



e-advantage



An End-of-Year Checklist for WDs

By Bill Jewell

December is a month for making lists. I'm not just talking about who's naughty and nice. I mean writing down those get-er-done items so you can end this year (and start the next one) on the right note.

Here's where to start:

1. Check 2015 Pricing

By now you should have received your 2015 Red Dot pricing CD (if you haven't, please contact your Red Dot account manager to get one). The disc contains pricing effective Jan. 1, 2015, on more than 4,000 items in the Red Dot catalog and eCommerce site.

If you have questions about which pricing tier you're in, or about how to qualify for each level, call your Red Dot account manager. He can explain our pricing tiers so you can budget for the coming year.

In fact, why wait until 2015 to place orders? Use your time this month to review your purchases in 2014, develop

an inventory plan for the coming year, and place orders at 2014-level pricing.

2. Order Your 2015 Catalogs

How many 2015 Red Dot catalogs do you need? Place your order online or print the pre-order form at the end of this newsletter.

3. Schedule Training

If you want to expand the work your technicians can do, or you have customers whose technicians need training, talk to your Red Dot account manager about Section 609 certification. It takes just one session to cover the proper equipment use and service procedures under Section 609, followed by a 25-question, multiple-choice test.

4. Get Red Dot Mobile

Search for parts, find distributors, and place orders with the Red Dot Mobile App, a free and simple way to access the industry's most comprehensive parts catalog. Available for Android, Windows Mobile, and iOS, you can find the right part and place your order

from wherever your work takes you.

5. Plan for MACS

We'll be at MACS in Orlando next month and it's always a good time to catch up. Be sure to register for the event at macsw.org.

6. Say Thank You

Actually, saying thanks is on my list.

This industry gets more competitive with each passing year and we know we have to work hard to earn your business. That means delivering new and improved aftermarket products, better customer service, and more reliable distribution. We'll introduce some of these changes at our 2015 Distributor Conference in Hawaii next month, starting with a redesigned rooftop unit that you'll have to see to believe.

As 2014 comes to a close, thank you for your continued commitment to Red Dot. Speaking for our entire aftermarket team, here's to a prosperous (and very warm) 2015.

Red Dot News

Holiday Hours

Red Dot will be open during the holidays except for **Dec. 24-26** and **Dec. 31-Jan. 2**. **Dec. 30** will be our last shipping day of the year. Contact your Red Dot customer service representative for more information about holiday order deadlines and shipping schedules.

Join Us at MACS



MACS will hold its 2015 Training Event and Trade Show from Feb. 5-7, 2015, at the Caribe Royale All Suite Hotel and Convention Center in Orlando. Red Dot's Gary Hansen will start the heavy-duty A/C sessions with a look at trends in hydraulic and electric systems in off-highway vehicles. Stay in touch with your account manager about Red Dot events at MACS.

IN SEATTLE...

Meet Jared Hazen, Customer Service Supervisor

Customer service is a high-pressure job. Technical questions, frustrated callers, the same requests hour after hour—these things can wear down a customer support team.

“Stress management is an important skill to have in customer service,” says Jared Hazen, Red Dot’s customer service supervisor. “The person calling is under stress because he has a problem. You’re under stress because you want to respond the right way. I’m always looking for ways to help people be at their best no matter how difficult the situation may seem.”

Jared comes to Red Dot after managing customer service at an online pharmaceuticals company in Seattle. He was in charge of a high-volume call center with as many as 22 customer service representatives. He shares three keys to successful customer service:

We’re a team: “I’ve worked at a parts counter and know what it’s like to be on the phone waiting for an answer from a supplier while my customer is standing there waiting for an answer from me,” Jared says. “We’re on the same team as we try to satisfy that end user, but we have the added responsibility of making sure you can be successful as a distributor by giving you the information you need, quickly. It’s your reputation on the line, too.”

He says the Red Dot is “fortunate to have a solid, stable group of customer



service representatives and people with a lot of technical knowledge and experience to back us up.”

Quality continues in the call center: Before working in customer service, Jared was a floor supervisor and foreman at a manufacturer that used 5S and Lean manufacturing processes.

“Many companies out there have ‘quality’ programs in place but they never leave the factory,” he says. One of Jared’s objectives is to extend Red Dot’s commitment to quality into the customer service organization.

Have a life outside of work: In this job, it’s important to have a life outside of work, Jared says.

How does he spend his free time? Jared makes bows and arrows. He’s into horology (fixing mechanical watches and other timepieces). He’s a blacksmith. He’s raced motorcycles.

“I like mechanical things and I’m a hands-on learner,” Jared says. “My attitude is there’s nothing you can bring me that I can’t figure out how to make or fix.”

That mentality serves him well in customer service.

“In customer service, our reputation depends not only on finding a solution but in making sure the customer is satisfied with our approach,” he says. “No matter how well you do, you can always do better. I love that challenge.”

You can reach Jared at JaredHazen@RedDotCorp.com or 206-574-6563.

SALES

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CUSTOMER SERVICE

Need to reach someone in customer service but not sure who?

Use our general email address: amcustomerservice@reddotcorp.com.

Add it to your address book. Your email will reach all of us in aftermarket customer service.

Jared Hazen – 206-574-6563
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Rita Jones – 1-800-364-9557
7:00am - 3:45pm Monday - Friday
RitaJones@RedDotCorp.com

Kristina Wolbeck – 1-800-364-2708
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WARRANTY & PRODUCT SUPPORT

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All times are in the Pacific Time Zone



RED DOT CORPORATION SALES BULLETIN

Order Your 2015 Catalogs Now!

We are now accepting orders for our **2015 Units and All Makes Replacement Parts Catalog**. Please indicate below how many catalogs you would like to order and we will ship as close to that quantity as possible.

Based on printer-press case quantities, 10 catalogs per case

Name

Company Name

Address

City/State/Zip

Number of Catalogs

PLEASE EMAIL or FAX TO

ATTN Leah Sattler

EMAIL LeahSattler@reddotcorp.com

FAX 1-800-535-6675