



Veritas Instrument Rental Incorporated

# QUICK NOTES

A Monthly Resource for Veritas Affiliates



## Headline News

A Quick Look at This Month's Industry News & Network Updates

### Season Trends

So far, this Back to School season has been trending on a positive. We are seeing more affiliates reporting and an increase in the number of instruments that are being rented. Our numbers this year are showing an increase that we have not seen in a few years. This is all due to you and your business!

Another great positive we are experiencing this year is communication with you! We have always insisted that you not fly by the seat of your pants and to reach out to us when you have a question. We have seen a great deal of you do just that! There are no silly questions. We would much rather walk you through a process than have to try to fix a mistake later in the season. With that in mind, please do not hesitate to reach out to any of us for help.

Every season has a stand out instrument. Right now, it's a little too early to tell what this year's hot instrument might be. However, we are in a good position with our stock and should be able to manage whatever is thrown our way this season. Remember to keep an eye on your stock and keep us updated of any changes you see in your market!

**Keep Up The Great Work!**



## AFFILIATE SPOTLIGHT

A Tribute to Those Going Above & Beyond

### VIR Regional Training

Having the luxury of being in a fairly compact state, the Affiliates in Connecticut were able to get together in August for a local training. JC Caillouette, from JC Music arranged and hosted the meeting on a Sunday evening. The meeting featured a session on proper VIR procedures with T.J. from VIR, a refresher of the accessories to sell with rentals and a competitive comparison. JC and his staff did a great job laying out the agenda and providing materials to help the other affiliates in the state.



## ACTIVITY CALENDAR

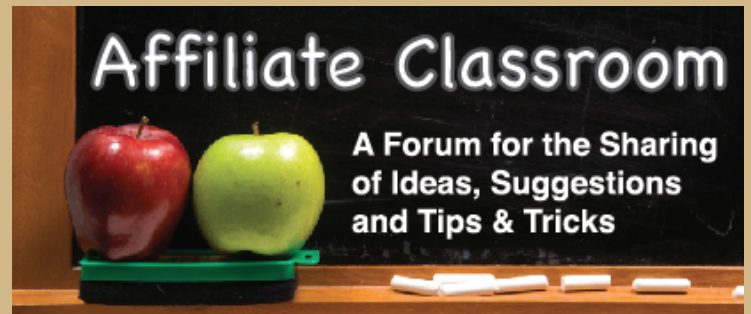
Upcoming Events & Affiliate Planner

**November 3-5:** VIR Fall Training Session  
VIR Feather Sound Campus, Clearwater FL

**November 8-11:** North Carolina MEA  
Benton Convention Center, Winston-Salem NC

**November 20-22:** Virginia MEA  
Norfolk Waterside Marriott, Norfolk VA

**November 20-24:** Louisiana MEA  
Crowne Plaza Executive Center, Baton Rouge LA



## Affiliate Classroom

A Forum for the Sharing of Ideas, Suggestions and Tips & Tricks

### ADR...Then Order

This time of year it is critical you complete your ADR (Affiliate Daily Report) any day that you rent an instrument. This lets us know that you have instruments leaving your store. When you complete the report, we track what we should be expecting on contracts and have an idea what your inventory looks like. Remember, we will not auto-replenish your stock. If you will need more instruments after renting what you have, complete your ADR **THEN** place your replenishment order.

Also, if you have an urgent need for an instrument for a customer, place your order online before call VIR. Once you have placed the order online (with notes), you can reach out to us at VIR if there are any other details we need to address. If you call to place an order on the phone, we at VIR need to place the order online before we can move forward. By placing the order online, you create a paper trail that can be tracked!