



# eAdvantage

NEWS FOR RED DOT DISTRIBUTORS  
OCTOBER 2016

## Team Strength

To Lisa Goddard, the best customer experience is an experience the customer doesn't notice. There's no hassle, no friction. It's just easy to do business.

"With e-commerce we've come a long way toward being more seamless when customers



Red Dot's customer service team is (from left) manager Lisa Goddard, Kristina Williams, James Sullivan, and Ian Hamadi.

want to see inventory, place orders, and check on shipment status," says Lisa Goddard, who manages our aftermarket and OEM customer service organizations. "But when there's a problem or someone needs help, it's up to the customer service rep to step in and smooth things out."

It's a tough job but her aftermarket customer service team is up to the task.

"Kristina Williams, James Sullivan, and Ian Hamadi—we now have a solid, stable group and they do a great job sharing information and solving problems together," she says.

They also collaborate with Red Dot's OEM customer service team, which used to be located in separate building. "They're very distinct groups but with both now in the same area they're talking about everything from customer service strategies to available inventory. There's a lot of knowledge here and we're in a better position to share it and help the customer."

Indeed, Lisa says that as a manager her focus is often on things that are out of the customer's view.

"We've spent a lot of time—a lot of time—looking at our own internal processes," she explains. "We've reached out to Red Dot planning and purchasing managers and also to our IT group so they know our perspective when it comes to how our systems reflect what's in inventory. We've given our CSRs more product and catalog training.

We're having more conversations with other departments about how their actions can help us provide that seamless experience."

A customer's satisfaction, Lisa says, is the common element that should motivate everyone at Red Dot: "One way or another, no matter what our job title says, we're all in customer service here."

## Meet James Sullivan

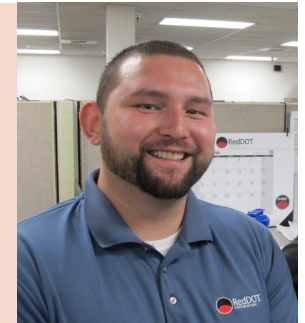
James Sullivan has been with Red Dot for a little more than six months but his appreciation for what it takes to keep customers cool goes back a long way.

"One of my first jobs was working for my uncle as a warehouse supervisor at a residential HVAC installer, doing shipping and receiving," he says. "I learned how important great customer service really is because when you need to know about a part or when a shipment is coming, you want a clear, reliable answer from someone you trust. It's my job to give you the information you need in order to stock the right part or get out there and serve your customers."

Prior to joining our aftermarket team, he did IT work at several organizations including Boeing and the Department of Veterans Affairs.

"I spent a lot of time on the phone helping customers work through technical issues," says James. "The great thing about working here is that the relationships with Red Dot WDs are ongoing, so you can build that trust over time. I'd like to think that one reason WDs do business with us is because they're sure they'll get the help they need when they call."

You can reach James at 800-364-2696 or [JamesSullivan@RedDotCorp.com](mailto:JamesSullivan@RedDotCorp.com).





We've seen Red Dot HVAC systems on some pretty specialized vehicle cabs but the Elio E-Series is the coolest thing on three wheels. The Phoenix-based start-up is funding Red Dot HVAC development for its commuter-car concept. More at [eliomotors.com](http://eliomotors.com).

## Feb. 13-14: 2017 Red Dot Distributor Conference

The 2017 Red Dot Distributor Conference is just a few months away! This year's meeting is Feb. 13-14 at the Anaheim Marriott in Anaheim, Calif., ahead of the 2017 MACS Training Event & Trade Show (we'll be there, too). The Red Dot Distributor Conference is a great time to talk to Red Dot leadership about products and other company initiatives for 2017. Ask your account manager for details.

## Plan Ahead for 2017 Pricing Tiers

**A**s we finalize our 2017 price list, talk to your Red Dot account manager about your current pricing tier and how to qualify for even better prices starting on Jan. 1.

In fact, your account manager can help you review your Red Dot purchases in 2016, develop an inventory plan for the coming year, and place orders now so you can stock your shelves next year at 2016-level pricing.

Don't wait until next Spring. Now's the time to get the best possible pricing from Red Dot.



## We're Here to Help • Red Dot Aftermarket Sales and Customer Support

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Not sure who to contact? Use this email address to reach our entire Aftermarket Customer Service team.

All times Pacific Time Zone