

INSIDE OUTDOOR

Outdoor Equipment Distributors, Inc. • 2721 Discovery Drive, Raleigh, North Carolina 27616-1851 • 919.876.6937 • www.oedinc.com

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Go to www.oedinc.com/downloads.html
to view past issues on-line

Upcoming OED Events

2012 ECHO/Shindaiwa Service Schools - Dec. / Jan.
Mid-Atlantic Nursery Show - January 11-12, 2012
Green & Growin' Show - January 19-20, 2012
South Carolina Turfgrass Show - January 25, 2012
Southern Farm Show - February 1-3, 2012



OED Closings

Dec. 23, 2011 - Jan. 2, 2012 — Winter Break
May 28, 2012 — Memorial Day
July 4, 2012 — Fourth of July
September 3, 2012 — Labor Day
November 23 - 24, 2012 — Thanksgiving

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Raleigh, North Carolina
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What is Marketing?

Marketing is the continual educating of a customer or prospect for the life of that customer on the advantages, benefits, and self-serving results (to the customer) your company or service brings them that no one else can or does.

Marketing is the process of increasing demand or desire for your product or service and the strategic process of bringing them to closure and completed action (i.e. buying your product or service).

There are four components to the marketing mix: price, promotion, place, and product. Each component is important and added together they can help you increase your sales.

Price

- List price
- Discounts
- Allowances
- Payment periods
- Credit terms

Promotion

- Advertising
- Personal selling
- Sales promotion
- Publicity



Place

- Channels
- Coverage
- Locations
- Inventory
- Transport

Product

- Quality
- Features
- Packaging
- Services
- Warranties

Source: Philip Kotler, *Marketing Management*

OED has created marketing packages for ECHO, Shindaiwa and Wright to assist you in increasing your sales in 2012. We will have a similar package for Billy Goat in January. These targeted packages will help bring sales leads into your dealership at a fraction of the cost if you were to advertise on your own.

You can see highlights of the different packages on page 4. Please contact your Territory Manager or Lori White, OED's Advertising Manager, with any questions related to these packages.

The Marketing Equation...

• Interrupt

- Get qualified prospects to pay attention
- Push emotional hot buttons

• Engage

- Get those who do pay attention to remain interested

• Educate

- Give enough information to make the prospect feel like he/she can make the best decision (no fluff or hype)

• Offer

- Get the prospect to take an action based on information given (low pressure offer for those not ready to make a decision)

What's New...



ECHO continues to expand its chain saw line-up with the CS271T and CS500P Chain Saws. The CS271T is the lightest gas-powered chain saw in North America, coming in at 6.6 lbs. It features a 26.9cc professional-grade engine; 12" bar and chain; easy-access rear-mounted air filter; G-Force Engine Air Pre-Cleaner™; digital ignition system; anti-vibration system; side access chain tensioner; and clutch-driven automatic, adjustable oiler. The CS271 retails for \$279.99.



The CS500P Chain Saw has user friendly features and the Performance Cutting System™. It features a 50.2cc professional-grade engine; 18" or 20" bar lengths; spring-assisted starting system; heavy-duty, easy-access air filtration system; automatic clutch-driven oiler; and anti-vibration system. The CS500P retails for \$459.99 (18") and \$469.99 (20").



The Pro Attachment Series™ line-up has been expanded to include the PAS-280 Power Head and a Bed Redefiner Attachment (99944200465).

The PAS-280 has the same engine and handles as the SRM-280 and comes standard with a new flex drive shaft with case metal shaft coupler for increased durability. The PAS-280 fits most attachments except the curved trimmer and two hedge trimmer attachments. The Bed Redefiner Attachment has the same gear case, shield, and claw assembly as the BRD-280. It is for use exclusively with the PAS-280. The PAS-280 retails for \$359.99 and the Bed Redefiner attachment retails for \$279.99. These items will be available in early December.

