

# ColorSource PREMIER Jobber does it all ... and then some



*Motorcar Colors President George Schulmann takes a moment to share PREMIER strategies.*



**G**eorge Schulmann, president of Motorcar Colors in Moorestown, N.J., is a very busy man. This ColorSource<sup>SM</sup> PREMIER jobber has served as Chairman of the ColorSource Council for the past six years and is also president of the local Rotary Club, a board member on the Economic Development Advisory Committee, the Safe Ride Transportation Organization and the Philharmonic of Southern New Jersey. Needless to say, his plate is quite full. Recently, the *Winning Spirit* caught up with George to talk about the new ColorSource PREMIER program.

**Q.** What do you see as the biggest differences between PREMIER and the existing ColorSource program?

As a business, the ColorSource PREMIER program helped us to change for the better. It constantly challenges us to be what we need to be in the future so we can continually meet the high expectations of our customers.

**Q.** How do these advantages help a jobber propel their business?

These advantages allow us to offer our customers more opportunities to improve their operations. Our clients receive valuable insight when they get involved with the Performance Groups. BASF's expert force of Business Development Managers also provide our customers with knowledge that is key, and when they combine that with the efficiency of BASF's eBusiness tools, the result is improvement. That means more orders for us.

**Q.** What kind of future do you see for yourself and your business?

Sustained growth. I want to become an even larger distributor. We have to, just so I can survive in this industry. It's very competitive.

**Q.** What kind of opportunity do you think a program like PREMIER offers a jobber?

The chance to really grow as a business. I'm talking about more than one location and twice as many customers. If you are willing to step up to the plate, the PREMIER Program will take you places.

**Q.** How important is the relationship you have with BASF to your success, and what role does the PREMIER program play in that?

I credit much of my success to the partnership I have formed with BASF. They are great, because in addition to supplying me with the best products, they also provide my company and customers with the best support and training.

**Q.** What kind of commitment does it take to be a PREMIER member?

Passion is the key to everything. I believe only the most dedicated and motivated jobbers can meet the challenges necessary to become a ColorSource PREMIER distributor. It is a growth-based commitment. However, the benefits are worth the effort.

**Q.** How important is it in today's business climate to have partners that are as interested in your success as you are?

Very important. We sell BASF exclusively, this allows my staff to be more focused and technically proficient in the product lines we sell. Plus, all my employees receive the best professional and technical training from BASF, so they have the ability to provide our customers with consistent and accurate information, and that is crucial to the success of any business.