

e-advantage



A Goodbye and a Change

By Randy Gardiner

As we wrap up the year, we do so with a goodbye and a change. Bill Jewell, our aftermarket manager since 2011 and a long-time Red Dotter, has retired. Bill wore many hats within our aftermarket organization, and his retirement gives us an opportunity to redefine several roles within the aftermarket group in ways that will help us support you better.

Mike Pease is now responsible for the strategic direction and leadership of our aftermarket business, including the management of field sales and product engineering. Based in Valley View, Ohio, Mike is also part of our executive team and gives the aftermarket a strong, dedicated voice among our senior management.

Robert Gardiner is director of corporate marketing.

Robert will manage Red Dot aftermarket programs, customer service, aftermarket forecasting, inventory availability, product support, and pricing. He is based in Seattle.

Craig Alexandre will take on some of Bill's responsibilities for new product development, and Leah Sattler will handle special pricing, reporting to Robert.

"Our job as an aftermarket organization is to support you and your customer relationships, whether that customer is a small shop or a specialty OEM," Mike says. "We can add value to what you do by helping you make the most of what Red Dot has to offer." This includes product development, engineering, factory-installation training, inventory management,

quality all-makes parts, and innovative parts programs.

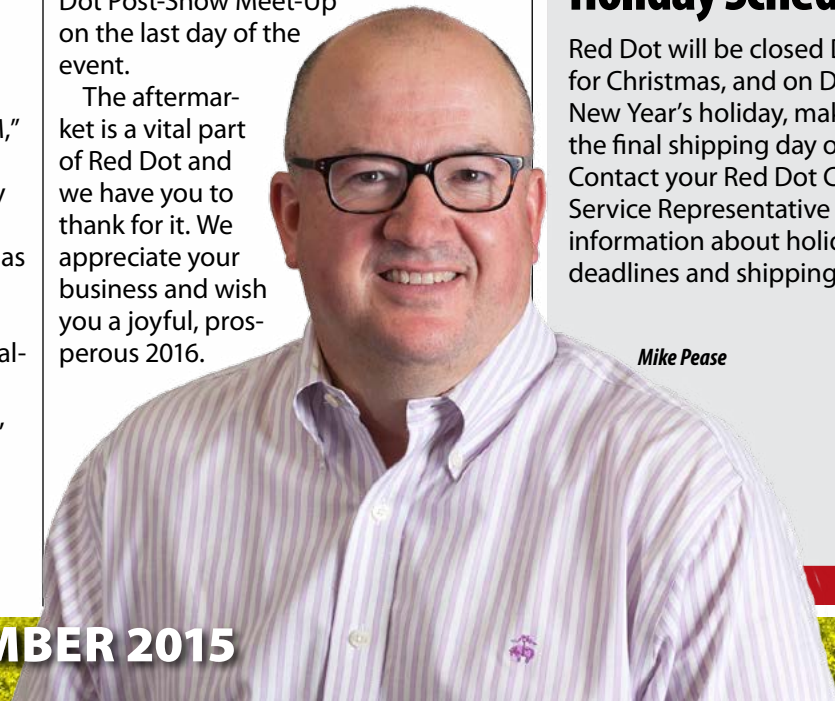
With Mike setting the strategic direction for aftermarket sales and engineering, and Robert in charge of marketing programs and customer service, we have two very valuable assets playing to their strengths.

Both Mike and Robert will be at MACS in February and I hope you'll join them at our booth or at the Red Dot Post-Show Meet-Up on the last day of the event.

The aftermarket is a vital part of Red Dot and we have you to thank for it. We appreciate your business and wish you a joyful, prosperous 2016.



Robert Gardiner



Mike Pease

Red Dot News

See You at MACS

Red Dot is exhibiting at the MACS Training Event & Trade Show in Orlando from Feb. 11-13, 2016. Join us at Booth 214 or at the official MACS post-show-teardown social for MACS exhibitors on Friday at 4:30 p.m. Talk to your Red Dot account manager for details.

Holiday Schedules

Red Dot will be closed Dec. 24-25 for Christmas, and on Dec. 31 for the New Year's holiday, making Dec. 30 the final shipping day of the year. Contact your Red Dot Customer Service Representative for more information about holiday order deadlines and shipping schedules.

BUILDING ON TOMORROW

The Gift of a Referral

A referral is the best thank-you any business can receive. Because we talk to repair shops and specialty OEs all the time, we're often asked to recommend sources for Red Dot units, parts, and installation. Since our job is to help Red Dot distributors make sales, it's a question we take seriously.

So we have a process to qualify that lead and see if it's a good fit. Requests come to us by phone, in person through a trade show or conference, or through a business relationship with Red Dot—a specialty OEM that uses our units, for example. In each case, leads are logged by the Red Dot marketing group and then sent to our outside sales representatives.

How You Can Help

We love to provide referrals but we need your help in order to make the most of the process.

Talk to your Red Dot account representative about what kinds of prospects are important to you. Businesses evolve. Maybe you're targeting installation and service work now, or you've tightened the market or area you want to serve. Maybe you've opened a new location. Let us know your priorities so when we're asked for a referral, we can provide the one that's well-informed and going to result in a sale.

With a new year upon us, there's no better time to tap into the marketing power of a simple referral. Talking to us about changes to your business will help us find the right fit between you and that promising prospect.

IN THE SHOP

Care for Coolant

More than 40% of all heavy-duty engine problems are found to originate in the cooling system, where corrosion, cavitation, and scale can send foreign material circulating through the heater core. When you're promoting winter maintenance, remind customers about these simple tips for coolant care:

1. There is no standard color "code" in the industry. Coolant classification is what's important. Look for an ASTM D6210 coolant, which is designed to protect against cavitation of wet liners and protect hot surfaces against scale.

2. Most engine OEMs require that the coolant base have a concentration between 40 to 60%. This can be checked in the field using a refractometer. Too much ethylene glycol can cause steel clamps, the copper heater core, and cast-iron components to wear out.

3. Water quality matters. Avoid tap water, which is hard and can react with additives causing them to become insoluble.

When you're talking about winter HVAC PM, don't take coolant for granted. The health of the engine—and the comfort of the operator—depend on it.

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CUSTOMER SERVICE

Need to reach someone in customer service but not sure who?

Use our general email address: amcustomerservice@reddotcorp.com

Add it to your address book. Your email will reach all of us in Aftermarket Customer Service.

Jared Hazen – 1-866-366-3811
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Kristina Wolbeck – 1-800-364-2708
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All times are in the Pacific Time Zone

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