The ES-250 Shred 'N' Vac® has replaced the ES-210. This unit features a 25.4cc professional-grade engine; vibration dampening rear handle; elbow tube designed to minimize plugging; four-blade shredding mechanism; two-bushel capacity bag; and a curved tube design similar to the PB250. The ES-250 has a maximum output of 138 mph and 375 cfm and retails for \$229.99.



ECHO created the 266 Series of equipment to replace the current 265-Series. Changes were made to enable the 266-Series engines to thrive under the toughest conditions that commercial users encounter. These changes include: new chrome cylinder plating process that increases engine life; larger dual-layer air filter from the 280-Series; and foam pre-filter. Trimmers in this series will feature the Speed-Feed® 450 Trimmer Head.

New sprayer accessories have been added to fit the newest manual sprayers from ECHO. Accessories include: 2, 3, and 4-nozzle poly booms; spot spraying shield with nozzle; 24" brass and stainless wands; 40" poly and stainless wands; and 15, 21, and 29 psi CF valves.



Shindaiwa has upgraded its tiller attachment for the Multi-Tool line-up. The new 78704 attachment has a solid steel shaft and the same gear case as the ECHO PAS tiller. Retail is \$299.99.



Simply put, the Stander® X™ is Wright's newest and most advanced mower ever. It features Wright's unparalleled zero-radius turn maneuverability and class-leading ground speed, along with a quick-cut height adjustment feature. In addition, the Stander X introduces the innovative AERO CORE™ DECK, which yields increased deck strength, a compact footprint, a clean and uniform cut, and less clumping at discharge. So even the most challenging jobs get done quicker, with pristine results time after time. The Stander X can handle virtually any challenge your customers put in its path. The Stander X is available with a 48", 52" or 61" deck and a 24hp or 26hp Kawasaki electric start engine. Promo Retail starts at \$8,449.



With the Sport™ X, your customer's don't have to choose between sitting or standing. It lets you sit while mowing smooth, level lawns. But when you need to navigate low branches, tight spaces or inclines, the streamlined saddle provides room for you to stand, lean, or shift your weight to best position yourself to keep your balance. The Sport's lightweight is more forgiving on lawns and its small footprint lets your customer put more mowers on a trailer. The Sport X is available with a 48", 52" or 61" floating deck and a 24hp or 26hp Kawasaki electric start engine. Promo Retail starts at \$8,749.



The Stander® X™ features the new AERO CORE™ DECK, which delivers even more performance and efficiency advantages:

- Space saving design that yields greater deck strength and durability
- Recessed caster wheels for a more compact footprint and greater maneuverability
- Anti-clumping baffles to prevent debris build-up so you can finish jobs quicker

- Air-tapered surfaces which create pressure that pulls up grass for a cleaner cut

In short, the AERO CORE™ DECK lets your customers do more work in less time with better results than ever.



The MV600SPE Multi-Vacuum features a 29" wide nozzle, a 6hp Briggs electric start engine (battery included), and a 6-blade impeller. The 14" wheels smooth out rough areas and make the vacuum maneuverable. The 40-gallon capacity bag holds up to 50 pounds of debris before emptying and its top fill design keeps dust out of the operator's face and ensures optimum filling. This self-propelled unit features a 3-speed transmission. Retail is \$2,099.99.



The DL1401SE Debris Loader features a 14hp Subaru electric start engine (battery included) with a 10" diameter, 10ft long intake hose. It also features 16" 4-blade serrated impeller Piranha™ blades that let your customers shred and load across multiple properties, reducing costly dumping fees. The DL1401SE comes standard with a replaceable steel housing liner. Optional accessories include 360° rotational kit, Custom-Fit™ swing away hitch, and Custom-Fit™ hanger kit. Retail is \$2,649.99.

In addition to the new products, Billy Goat has formed an alliance with TruckCraft. TruckCraft manufactures a leaf body and dump insert that fits any 8-foot pick up truck. It holds 10 yards of mulched leaves and features no rust, no paint aluminum construction with stainless steel rigid back posts. The MSRP of TC-131 is \$7,213; however, consumers can save \$500 with the purchase of any Billy Goat debris loader. Go to www.truckcraft.com to learn more about this product.



