments to receive faster US customs clearance without having to go through multiple application and vetting processes, or wait until US officers can arrive to do the job.

MORE: http://www.americanshipper.com/SNW_story_main.asp?news=45881

NEXT WEEK: An in-depth look at the US C-TPAT program.

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SECURITY – IATA: "MORE COOPERATION NEEDED"

--- Excerpted from an article by David Learmount – Link at end ---

Terrorist incidents have forced new security measures, but regulations must be coordinated.

The terrorist alert at London's airports on 10 August 2006 provided a never-to-be-forgotten image of how not to organize security arrangements at major international airports. The chaos affected all airlines for more than a week, and the cancellation of hundreds of flights saw some travelers delayed for up to three days.

But lessons learned from this incident could have a positive influence on the long-term future of aviation security, bringing greater effectiveness without necessarily increasing the hassle, says the International Air Transport Association.

--- GOOD NEWS ---

A major intelligence operation learned of the plot and prevented it.

Airlines got together after this to agree jointly how to counteract it.

Within three months, the decision on common standards for cabin baggage and the specifications for containers of fluids that may be taken on board had been put into practice throughout Europe and the USA - and is now becoming an international standard.

--- IATA WANTS MORE ---

IATA is calling for greater standardization across the board for all aspects of aviation security, in the cargo arena as well as those concerning passengers and their baggage. IATA says there is too much localized unilateral decision-making on security practices, resulting in travel disruption rather than security effectiveness.

IATA points out three small, but important, aspects of non-standardized security practice at screening points:

- Should shoes be removed and X-rayed or not?
- Should laptop computers be screened separately or in their carrying bags?
- Should duty-free produce bought airside at the original departure airport or on board an aircraft be allowed to be transferred to an on-bound flight at an airport where the passenger is interlining?

MORE: <http://www.flightglobal.com>

>>> AIR & OCEAN SECTION <<<

TRADE – PHILIPPINES ADDS SECURITY FEE: See “Security” section

TRADE – NEW TRANSPORT ID CARDS LAUNCH IN MARCH: See “Security” section

TRADE – NEW US TARIFF CODES: The US government has formally issued new tariff codes that go into effect on 3 February. US Customs and Border Protection officials have promised to give importers an additional grace period of 15 days before enforcing the new tariff classifications and other rules for certain goods.

SEE CODES: <http://www.usitc.gov/tata/hts/bychapter/index.htm>

MORE: http://www.americanshipper.com/SNW_story.asp?news=45879

TRADE – CUSTOMS CONSIDERS PENALTY BREAK: Until now US Customs issued fines for almost any violation. Now Customs is considering a more flexible approach that would give highly compliant companies a free pass for minor violations of customs procedures. The other side of this means that companies who have too many infractions, no matter how minor, will be hit with much larger fines and penalties.

MORE: http://www.americanshipper.com/SNW_story.asp?news=45721

TRADE – US CHAMBER TO LOBBY FOR IMPROVED INFRASTRUCTURE & TRADE:

REPORT: <http://www.uschamber.com/NR/donohyres/ebzdn52p23sromu9xv7vovjy/hblav2lc4cooummu2uiothv7uekby2vly2wllio236bbzpxlhhv6fauqrhko07sah.pdf>

MORE: http://www.americanshipper.com/SNW_story.asp?news=45983

TRADE – EU EYES HARMONIZING HAZ-MAT RULES: The European Union is considering harmonizing rules for the transport of dangerous goods by integrating existing rules into one piece of EU law that would cover road, rail and inland waterway transport.

MORE: http://www.americanshipper.com/SNW_story.asp?news=45608

TRADE – EGL MANAGEMENT MAKES BUY-OUT BID: Logistics services provider EGL says Chief Executive James Crane and private equity firm General Atlantic LLC have offered to buy the company.

MORE: <http://www.joc.com/lede/20070102/sections/ecom/w76374.asp>

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AIR – US AIRLINE INTERNATIONAL CARGO UP 5.3% IN NOVEMBER: International air freight and express shipments carried by US airlines increased 5.3% year-on-year in November, according to the Washington-based Air Transport Association.

MORE: http://www.americanshipper.com/SNW_story.asp?news=45986

AIR – US AIRLINES MAY PROFIT IN 2007: US airlines are set to report their first annual profits since 2000. Analysts predict that if there are no mergers or fuel price rises, the airlines could finally recover from total losses of \$35 billion between 2001 and 2005. Earnings in 2006 are expected to reach between \$2 billion and \$3 billion, according to the Air Transport Association, with profit in 2007 expected to reach \$4 billion.

