

e-advantage



Gearing Up for 2008

New year brings new capabilities for Red Dot

On Monday, Dec. 3, Red Dot will roll out a new computer system that integrates order management, distribution, and manufacturing. As a distributor, it won't affect the way you place orders, but it will help us fill those orders more efficiently and accurately.

We've been working on this project—the "Oracle" project—for two years now, and one of the lessons we learned along the way is to test and test again before committing to such a major change.

In Seattle, we've been running Oracle and the current system side-by-side for nearly a year and a half. In Memphis, we've been using the Oracle exclusively since the summer. Every department at Red Dot has been involved with testing and tailoring the system so it's ready from Day 1.

As we go "live" and go forward with this powerful suite of software, we know that the basics of business still apply: build a quality product, deliver it on time, support it with smart, experienced people, and keep your partners apprised of how the business is changing and improving. I want to bring you up to speed on some of our plans for the coming season:

Distributor Conference

We decided not to have a distributor conference this winter. We looked at the time and resources involved in planning and hosting the conference and felt we should stay focused through the spring and make sure our pull-pack-and-ship operation is running smoothly under the new computer system.

2008 Pricing

New prices take effect Jan. 1, 2008. The price list has lead times on non-cataloged products. As we tighten-up our inventory management, we want to be clear about our commitment to deliver product we do not stock.

2008 Marketing Program

Our new catalog is at the printer and our program materials will be ready in mid-January.

Active Travel Schedule

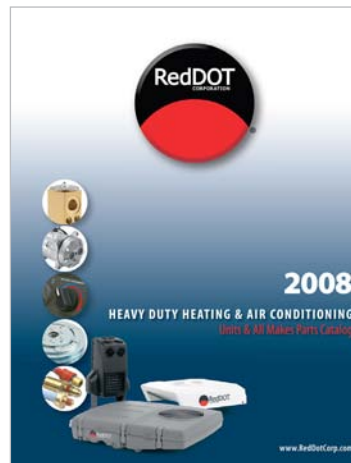
Because we will not have a distributor conference, the Red Dot field representatives will have an active travel schedule this spring. More so than ever, they will be visiting distributors face-to-face to help you with opening orders and highlight new items in the 2008 catalog.

Red Dot has the most experienced, knowledgeable field sales team in the industry, and no one is better at helping you build your HVAC business. Contact your Red Dot representative to arrange a visit or for more information.

We had a strong year in the aftermarket, and I hope that Red Dot has contributed to your success as much as you contribute to ours. On behalf of our marketing, sales, and customer service team, thank you for your business in 2007. If there's anything we can do to make Red Dot easier to do business with in 2008, please tell us how we can help.

—Robert Gardiner
206-574-6567

RobertGardiner@reddotcorp.com



Look for our 2008 catalog next month

Inside Red Dot

Holiday Schedule

Red Dot will be closed for the Christmas holiday beginning Monday, Dec. 24, and reopening again on Wednesday, Jan. 2.

Our final shipping day for 2007 will be Friday, Dec. 21.

Red Dot at MACS



Visit us at the Mobile Air Conditioning Society's trade show and convention at Disney's Coronado Springs Resort in Orlando, Jan. 31–Feb. 2. See us at Booth 523. For show information, call MACS at 215-631-7020, or visit www.macsw.org.

Sales Lead? We Pass It On

Someone who gets your name from a colleague, associate, or friend is up to 15 times more likely to do business with you than a cold prospect. That's the power of a referral. The dilemma about referrals is the time and energy it takes to qualify them. And since the lead came from someone you know, you want to respect that relationship and follow through.

Because we talk to dealers, repair shops, and specialty OEMs all the time, we're often asked who can source and install our parts. Since our job is to help you make sales, it's a question we take seriously. So we have a process to qualify that lead and make sure the sales opportunity doesn't fall through the cracks. Here's how it works.

Requests come to us one of four ways: by phone on our customer service line; electronically via reddotcorp.com; in person through a trade show or conference; or through a business relationship with Red Dot—a specialty OEM that uses our units, for example. In each case, leads are logged by the Red Dot marketing group and then sent to our outside sales

representatives.

"We can screen the leads and share the ones with the best chance of a sale," says Jeff Engel, outside sales representative. "Because of our experience with the distributor group, we have a good idea of what it's going to take to convert that lead into a customer. Red Dot also gets numerous calls from people who want to be a WD. Most of the time we steer them to an existing Red Dot distributor with the experience and capabilities to meet their needs."

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What can you do to make the most of the referrals process? Talk to your Red Dot representative about what kinds of prospects are important to you. "Businesses evolve," Jeff says. "Maybe you're targeting installation and service work now, or you've tightened the area you want to serve. Maybe you've opened a new location. Regardless, keeping us informed about changes to your business will help us find the right fit between you and that promising prospect."



Dec. 21 is Red Dot's Last Shipping Day for 2007

Red Dot Contacts: How to Reach Us

AFTERMARKET REPRESENTATIVES

Norman Baker – 941-745-2929

Cell: 941-524-0602

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Jeff Engel – 630-655-3290

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AFTERMARKET SERVICE

Bill Jewell – 206-574-6566

BillJewell@reddotcorp.com

Craig Alexandre – 1-866-366-3811

6:30am - 3:15pm Monday - Friday

CraigAlexandre@reddotcorp.com

Cindy Campbell – 1-888-846-7556

7:30am - 4:15pm Monday - Friday

CindyCampbell@reddotcorp.com

Josh Fowler – 1-800-364-2696

7:30am - 4:15pm Monday - Friday

JoshFowler@reddotcorp.com

Sean Kilpatrick – 1-800-364-9557

7:30am - 4:15pm Monday - Friday

SeanKilpatrick@reddotcorp.com

Judy Paty – 1-800-364-2716

6:30am - 3:15pm Monday - Friday

JudyPaty@reddotcorp.com

Adrienne Saunders – 1-800-364-2708

7:45am - 4:30pm Monday - Friday

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All times are in the Pacific Time Zone

WARRANTY & PRODUCT SUPPORT

Frank Burrow

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8 am–5 pm, Monday–Friday

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6:30 am–4:15pm, Monday–Thursday

6:30am–10:30am, Friday

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