ECHO Bear has added five new products to its line-up. The SC2170 Chipper/Shredder features a durable 7-gauge chipper housing construction for long life and a polyurethane hopper that allows for greater machine maneuverability and decreases wear from the environment. The SC2170 has a 2" chipping capacity using two reversible, heat-treated chipper blades and two double hammer flails. It comes with a 170cc Subaru engine. This unit replaces the SC2206 and



retails for \$749.

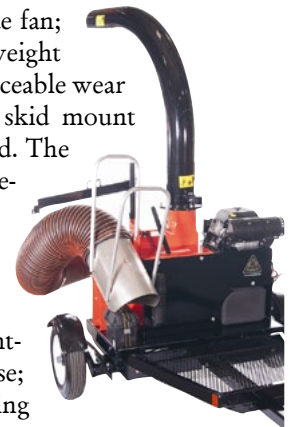
The CH4400 Chipper features a 404cc Subaru engine; two reversible, heat-treated chipping blades; double-banded belt drive; cantilever disc; and optional discharge chute for loading into trucks or blowing away from the job site. This self-feed chipper is highway towable and retails for \$3,599. The CH4400 replaces the CH45342 and CH45390.



The CH5653 Chipper features a 653cc Subaru engine; four reversible, heat-treated chipping blades; double-banded belt drive; fold up jack stand; 360° discharge chute; and large hopper and feed opening. This self-feed chipper is highway towable and retails for \$7,499. The CH5653 replaces the CH4614 and CH6614.



The DL12653 Debris Loader has a 653cc Subaru engine; 12" x 12' intake hose; 20" diameter, 4-blade fan; 360° rotating discharge chute; lightweight aluminum handle on intake hose; replaceable wear liners; and 8" discharge opening. Its skid mount base can mount to a trailer or truck bed. The DL12653 replaces the DL12725 and retails for \$4,999.



The DL12720 Debris Loader has a 720cc Subaru engine; 12" x 12' intake hose; 20" diameter, 4-blade fan; 360° rotating discharge chute; lightweight aluminum handle on intake hose; replaceable wear liners; shock absorbing belt drive for easier starts; and 8" discharge opening. Its skid mount base can mount to a trailer or truck bed. The DL12720 replaces the DL12670 and retails for \$5,499.



Brown Mfg. added a Hydro-Drive Blower Vac to its line-up. There are three models to choose from: BVZ4000S with a 722cc Subaru engine; BVZ4000SD with a 720cc Subaru engine and Donaldson heavy-duty air filter; and BVZ4000H with a 690cc Honda GX engine. These units feature a Hydro-Gear ZT3100 transaxle, 8 mph forward speed; 20 x 10-8 rear tires; 11 x 4 front tires; and 130 mph blower velocity and 4500 cfm blower volume. Retail starts at \$7,699.99.





Refer to page 5 of the ECHO 2012 Marketing Program for more details on these packages and information on the national and regional advertising and merchandising programs for ECHO in 2012.

Refer to page 3 of the Shindaiwa 2012 Marketing Program for more details on this package and information on the national and regional advertising and merchandising programs for Shindaiwa in 2012.

Refer to page 21 of the Wright 2012 Dealer Program for more details on these packages and information on the national and regional advertising programs for Wright in 2012.

Premium Marketing Package

- 15,000 shared mail flyers featuring your dealership's name
- \$15.00 rebate for spring/summer national promotion
- Commercial direct mail
- Three point-of-purchase kits
- Co-op advertising program at 60/40 rate
- Open house mailer at 60/40 rate
- Display materials at 60/40 co-op
- Literature
- Regional trade shows

\$750 dealer fee for \$1,800+ package
Terms 1/4 April, May, June, July 2012

Standard Marketing Package

- \$7.50 rebate for spring/summer national promotion
- Commercial direct mail
- Three point-of-purchase kits
- Co-op advertising program at 50/50 rate
- Open house mailer at 50/50 rate
- Display materials at 50/50 co-op
- Literature
- Regional trade shows

