

e-advantage



Changes at Red Dot's Customer Service Team

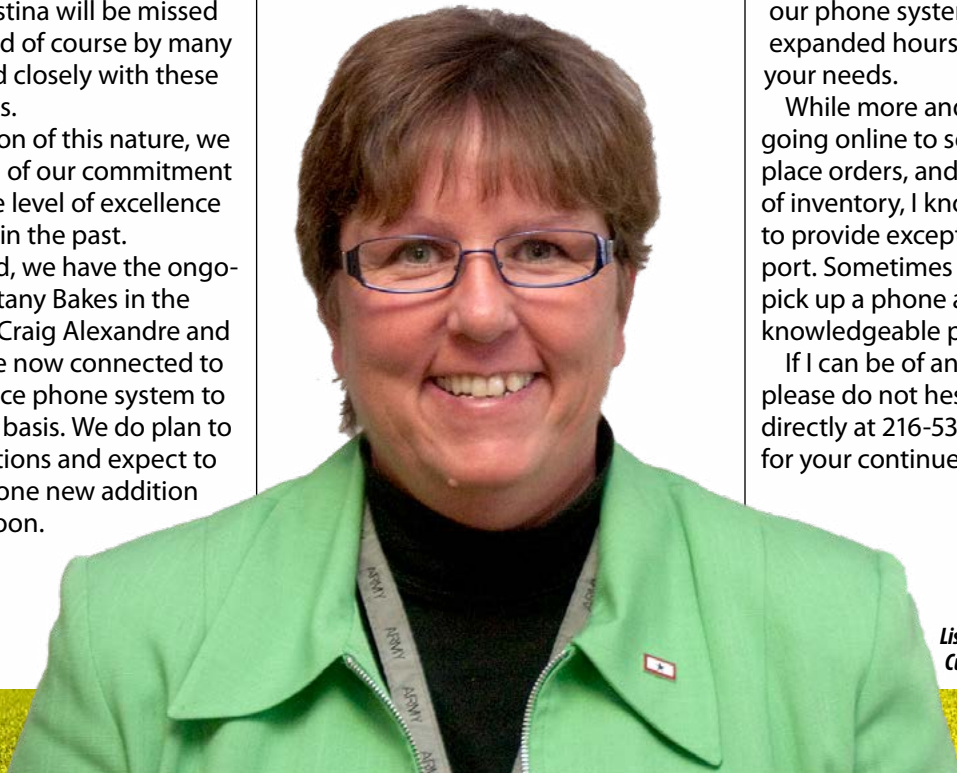
As many of you know, this month marks a change in our customer service personnel.

Jared Hazen recently left Red Dot to move to Knoxville, Tenn., and Kristina Williams has moved on to a new company to continue her career growth. Both Jared and Kristina will be missed here at Red Dot and of course by many of you who worked closely with these two fine individuals.

With any transition of this nature, we want to assure you of our commitment to deliver the same level of excellence you have received in the past.

With that in mind, we have the ongoing support of Brittany Bakes in the Seattle office, and Craig Alexandre and Mike Widdifield are now connected to our customer service phone system to help on an interim basis. We do plan to fill both open positions and expect to announce at least one new addition to our team very soon.

Within Red Dot, we are consolidating the management of our aftermarket and OEM customer service organizations under Lisa Goddard. Lisa has been with Red Dot for 28 years and has led our OEM customer service team for the last 23 years.



*Lisa Goddard,
Customer Service Manager*

We will still have customer service personnel dedicated to the aftermarket but having both teams in one place will allow more phone coverage during busy times. We also plan for Chad Kimes, our customer service representative at Red Dot Ohio, to be tied in to our phone system so we can provide expanded hours of coverage to meet your needs.

While more and more of you are going online to search our catalog, place orders, and check on the status of inventory, I know how important it is to provide exceptional customer support. Sometimes you really just want to pick up a phone and talk to a helpful, knowledgeable person.

If I can be of any further assistance please do not hesitate to give me a call directly at 216-533-4241. Thanks again for your continued support of Red Dot.

Mike Pease

Red Dot News

Closeouts & Specials

Just like it says when you log in, click the big yellow banner to see a list of all closeout and special pricing on Red Dot aftermarket products. All items are new and carry our standard new-product warranty. Regular shipping rates apply.

[Click here to see all of Red Dot's Closeouts & Specials](#)

Go All "Red Dot"

You can offer specialty OE customers our North America-wide warranty and product support when you use all Red Dot components in your installation. It's a huge selling point for customers whose equipment moves around the country. Talk to your Red Dot account manager for details.

MARKETING TIP

Weezie's On Facebook!

As vice president of Marks Air in Tampa, Fla., Caroline Acebedo has a lot on her plate. But right now she's posting photos on Facebook of the Marks Air crew road-tripping to a MACS A/C class in Georgia.

"No, social media is not in my job description," Caroline says. "But it's fun using it to promote who we are and the work we do."

Marks Air is one of a handful of Red Dot distributors with a Twitter feed (@MarksAirInc), Facebook page, Instagram account, or YouTube channel. We asked Caroline about advice for anyone who's just getting started.

Does social media help your marketing?

When someone Googles "A/C service" we're just another name but if they see a Twitter feed or pictures on Instagram I think they're more likely to click through.

What do you post?

Customers like to see you. We posted pictures of Weezie's birthday party. Weezie is the owners' dog and people love her. Does Weezie help us sell parts? No. But dog birthday pictures



Made you look: Photos of Weezie, the Marks Air company dog (with owner Gordon Marks), get customers talking on Facebook and Instagram.

get people talking when they come in.

We'll post photos or a few words to celebrate a work anniversary or when an employee does something special. If we see a crazy warranty return

or a unique install job, we'll post it. This is more about "showing" than selling. Pictures are great for that.

Any advice for someone getting started?

You're not too late to the party. You just have to reach out and share. Being consistent is the most challenging part. My advice there is to have one person in charge of social media and then to give them the freedom to try different things. Make it part of the job description because it is work. But it's also fun, and I hope it shows.

FOLLOW RED DOT ONLINE

Follow @RedDotCorp on [Twitter](#) and Red Dot Corporation on [Facebook](#) for the latest updates! And check out our collection of videos on [YouTube](#)!



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CUSTOMER SERVICE

Need to reach someone in customer service?

Use our direct-link email address: AMCustomerService@RedDotCorp.com

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

WARRANTY & PRODUCT SUPPORT

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All times are in the Pacific Time Zone

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