

e-advantage



How to Grow Your Business With All-Makes Parts

Serve "blended" truck fleets by promoting less inventory, lower parts costs, single-source supply

Not long ago, you could drive past a trucking company's yard and at a glance see which nameplate it was married to. That's a Volvo fleet. There's a Mack fleet. This one buys Freightliners.

Today, truck buyers diversify. A company may wear one predominate badge, but a greater percentage of the iron is from other manufacturers.

While a fleet may not be 100% with one truck brand, you still can capture 100% of its HVAC replacement parts business. That's the most important advantage of all-makes parts: in one call, you can supply OE-quality HVAC replacement parts for all the vehicles in the fleet. Better still, you can do it while keeping parts costs low with no compromise in performance.

Here are three keys to selling HVAC replacement parts to blended fleets:

Define the benefits

Red Dot all-makes replacement parts are OEM-quality. They're engineered to deliver the same level of performance as the originals. They're an exact fit—no modifications necessary for installation—and backed by our warranty.

Sell from the catalog

Sit down with the fleet's maintenance manager and ask where he's sourcing HVAC replacement parts. You can use your catalog's cross-reference guide to show your customer that you can supply OE-quality products for every truck in the fleet.

Streamline inventory

Managing parts inventories is a challenge for trucking businesses. All-makes parts can help the fleet reduce the number of individual models they need to carry. For example, it's expensive to stock every OE compressor configuration. The Sanden FLX7 family of compressors lets you replace the

You can supply OE-quality products for the entire fleet.

majority of Sanden's original equipment compressors with just 15 models and five head adapters.

Another example: Red Dot receiver driers, 17 models in all. Fleets like them because they're OEM-quality, high-capacity, spring-loaded receiver driers that simply help keep replacement costs low. Red Dot blower motors have similar benefits. We have three differ-



Red Dot receiver driers are one way to show the value of all-makes HVAC parts.

ent single-speed, vented permanent-magnet blower motors for Freightliner

and Volvo trucks: 73R3042, 73R3052, and 73R3062.

In a price-competitive market, customer service and support—where one call can take care of many needs—is the best way to differentiate yourself. With all-makes parts sales, you can build business with the customers who already know you well and value that relationship.

—Robert Gardiner

Parts-Counter Sales Tip

Standardize hose fittings across an entire truck fleet

Every truck has hoses and fittings, so this is a great opportunity to standardize components across a blended fleet. We've carried AeroQuip's line of E-Z Clip hoses and fittings since 2003, and we recommend them above all others for their simplicity, effectiveness, and versatility.

If you can handle a pair of pliers, you can make reliable hoses and fittings quickly with the E-Z Clip system. It requires no power tools and produces a durable, flexible hose and fitting that exceeds SAE J2064 coupling integrity standards.

Our E-Z Clip Starter Kits contain the most common fittings and two different sets of the hardware needed to install them. We also supply 50 feet of hose in all four sizes supported by these kits, with include a handy carrying case.

For more information about fittings, check out page 170 in your Red Dot catalog. It's a handy guide for anyone who needs to know more about the different types of fittings and connections used in the mobile HVAC business.

Find the Right Part: Red Dot Quick-Reference Guides

Access to OEM-quality all-makes replacement parts is essential to securing dealer and fleet business. Red Dot has made it easy for you to promote these parts through a series of Red Dot Quick-Reference Guides.

These brochures provide the basics—descriptions, OEM numbers, and Red Dot numbers—in a simple, handy format. They're available as PDF files, so you can easily print the quantity you need.

Ask your Red Dot field representative about these Red Dot Quick-Reference Guides:

- **Blower Motor Special:** Highlighting the 73R3042, 73R3052, and 73R3062 single-speed, 12-volt blower motors.

- **OEM Compressor Quick-Reference Guide:** A four-page guide to compressors for Ford, Freightliner, Mack, International, PACCAR, Sterling, Volvo, and Western Star trucks.

- **Red Dot Receiver-Driers:** A guide to Red Dot's family of 17 OEM-quality, high-capacity, spring-loaded receiver driers with a value-oriented price.

- **Shop Tool & Chemical List:** Before you complete a sale, ask your customer

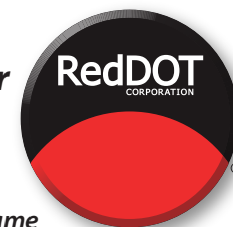


if he has all the tools and chemicals he needs to complete the installation. This checklist—a perfect handout—can add value to a unit or replacement part sale.

- **Electrical Connector Assembly Kit:** This popular kit is an excellent way to add value to a sale, and our two-page reference guide can help your customers recognize the need to have the right plug, housing, terminal, seal, and lock on hand.

With A/C service calls picking up, it's a good time to remind customers and technicians to stay alert for hydrocarbon refrigerants. Sold under names like HC-12a, OZ-12, DURACOOOL 12a, and EC-12a, hydrocarbon blends are flammable and in a confined space may burn or explode in the presence of an open flame, spark, or cigarette. For more information, call the EPA's Ozone Protection Hotline, 1-800-296-1996, or visit www.epa.gov/ozone/snap/refrigerants/index.html

Red Dot FAQ: I can't find our password for using your online order entry system. What do I do?



To protect your account information, we assign a unique *username* and *password* to the person at your company who is responsible for buying products from Red Dot. If you're the designated buyer and you've misplaced your login information, contact Bill Jewell. Bill administers our online order-entry system. He can help you gain access and explain how to place orders, check product availability, and submit warranty claims.

Customer Service: Contact Us

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All times are in the Pacific Time Zone

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