



e-advantage



A Twist on Training

In the heavy-duty aftermarket, one element that's often missing from customer service training is the customer.

"The trouble with training is that you teach employees the knowledge and skills they need to interact with customers without ever showing them what's happening on the other end of the phone," says Jeff Engel, Red Dot aftermarket account manager. "How many CSRs have ever been outside their office to visit a WD or a shop?"

Jeff was in Seattle last month and led the Red Dot customer service team on a field trip to both Northwest A/C and Thermo King Northwest, a few blocks away from our headquarters.

"I can put on an A/C 101 clinic or talk about our catalog and applications, and I do, but we want our CSRs to see how a counterperson looks up a part and places orders," Jeff says. "What information does he have at his disposal? What does his computer screen look like? What's his next step if we say we don't have what he's looking for?"

You won't know or see that unless you can put down your headset, get out in the field, and talk to the guys ordering the product.

"We want to have the most knowledgeable customer service team there is," Jeff explains. "It starts with us understanding the customer."

Robb Morrison Retires

As much as Robb Morrison loved hanging around WDs in places like Atlanta, Charlotte, and Orlando, he now has other destinations in mind, having officially retired on June after 11 years as a Red Dot aftermarket account manager.

"Last year I told the company I was committed to getting my key distributors up and running through the busy part of the 2016 A/C season and then



Robb Morrison, Retired Sales Rep.

my wife and I wanted to do some traveling," Robb says. "I'm young enough and healthy enough and there are a lot of places to go and see."

Robb helped many distributors in the Southeast grow their A/C units and parts sales with Red Dot, and he was instrumental in developing our aftermarket business into a truly national network.

Robb's ingenuity and knack for tackling tough A/C problems are impossible to replace. "When I was young, I was the guy who if your car broke down would say, 'Go buy the parts and a case of beer and let's figure out how to fix it,'" he says.

Robb calls his years at Red Dot the "happiest times of my working career because I made so many friends. Now if they have a case of beer and something that needs fixing, I have time to help out."

With Robb retiring, Red Dot has hired Taylor Partridge as an aftermarket account manager. We'll introduce you to Taylor in the next eAdvantage, but if you need to reach him, his contact details are on the next page.

Red Dot News

Early Closure for In Seattle on Aug. 5

Production at Red Dot Seattle will halt for scheduled inspections and maintenance on Friday, Aug. 5, at 11:30 a.m. Pacific. Customer Service will be available until 10:30 a.m. If you need product shipped from Seattle that day, talk to your Red Dot customer service representative about planning ahead and coordinating your orders around this temporary shutdown.

2017 WD Conference: Save the Date

Planning is under way for our 2017 Red Dot Distributor Conference at the Anaheim Marriott on Feb. 13-14. The conference will precede the MACS Training Event and Trade Show Feb. 15-18. Talk to your Red Dot account manager for details.

SHIPPING & BRANDING

Incidental Orders: When Do They Ship?

It's not enough for us to have items in stock. Sometimes a sale depends on how fast we can get them to you.

Note that we now ship most in-stock products the same day when we receive your order before 2:30 p.m. local time (Memphis or Seattle, depending

from where the product will ship). Orders received after 2:30 will ship the next business day.

Check with your customer service representative for more details about shipping policies and order-entry deadlines.

Red Dot Calendars: Place Your Orders for 2017

Red Dot's desk calendars put your company's name and Red Dot products in front of valued accounts all year long. The form included with this edition of eAdvantage has information about quantities, pricing, and how to include your logo or other artwork.

Red Dot will co-op all calendars at 50% with your company's available co-op balance. Standard shipping via UPS Ground freight will also be at 50% co-op rate. Contact your Red Dot account manager for more details.



Order deadline August 22.

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SALES

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Scott Watson – Mobile: 385-248-2288
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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.

Lisa Goddard – 206-394-3528
5:30 am to 2:15 pm, Monday–Friday
LisaGoddard@RedDotCorp.com

Kristina Williams – 800-364-2708
7:45 am to 4:30 pm, Monday–Friday
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James Sullivan – 800-364-2696
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WARRANTY & PRODUCT SUPPORT

Frank Burrow – 206-394-3501
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All times are in the Pacific Time Zone

AUGUST 2016

RED DOT CORPORATION

2017 Calendar Order Form

Red Dot's desk calendars are the perfect way to keep your company's name in front of your valued accounts all year long.

Desk calendars are \$6.50 each, with a 100 piece minimum order.

Press and stick calendar prices, with a 150 piece minimum order:

150 @ 78¢ ea. = \$117.00
250 @ 75¢ ea. = \$187.50
500 @ 70¢ ea. = \$350.00
1,000 @ 65¢ ea. = \$650.00

Red Dot will co-op all calendars at 50% with your company's available co-op balance. Standard shipping via UPS Ground freight will also be at 50% co-op rate.

To order calendars, please return this form to Leah Sattler no later than August 22, 2016. If your company participated last year and you have no changes, Red Dot will use the artwork already on record. **If there are any changes, we will need to have your graphics along with this form.**

Order deadline: August 22

Quantity: **Desk Calendars** @ \$6.50 ea. (100 piece minimum) \$

Quantity: **Press And Stick Calendars** (150 piece minimum) \$

PO#

Company Name

Contact Name

Address

City/State/Zip

Phone #



eMail to:

Contact: **Leah Sattler**

LeahSattler@RedDotCorp.com

206-394-3588