

Tales From The Tech Line

Questions from customers mean sales opportunities for WDs

If you've been telling your staff about the importance of following up a sale with a phone call, we'll back you up on that.

In March we launched the **Red Dot Tech Line**, complimentary phone support for people with technical questions about their HVAC systems and components. Led by Frank Burrow and Mark Williams, Red Dot experts are ready with advice and insight about specifications, troubleshooting, and maintenance.

The majority of our callers are end-users who bought Red Dot product through a distributor. Most of their questions have to do with installations: how to complete the job or assemble the right tools and materials. Sometimes the best response we can give is the number for a WD who can offer face-to-face help.

The calls we get reinforce the

idea that a simple call after the sale is a great way to capture additional business. Even if you hand out a checklist with everything they need for the installation or repair – hoses, wiring, refrigerant charge, and so on – what many customers really need is your expertise. They just may not realize it until later, when they're trying to install a unit or part.

Not every repair or installation is an easy do-it-yourself job, even for people who know their way around a diesel-powered piece of equipment. If your customer seems comfortable doing the work himself, but you think he'd benefit from a chat with our tech group, your customer service representative can patch you through to the Red Dot Tech Line. If you reach an automated attendant, press *7. We can set up a conference call so everyone is working with the same information.

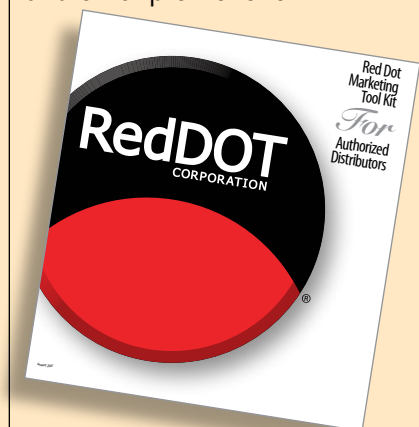
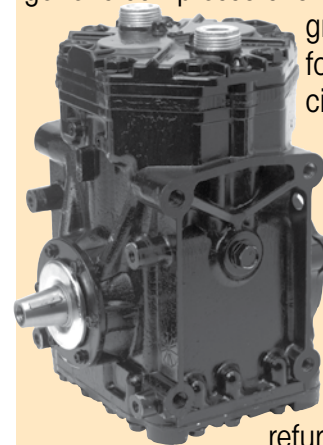
RED DOT NEWS

ORDER OPTIONS: Our online order-entry system now supports three different types of delivery options: stocking orders, which lets you place orders as you need to and consolidates them into one weekly prepaid shipment; incidental orders, where items ship within 48 hours; and truck-down orders, where the part ships as quickly as the same day.

T/CCI COMPRESSORS: We've added T/CCI super heavy-duty generic compressors to our program. Ideal for commercial trucks, this is a value-oriented upright compressor with some refurbished non-moving parts, a brand new gut-pack, and a one-year Red

Dot warranty. We stock two head options: RotoLock (75R7285) and Tube-O (75R7295).

COOP MARKETING: Tell us what you think of the Red Dot Marketing Kit. The cooperative marketing program lets us share the cost on a wide range of promotions. Your customer service representative can keep you up to date on the coop dollars in your account or provide extra CDs that contain artwork and text for advertisements and other promotions.



Perfect Companion

Dog-eared pages, bookmarks, greasy fingerprints – there's no better sight than a well-worn Red Dot All-Makes Parts Catalog.



We see our catalog as the counter-man's tool, and work hard to make it easy to use. If you want to make the most of your catalog, try these tips:

1. The catalog changes every year, and not just on the cover. Ask your field sales representative for a catalog training session. He can highlight new sections and product lines for your staff.
2. Check out the **Electronic Reference Library** CD. This CD provides exploded product views, wiring schematics, installation instructions, and other information you won't find in the print version.
3. The paper catalog is a perfect reason to go see a customer and discuss the new fea-

tures and products Red Dot has added to the line.

Don't take the print catalog for granted. It's one of the best tools you have because it leads to direct sales. Combined with the electronic reference library and online order entry, you have a powerful system for accessing and ordering the part you need.

The Red Dot catalog is available to order "on line" or by calling Red Dot customer service. We also make our catalog available electronically on our website. It even has its own part number: RD-5-7835-0P.

—Frank Burrow



Contact Numbers

Aftermarket Customer Service Representatives

Bill Jewell

BillJewell@reddotcorp.com
206-574-6566

Craig Alexandre

6:30am - 3:15pm Monday - Friday
CraigAlexandre@reddotcorp.com
1-866-366-3811

Cindy Campbell

7:30am - 4:15pm Monday - Friday
CindyCampbell@reddotcorp.com
1-888-846-7556

Wendy Coore

7:00am - 3:45pm Monday - Friday
WendyCoore@reddotcorp.com
1-800-364-2696

Judy Paty

6:30am - 3:15pm Monday - Friday
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1-800-364-2716

Adrienne Saunders

7:45am - 4:30pm Monday - Friday
AdrienneSaunders@reddotcorp.com
1-800-364-2708

Warranty Department Service Representatives

Frank Burrow

8:00am to 5:00pm Monday - Friday
FrankBurrow@reddotcorp.com

Direct line 206-394-3501
Cell phone 206-849-8816

Mark Williams

6:30am to 4:15pm Monday - Thursday
6:30am to 10:30am Friday
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Colleen Bowman

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Mary Wolfe

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All times are in the Pacific Time Zone