

e-advantage



All in the Family

Kristina Williams is a customer service team cornerstone

Kristina Williams says one of the toughest parts about leaving a customer service job is that you miss all of the people you interact with on a daily basis, even ones you've never met face to face.

"Red Dot distributors remind me so much of my dad or my uncle or my grandpa," she says. "Set in their ways, a little finicky and hard to crack, but incredibly loyal. They have big hearts and I absolutely love them."

When Kristina decided to move on to a new company in April, she knew she'd miss her Red Dot family.

The feeling was mutual. After a brief time away, we're happy to have her back.

Kristina, who has worked at Red Dot for five years, is the kind of dedicated, helpful, knowledgeable person we want representing the company.

"My mom has worked in the shop for

the past 29 years, and I started here as summer help doing powder coating," Kristina says. "Being on the production floor showed me how dedicated everyone is to doing a quality job. When they hired me in customer service, I tried to have the same sort of commitment."

She worked hard to become familiar with the catalog so she could respond to questions quickly. "Our distributors are all businesspeople and they call

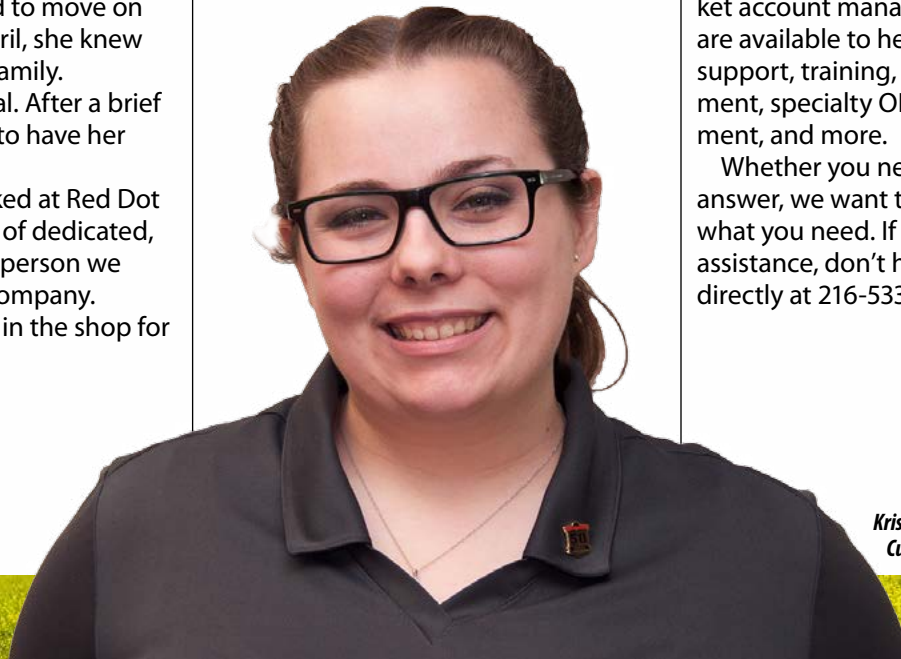
us because they have a customer who they're trying to help," Kristina says. "In customer service, you have to respect their time and make sure they're taken care of."

Kristina is part of a dedicated aftermarket team now managed by Lisa Goddard, who has led our OEM customer service efforts for 23 years.

We're investing in people who are experienced and equipped to serve you well. That group includes our aftermarket account managers in the field, who are available to help you with product support, training, inventory management, specialty OE business development, and more.

Whether you need a part or an answer, we want to make sure you get what you need. If I can be of further assistance, don't hesitate to call me directly at 216-533-4241.

—Mike Pease



Kristina Williams,
Customer Service Rep

Red Dot News

Make Your Own Flyers

Do you know you can make your own flyers through our eCommerce site? Look under the "Media" tab and start building ads for Red Dot products.

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.

Incidental Orders

If your order is in by 2:30 p.m. Central for Memphis or 2:30 Pacific for Seattle, it will ship the same day. Orders received after 2:30 will ship the next shipping day.

CERTIFICATION TIP

Section 609: More Than Compliance

Compliance is just one reason to promote Section 609 certification for techs who do A/C work. Red Dot account manager Scott Watson is a Section 609 instructor, and he outlines other ways that certification training can add value to your parts and service customers:

1. A Needed Refresher: Section 609 certification can be the start of a larger conversation about basic A/C concepts, components, and service techniques. That's why it's an advantage to have an instructor conduct the course in person. "We're not there to sell, but we can talk about the benefits of quality parts and regular service intervals," Scott says.

2. R-1234yf Awareness: Techs who deal with a mix of light and heavy vehicles are starting to see more R-1234yf systems.

"In our classes we talk about the health and environmental reasons

for the change, but also the practical side," Scott says.

At roughly \$30 an ounce, "you want to capture the maximum amount of refrigerant possible for warranty reimbursement," he explains.

Certification training can also help technicians recognize illegal conversions from modifications to convert A/C systems and service equipment from 1234yf to 134a.

3. Vehicle Uptime: When the A/C is performing as it's supposed to, drivers will treat the vehicle better and you'll get more uptime as a result. "Section 609 certification is about compliance, but the training is about how to keep the system performing as it should," Scott says.

Ask your customers if their techs are 609 certified, and talk to your Red Dot account manager for more information about training.

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All times are in the Pacific Time Zone

JUNE 2016