MORE: <http://business.timesonline.co.uk/article/0,,9077-2527159,00.html>

AIR – US AIRLINE MERGERS HINGE ON US-AIR/DELTA DEAL: The head of Jet Blue believes if US-Air succeeds and takes over Delta then a wave of airline mergers will follow.

MORE: <http://news.airwise.com/story/view/1167948060.html>

AIR – US-AIR ADDING INTERNATIONAL FLIGHTS: US Airways plans to start daily 767 service to Athens on May 25, 757 daily flights to Brussels on June 1 and daily 767 flights to Zurich on June 8 from its hub in Philadelphia.

MORE: <http://www.atwonline.com/news/other.html?issueDate=1%2F4%2F2007>

AIR – CONTINENTAL CARGO UP 5.5% IN 2005: Continental Airlines reports that it carried 1.07 billion cargo revenue ton-miles in 2006, up 5.5% compared to 2005.

MORE: http://www.americanshipper.com/SNW_story.asp?news=45805

AIR – HKG NOVEMBER CARGO UP: Hong Kong International Airport cargo volumes rose 7.2% in November from the same month in 2005.

MORE: <http://www.joc.com/20070102/sections/air/w65836.asp>

AIR – NEW BANGKOK AIRPORT NEEDS \$41.7-MILLION FIX: Problems at Thailand's new international airport can be fixed, but at a cost of about USD 41.7-million. Suvarnabhumi Airport began operating on 28 September, assuming both domestic and international flights from Bangkok's old airport at Don Muang. But problems immediately began cropping up, such as a shortage of toilets and seats at waiting areas, inadequate air conditioning, noise pollution and misplaced luggage. More toilets will be installed by April. The air conditioning and seat shortage will be fixed by next month.

MORE: <http://english.eviewweek.com/show.aspx?id=7299&cid=11>

AIR – AIRBUS RESTRUCTURING TALKS THIS WEEK:

MORE: <http://news.airwise.com/story/view/1167910795.html>

OCEAN – SLOWER US RETAIL IMPORT GROWTH IN 2007: Traffic at major US container ports should continue to grow in 2007 as retailers import more merchandise from abroad, but won't grow as fast as it did during 2006, according to the National Retail Federation and the consulting firm Global Insight.

MORE: http://www.americanshipper.com/SNW_story_main.asp?news=45880

OCEAN – GREEK PORT WORKERS END 8-WEEK STRIKE: Workers at Greece's largest commercial ports ended an eight-week overtime strike last week which had created a backlog of containers and led to customers moving their business elsewhere. Employees at state-controlled Piraeus (OLP) and Thessaloniki ports refused to work overtime and at weekends to protest government privatization plans.

MORE: http://www1.reporter.gr/default.asp?pid=16&la=2&art_aid=48702

OCEAN – MAERSK RAISING RATES ON TWO MORE ROUTES: Maersk has said effective 1 February it will raise rates \$200 per TEU (20-foot Equivalent Unit) on shipments from the East Coast of South America to Europe. Maersk will hike rates from the Far East to South Africa by \$150 per TEU effective 1 April.

MORE: http://www.americanshipper.com/SNW_story.asp?news=45992

MORE: <http://www.joc.com/20070105/sections/ocean/w54777.asp>

OCEAN – SHANGHAI EXPECTS TO BE #1 PORT FOR 2006: When official end-of-the-year figures are released, Shanghai expects to have handled 530 million tons of cargo in 2006, about 100 million tons more than the world's second largest port city, Singapore. The port authority attributed the 20% yearly increase as being mostly due to the opening of the Yangshan Deep-Water port, whose first phase went into operation last December.

MORE: <http://www.shanghaidaily.com/article/?id=301473&type=Metro>

OCEAN – ROTTERDAM BOX VOLUME UP: Despite a spring slump, container throughput at the Port of Rotterdam increased by 4% for all of 2006, to 9.6 million TEUs.

