



e-advantage



Ready for a Hot 2013

By Bill Jewell

Turning the page to 2013, the average age of a commercial truck in North America is now roughly 7 years old. Of course, that's good news for those of us in the aftermarket. As I've traveled around and met with a lot of you in advance of the upcoming A/C season, it's clear that we're expecting a solid year for heavy-duty A/C replacement parts.

When you plan your inventory and sales efforts, here are a couple things to remember for 2013:

Benefits of all-makes: Few truck fleets are committed to running one brand of truck these days. There are more mixed fleets than ever. Red Dot parts are all-makes parts. In one sales call, you can supply OE-quality HVAC parts for every vehicle in a carrier's fleet.

Hot movers: Check out our "hot movers" flyers, which show the top-moving parts for each brand of truck. Complete with photos and part numbers, these flyers drive home the message that you have the compressors, receiver-driers, and other all-makes components necessary to support 100% of a customer's fleet. To download the flyers, log in at rdac.com and click on "Literature."

Specialty trucks: Ask your Red Dot Account Manager about other heavy-duty OEMs that use Red Dot products. It's always easier to call on the fleet manager at the City when you know that his Pierce fire trucks have Red Dot units on them.

Get Your 2013 Catalog

The 2013 Red Dot catalog is printed and ready to ship. Talk to your Red Dot Account Manager about what's new, as well as how to use our OEM-application and cross-reference sections. To order Red Dot catalogs, call your customer service rep. We want to make sure you're working with the most comprehensive, up-to-date catalog available. If you need an extra order form, download it [here](http://goo.gl/KtQfM) (<http://goo.gl/KtQfM>).

Join Us at MACS

We'll be in Orlando at the MACS Training Event & Trade Show on Feb. 6-9. Please stop by and see us at Booth #323. The MACS show is a great time to catch up (and to talk a little business).

In case I don't see you there, I want take this opportunity to thank you for your commitment to Red Dot and for your continued business in the coming year. I know you have many options today when it comes to suppliers, and we're working to improve our service and to show you why Red Dot parts are the best choice for heavy-duty HVAC applications. If there's anything you think I should know about, or anything I can do to help, please let me know.

Here's to a prosperous—and hot—2013.



Red Dot News

Mark Your Calendar

Jan. 28-31:

Red Dot Distributor Conference, Secrets The Vine, Cancun

Feb. 6-9:

MACS Training Event & Trade Show, Caribe Royale Resort, Orlando. See us at Booth #323.

2013 Pricing

Pricing for 2013 is now in effect; if you haven't received your 2013 Red Dot pricing CD, please contact your Red Dot Account Manager to get one. Pricing tiers are determined by the amount of your 2013 stocking order or by the amount of purchases you made in 2012:

Tier 1: \$150,000 stocking order **OR** \$300,000 in 2012 purchases.

Tier 2: \$50,000 stocking order **OR** \$100,000 in 2012 purchases.

Tier 3: \$20,000 stocking order **OR** \$40,000 in 2012 purchases.

JANUARY 2013

SERVICE TIPS

A More Searchable Catalog

By Robb Morrison

Like a lot of younger people, my daughter is always on her phone. Yet she rarely takes calls. Whenever her phone rings through to voice mail, I just hang up and send her a text instead. Within 10 seconds she calls me back.

One of the first lessons you learn in sales is that you have to communicate on a channel that your customer listens to. When I arrive at a dealership or WD today, I see a lot of young faces staring at smart-phones and computers. It's not a channel I grew up with, and, I'm willing to bet, neither did you. We all have to adapt.

In 2013, one of our key projects is to make the Red Dot electronic catalog more intuitive to search and easier to find online. The young guy at the counter is as likely to Google "blower motor



for a Freightliner" as he is to reach for a catalog or log in to a special area of a web site to cross-reference a part. If that's the easiest way for him to locate the right part, we want to make sure the results say "Red Dot."

Another thing I've noticed is that many of the young faces I see at the dealer aren't the same ones that were behind the counter the last time I was there. It's hard to retain younger workers, especially when they want faster, more gratifying ways to get information.

We're here to help. This spring, you'll have new options to access our electronic database and find the part you need. It's a great opportunity to learn more about what's in the catalog and how to sell it. Ask your Account Manager for information.

Tip: When to Change Vacuum Pump Oil

Because a vacuum pump doesn't have a filter, the oil can get saturated quickly with moisture and other contaminants. Get in the habit of changing the oil after each job, while the oil is warm, and always under the following conditions:

- 1 You evacuate a system that you suspect is contaminated with moisture or has a burned-out compressor.
- 2 Your pump won't pull to the factory-rated micron range when blanked

- 3 Your oil looks cloudy, milky, or dirty.

Regular oil changes promote longer vacuum pump life and the pump's ability to remove moisture from a system. Use oil that's formulated for vacuum pumps, like Yellow Jacket oil (79R4710), and change it frequently so your pump can give you the deep vacuum you need.

SALES

Robert Gardiner – Cell: 206-310-2298
RobertGardiner@RedDotCorp.com

Jeff Engel – Cell: 630-235-1289
JeffEngel@RedDotCorp.com

Robb Morrison – Cell: 770-265-9943
RobbMorrison@RedDotCorp.com

Jim Slogar – Cell: 216-533-8208
JimSlogar@RedDotCorp.com

Scott Dueringer – Cell: 602-317-2905
ScottDueringer@RedDotCorp.com

Charles Wilkes – Cell: 904-219-3305
CharlesWilkes@RedDotCorp.com

MARKETING

Bill Jewell –
Aftermarket Marketing Manager
206-574-6566
BillJewell@RedDotCorp.com

Ron Hidalgo – **Marketing Specialist**
253-202-4711
RonHidalgo@RedDotCorp.com

Leah Sattler – **Marketing Assistant**
206-394-3588
LeahSattler@RedDotCorp.com

CUSTOMER SERVICE

Craig Alexandre – **1-866-366-3811**
6:30am - 3:15pm Monday - Friday
CraigAlexandre@RedDotCorp.com

Adrienne Saunders – **1-800-364-2708**
6:45am - 3:30pm Monday - Friday
AdrienneSaunders@RedDotCorp.com

Rita Jones – **1-800-364-9557**
7:00am - 3:45pm Monday - Friday
RitaJones@RedDotCorp.com

Kealy Ny – **1-800-364-2696**
7:45am - 4:30pm Monday - Friday
KealyNy@RedDotCorp.com

WARRANTY & PRODUCT SUPPORT

Frank Burrow – **206-394-3501**
Cell: **206-849-8816**
8 am–5 pm, Monday–Friday
FrankBurrow@RedDotCorp.com

Mark Williams – **206-575-3840 x3339**
6:30am–5:15pm, Monday–Thursday
MarkWilliams@RedDotCorp.com

Colleen Bowman – **206-575-3840, x3631**
6:30am–5:15pm, Monday - Thursday
ColleenBowman@RedDotCorp.com

Ann Channer – **206-575-3840, x3632**
6:30am–5:15pm, Monday–Thursday
AnnChanner@RedDotCorp.com

Craig Channer – **206-575-3840, x3633**
6:30am–5:15pm, Monday–Thursday
CraigChanner@RedDotCorp.com

All times are in the Pacific Time Zone