\$300 dealer fee for \$600+ package
Terms 1/3 April, May, June 2012

Standard Marketing Package

- Commercial direct mail
- Point-of-purchase kit
- Co-op advertising program
- Open house mailer at 60/40 rate
- Display materials at 60/40 co-op
- Literature
- Regional trade shows

\$175 dealer fee for \$450+ package
Terms 1/2 April, May 2012

Premium Marketing Package

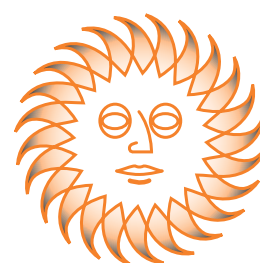
- Six months of digital marketing
- Commercial direct mail
- Point-of-purchase kit
- Co-op advertising program
- Open house mailer at 60/40 rate
- Literature
- Regional trade shows

\$550 dealer fee for \$1,800+ package
Terms 1/4 April, May, June, July 2012

Standard Marketing Package

- Commercial direct mail
- Point-of-purchase kit
- Co-op advertising program
- Open house mailer at 50/50 rate
- Literature
- Regional trade shows

\$350 dealer fee for \$800+ package
Terms 1/3 April, May, June 2012



Helpful Hints...

Keeping Sales and Demand High During the Holiday Months

Customer needs don't disappear just because leaves are falling off trees and holidays are near. Below are several tips to keep your sales, customer demand and deal flow hopping in November and December.

Keep Doing the Same Thing

Treat November and December like any other month! Doing anything else is just a mentality. Your customers still need what you're selling, and those needs, demands and pains to solve haven't gone anywhere just because the holidays are near.

Appeal to End-of-Year Planning / Budget Cycles by Your Customers

Even this year, many of your prospects may have surplus budget to spend before the year is up. That, and/or they may be actively planning budgets for 2012. Either way, you want to be a part of that conversation if you have something they need.

Help them Kick-Start their Own New Year Goals and Results

If what you're selling can benefit your customers and their own goals and objectives, isn't it better to have that in place on January 1, versus waiting to

buy and onboard later in the month, quarter or year? Build a sense of urgency that this is exactly the time to make a move and get a head start on next year's goals.

Know Your Customers; Make Offers Specific to What They're Uniquely Doing this Time of the Year

If you know your customers well, you know what they're doing this time of year. If you sell to retail, this is clearly the most important time of the year. If you sell to summer vacation spots, this might be a time to actively plan and market for next year's busy season. Whatever your customers are doing and thinking about uniquely this time of year, customize your messages, offers, and engagement tactics there.

Holiday-Themed Referral Offers

Engage current customers with seasonal offers to engage their peers and colleagues at other organizations on your behalf. Give them gift cards (to indulge themselves or to use in their own gift-buying) or any variety of offers that make sense for the nature, interest, and geography of your customers.

Focus on Demos

So maybe your customers don't want to make a purchase decision until January. Even if that's true, you can focus November and December on getting your prospects as far down the purchase cycle as possible. Focus on doing as many demos as you can. Answer objections, get executive sponsors involved, send out proposals, and begin negotiations on terms. Move prospects forward so that you're set up for a big beginning of Q1.

Front-Load Your Pipeline for Next Year's Fourth-Quarter

Start planning (and budgeting) right now so that you're accelerating lead generation in Q3 of next year. That way, your pipeline is full of even more closeable business heading into Q4.

<http://heinzmarketing.com/resources/freestuff>
(downloaded May 9, 2011).



Spring Direct Mail Campaign

OED will launch its spring direct mail campaign at the end of January. Direct mail is one of the best ways to reach commercial users. A detailed mailing schedule will be announced in early January and will be posted on our main Web site at www.oedinc.com/downloads.html.



Two Quick Ways to Increase Referrals

Most people don't ask for referrals often enough. Some ask way too often. The trick to getting more referrals isn't frequency. It's knowing *when* and *how* to ask.

