

# PS NEWS...

" The difference between ordinary and extraordinary is that little extra"

May  
2008

## Why should YOU belong to PSBG?

**Preferred Select Buying Group** offers you what most other buying groups offer, with one extraordinary feature...

### Preferred Select Service Plus.

The **ordinary** features of belonging to Preferred Select Buying Group are:

- ◆ Lowest cost in the industry in addition to our competitive administrative fee
  - ◆ High discounts
  - ◆ Signing bonus
- ◆ One easy to read statement
- ◆ Currently 9 of the leading frame vendors
  - ◆ 2 accessory companies
  - ◆ 1 office supply company

In addition to these ordinary features of a buying group, PSBG has an **extraordinary** feature that is the *little extra* between ordinary and extraordinary...

### Preferred Select Service Plus

As a member of PSBG you are entitled to this great money saving, and time saving feature for the vendors that you bill through PSBG.

**PSSP** is a convenient service offered to Preferred Select accounts that order their prescription eyewear business through Soderberg Ophthalmic Services.

When you send your Rx into your local Soderberg Ophthalmic laboratory, the customer service staff will order the direct sell frame for you for that particular Rx, as long as you have signed up with PSBG for that particular frame vendor.

The beauty of this service is that our customer service staff orders the frame, you will receive the frame with **no shipping charges**. The only charge will be a .75 handling fee that will be added to your Rx bill for that particular frame. The frame will be sent overnight to our central service department and shipped to your specified Soderberg laboratory overnight. It will be in the lab within 48 hours, provided there are no back orders. Which brings up another extraordinary feature that is available to you...*automatic e-mail notification.*

Should there be a back order, we will notify you the same day and you can decide if you want to wait for the frame or send the correct frame from your display and we will send you the replacement when it arrives.

PSBG can notify you one of two ways about the back order.

We can call you or you can sign up for **automatic e-mail notification** of a back order. You learn about the back order at the same time the lab does.

*Again, the choice is yours.* About one third of our accounts that use the PSSP feature are taking advantage of the automatic e-mail notification of a back order.

It is a win-win for everyone.

**Have you compared discounts versus shipping charges lately? Check it out, we think you will be surprised at how much you are spending on shipping charges.**

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Need help adding up your shipping charges for one month, send me the invoices and I will add them up for you.

Continued on page 3



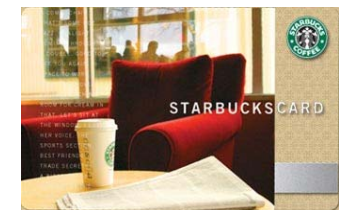
# PSBG Preferred Customer Rewards

*Save Time, Save Money, and EARN BIG !*

**JUNE 1—AUGUST 30, 2008**

Earn money back on your **Preferred Select Service Plus (PSSP)** jobs with the new PSBG Preferred Customer Rewards Loyalty Program June 1—August 30.

Earn one point for every PSSP job that you do through the Preferred Select Buying Group and use your points to cash in for rewards that fit you! Earn enough points and cash in each month—or save your points for something BIG—it's up to you!



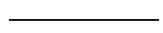
# WHY SHOULD YOU BELONG TO PSBG (CONT. FROM PAGE 1)

Preferred Select also offers you the opportunity to order your office supply products online or via phone and have them delivered to you the next business day with NO Delivery FEE. Check out Corporate Express today. [www.eway.com](http://www.eway.com). It saves you time by shopping over the phone or on-line and saves you money, both in shipping charges and gas money.

We also offer you two accessory companies to buy from. Value Optical Supply and Hilco.

Soft Contact lenses are also available through PSBG as well. See enclosed flyer with available product and pricing. You can also view all the contact lens promotions that are available through the vendors on the Soderberg website, under PSBG.

You can order your PSBG soft contact lens orders on line via the same website.



**Watch your mail for more details about the PSBG Customer Rewards Promotion!**



Are you taking advantage of the "Spring Ahead with PSSP" promotion?

Order Transitions VI with your next PSSP order through the Preferred Select Buying Group and Earn \$\$\$\$\$

For every ten (10) Transitions VI orders you place through PSSP March 1—May 28, 2008 receive \$25.00

Soderberg will track monthly and orders will roll over from month to month. The \$25.00 earned can be redeemed as Amex Checks or a credit to your PSBG account.

*In Summary...  
If you are not a member of PSBG and want to join, contact your Soderberg Territory Manager or call JoAnne direct at the number below.*



*If you are a member and want to save even more money try PSSP.*



*If you want to sign up for Automatic e-mail back order notification of frames for PSSP orders give JoAnne a call at the number below.*



*Earn extra money by participating in the "Spring Head with PSSP" promotion.*

**Preferred Select Buying Group**  
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**One Minute Mentor 4-22-2008**

## **Five Actions to Build Trust**

By Sandy Likes

What can take a life time to build and takes only a moment to loose? Trust. For people to have trust in you they must be able to depend on you, be able to confide in you, be sure about you and believe in you. We build trust by our intentions, actions, words and the company we keep. So what are some things we can do to build trust?

1. **Walk the talk.** Say what you mean and mean what you say. Choose your words and tone of voice purposefully.
2. **Act with integrity.** Be able to state your values clearly and live your values consistently.
3. **Choose your friends wisely.** Reality is we are judged by the company we keep.

If your values are different, make sure people know which values are yours and why, and not the values of the company you keep.

1. **Pass the Front Page test.** Don't do or say anything in public, or with those you do not have a trusting relationship, that you don't want to see on the front page of your newspaper or on a local billboard.
2. **Be competent.** Good intentions and honesty only get you so far. To build trust you must be capable of doing the things you say you are going to do.

You are responsible for building trust in others and for trusting others. Trust is one of your biggest assets to get things done and build meaningful relationships.

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