MORE: <http://www.joc.com/20070102/sections/ocean/w21169.asp>

OCEAN – ROTTERDAM GROWTH LIMITED UNTIL NEW TERMINALS COME ONLINE:

MORE: <http://business-times.asiaone.com/sub/shippingtimes/story/0,4574,219904,00.html?>

OCEAN – COCHIN TO CUT FREE TIME: Cochin's India Gateway Terminals is seeking to reduce free time for import containers from seven days to three in a bid to ease congestion.

MORE: <http://www.joc.com/20061229/sections/ocean/w99759.asp>

OCEAN – NEHRU'S THIRD TERMINAL OPEN: Gateway Terminals, the third container terminal at India's Port of Jawaharlal Nehru, was scheduled to officially open Thursday.

MORE: <http://www.joc.com/lede/20070104/sections/ocean/w75967.asp>

OCEAN – FEFC BAF UNCHANGED: The Far Eastern Freight Conference says its bunker and currency adjustment factors for February in the European and Mediterranean regions will remain unchanged.

MORE: http://www.americanshipper.com/SNW_story.asp?news=45615

OCEAN – SUEZ CANAL HIKES FEES 2.8%:

MORE: http://www.americanshipper.com/SNW_story.asp?news=45541

>>>>> **JUST FOR FUN** <<<<<

(These are shared by readers – Please share yours. Thanks. Mike)

A LOVE STORY

This is a story of two elderly people living in a mobile home park in Florida. He was a widower and she was a widow. They had known one another for a number of years.

One evening there was a community supper in the Club House, and the widower and widow made a foursome with two other singles. They had a wonderful evening and spirits were high. The widower sent a few admiring glances across the table, and the widow smiled coyly back at him.

Finally, he plucked up his courage to ask her, "Will you marry me?"

After about six seconds of careful consideration, she answered, "Yes. Yes, I will. "

The meal ended with a few more pleasant exchanges and they went to their respective homes. The next morning, the widower was troubled. Did she say 'Yes', or did she say 'No'? He couldn't remember. Try as he would, he just could not recall. He went over the conversation of the previous evening, but his mind was blank. He remembered asking the question, but for the life of him he could not recall her response.

With fear and trepidation, he picked up the phone and called her.

First, he explained that he didn't remember as well as he used to.

Then he reviewed the lovely evening past. As he gained a little more courage he then inquired of her, "When I asked if you would marry me, did you say 'Yes' or did you say 'No'?"

"Why, you silly man, I said 'Yes. Yes I will.' And I meant it with all my heart", the woman responded.

The widower was delighted. He felt his heart skip a beat.

Then she continued, "And I am so glad you called because I couldn't remember who asked me."

GETTING OLDER

- Just before the funeral services, the undertaker came up to the very elderly widow and asked, "How old was your husband?" "98," she replied. "Two years older than me." "So you're 96," the undertaker commented. She responded, "Hardly worth going home, is it?"
- Reporters interviewing a 104-year-old woman: "And what do you think is the best thing about being 104?" the reporter asked. She simply replied, "No peer pressure."
- The nice thing about being senile is you can hide your own Easter eggs.
- I've sure gotten old! I've had two bypass surgeries, a hip replacement, new knees, fought prostate cancer and diabetes. I'm half blind, can't hear anything quieter than a jet engine, take 40 different medications that make me dizzy, winded, and subject to black outs. Have bouts with dementia. Have poor circulation; hardly feel my hands and feet anymore. Can't remember if I'm 85 or 92. Have lost all my friends. But, thank God, I still have my driver's license.
- I feel like my body has gotten totally out of shape, so I got my doctor's permission to join a fitness club and start exercising. I decided to take an aerobics class for seniors. I bent, twisted, gyrated, jumped up and down, and perspired for an hour. But, by the time I got my

leotards on, the class was over.

- An elderly woman decided to prepare her will and told her preacher she had two final requests. First, she wanted to be cremated, and second, she wanted her ashes scattered over Wal-Mart. "Wal-Mart?" the preacher exclaimed. "Why Wal-Mart?" "Then I'll be sure my daughters visit me twice a week."
- My memory's not as sharp as it used to be. Also, my memory's not as sharp as it used to be.
- Know how to prevent sagging? Just eat till the wrinkles fill out.
- It's scary when you start making the same noises as your coffeemaker.
- These days about half the stuff in my shopping cart says, "For fast relief."
- Remember: You don't stop laughing because you grow old, You grow old because you stop laughing.

If you have curious, interesting, funny or thoughtful items to share in "Just For Fun", Email them to mike.miller@allcovered.net. Thanks.

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