Ask at the right time. If you ask for a referral all the time – at the bottom of your e-mails, on your letterhead, in your voice mail message – it's going to get annoying fast. But if you ask when I'm most likely to refer you, when I'm most happy with what you've done for me, your chances of getting the referral go up significantly.

Let's say your customer service team just went the extra mile to fix a difficult customer issue. Or your front-line staff stayed late to help a customer meet a deadline. You've tipped the balance in your favor. Giving a referral will be the least your customer can do as a thank you. Ask for referrals when your customer is ready and willing.



Ask with specifics. What if you did a little more homework and figured out exactly who you wanted an introduction to? Instead of asking for a general, open referral, check your customer's social networks (Facebook, LinkedIn, etc.) and identify the 1-2 people you specifically want to meet.

You're far more likely to get the referral if you don't make your customer think. If they like you and are willing to vouch for you, eliminate the need for them to identify the targets. It'll make the referral faster and easier.

<http://beinzmarketing.com/matt-on-marketing/blog/2011/5/two-quick-ways-to-increase-referrals> (downloaded May 9, 2011).

Special Mention...

Southwest Lawn Equipment in Charlotte, North Carolina was the focus of an article in the September 2011 issue of *Power Equipment Trade*. "Focus on 'Small Things' Pays Dealers Dividends" shows how Southwest Lawn is competing against the big box stores by filling a customer service niche with its customers.

Take Your Business to the Next Level with Billy Goat!



Top Reasons to Merchandise Leverage your floor space and purchasing power.

1. Reduce inventory and minimize carryover.
2. Replenish display versus overstock improves cash flow.
3. Takes up less room than one Z mower.
4. Frees floor space for additional product sales.
5. Educate customers with supporting tips, hang tags and catalogs.



Owners Robert Simmons, left, and John Hill

2012 Service Schools

Chuck Sessoms, OED's Service Manager, recently announced the dates for the 2012 ECHO and Shindaiwa Service Schools. This year's schools will consist of Hands-On Teardown, Advanced Failure Analysis, and Engine Diagnostic Schools and On-line Training.



These schools are required to maintain your Servicing Dealer status. Servicing dealers must attend hands-on training classes at least every other year.

A sign up form can be found on OED's Web site under the "Upcoming Events" tab or contact Lori White.

Hands-On Teardown Schools (CS271T and T282)

Date	Location	Facility	Address	Phone Number
12/6/11	Knoxville, TN	Holiday Inn	304 Cedar Bluff Road	865.693.1011
12/7/11	Hendersonville, NC	Quality Inn & Suites	201 Sugarloaf Road	828.697.9104
12/8/11	Winston-Salem, NC	Quality Inn — Mall	2008 S. Hawthorne Road	336.765.6670
12/13/11	Roanoke, VA	Holiday Inn	3315 Ordway Drive	540.362.4500
12/14/11	Richmond, VA	Holiday Inn — I-64	2000 Staples Mill Road	804.359.6061
12/15/11	Williamsburg, VA	Holiday Inn	515 Bypass Road	757.229.9990
1/10/12	Raleigh, NC	OED	2721 Discovery Drive	800.827.7870
1/18/12	Charlotte, NC	Reedy Creek Park Bldg. #3	2900 Rocky River Road	704.336.7600
1/19/12	Santee, NC	Holiday Inn	139 Bradford Boulevard	803.854.9800
1/24/12	Kinston, NC	King's BBQ	Highway 70 East	252.527.2101

Engine Diagnosis School

Date	Location	Facility	Address	Phone Number
1/11/12	Raleigh, NC	OED	2721 Discovery Drive	800.827.7870

Advanced Failure Analysis School

Date	Location	Facility	Address	Phone Number
1/12/12	Raleigh, NC	OED	2721 Discovery Drive	800.827.7870

Freight Policy Change

OED recently updated its freight policy. Orders now totaling 12 points or more, for any combination of products, will qualify for Freight Prepaid Shipment.

