



Merry Christmas!

Everyone at OED wishes you and your family a very **Merry Christmas!** We will be closed December 22 - January 1, 2018 to celebrate Christmas with our families. We will reopen on Tuesday, January 2, 2018.

Training to Close Service Skills Gap

According to Eddie Anderson, "the need for service staff in the power equipment industry has reached a critical point." His article in the October 2017 issue of Power Equipment Trade discusses how important it is to have trained service technicians on staff at your dealership. In fact, having well-trained technicians correlates to quicker diagnostics and repairs.



A service department can serve as a profit center for a dealership, but only if the technicians know the latest product advancements. OED recommends that all ECHO / Shindaiwa dealers attend the annual service schools put on by OED's Technical Service Department to ensure their techs are up-to-date on the most current products and procedures.

Stander X and Sport X Sale

End users can save 25% on all new Stander X (Gen 1) and Sport X (Gen 1) units while supplies last or June 19, 2018—whichever is first.

Refer to Sales Bulletin **WR2018-01** for more details.



Special Financing and Free Sulky Offer

End users who purchase an AE1300H One & Done Hydro Aerator now through December 31, 2017 can receive special financing and a FREE sulky. Refer to page 4 of the 2017 Billy Goat Dealer Program or visit www.billygoat.com for more details.



Is Your Display or Signage Ready for a Refresh?

"Advertising moves people towards goods; Merchandising moves goods towards people." is a powerful reminder by American Advertising Federation Hall of Famer Morris Hite.

From product displays to point-of-purchase materials and literature,

merchandising matters. When potential customers come into your dealership, studies show that **merchandising directly influences** as many as two-thirds of all sales.



- **Begin by walking the floor.** Look at all customer-facing areas—showrooms, waiting areas, counters, exterior doors and windows and the building itself.
- **Look at the quality.** Are they fresh looking, free of dust? Material that's frayed or faded may give customers a bad impression.
- **Consider the quantity.** Are there too many signs or maybe not enough? Would adding or removing a few help sales or improve the shopper experience?
- **Messaging:** Will customers find your headlines engaging, accurate and informative?
- **Brand alignment:** Have you or one of your suppliers rebranded lately or updated your logo? Make sure all signage reflects the most current color palette and type styles.
- **Location:** Sometimes simply moving posters or banners elevates their visibility and impact on buying behavior.
- **Sales events:** Think about any upcoming sales events or holidays and decide whether new signs or graphics would help accentuate the event and enhance the in-store experience.

Your Territory Manager can assist you in updating your displays and point-of-purchase materials to ensure your dealership is looking its best.

Retrieved from Basically Business newsletter by Sir Speedy, February 2016 issue.