Product Line	Item	Points
ECHO	All serialized whole goods	1 point
	PAS attachments; manual sprayers	1/2 point
	\$500 accessories; \$500 oil	2 points
ECHO BEAR CAT	Compact chipper/shredder; EZ Trim mowers; vacuums; stump grinder	2 points
	Mid- and full-size chipper/shredders; 4.5" chipper; tailgate loaders; log splitters	4 points
	Engine powered chippers (self-feed); 5" PTO and towable chipper shredders; 4", 5", 8" PTO chippers (3-point hitch); truck loaders; skid steer chippers	6 points
	Engine powered chippers (hydraulic-feed); 9" chippers	8 points
	SHINDAIWA	All serialized whole goods; spreaders
SHINDAIWA	Multi-tool and PowerBroom attachments; sprayers	1/2 point
	\$500 accessories; \$500 oil	2 points
TRENCHMASTER	All serialized whole goods	3 points
WRIGHT	Velke gear drives; bagging systems	2 points
	Velke hydro drives; Stander	3 points
	Stander RH; Stander X; Sport RH; Sport X	4 points
	Sentar; Stander ZK; Wright Z	5 points
WRIGHT	Replacement seats	1 point
BILLY GOAT	Wheel blowers; vacuums	2 points
	All other serialized whole goods	3 points
COLUMBIA / TROY-BILT	Walk-behind mowers; tillers up to Horse; edger; blowers; chipper/shredders; snow throwers; \$750 accessories	1 point
	Lawn tractors; log splitters; Horse and Big Red tillers	2 points
COLUMBIA / TROY-BILT	SLT and garden tractors; zero-turn riders	3 points
	VELKE / GRASS GOBBLER	All products
KIPOR / POWERHOUSE	All products	1 point

Wright Internet Marketing Campaign Begins

Wright Mfg. and OED started the 2012 Internet Marketing Campaign in October. The plan is to build on the success of the nationwide spring campaign:

- Over 19 million impressions in 90 days
- 167,000 clicks to view information on Wright dealers
- 65,000 views of dealer micro sites
- 8,000 transfers to dealers' primary site



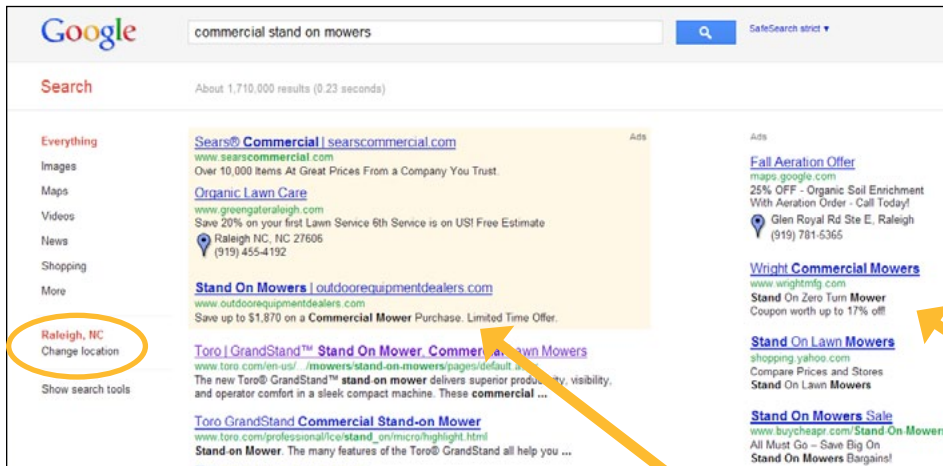
The objective for the fall campaign is to increase brand name exposure during the key Seasonal Buying Program discount periods. The Internet Program will have a targeted message to entice landscapers to choose Wright mowers over the competition and close deals that may otherwise wait until spring. The "Three Wright Reasons to Buy" message includes information on:

1. Superior product — the new AERO CORE™ Deck
2. Highest discount availability — 17%
3. Section 179 tax benefits

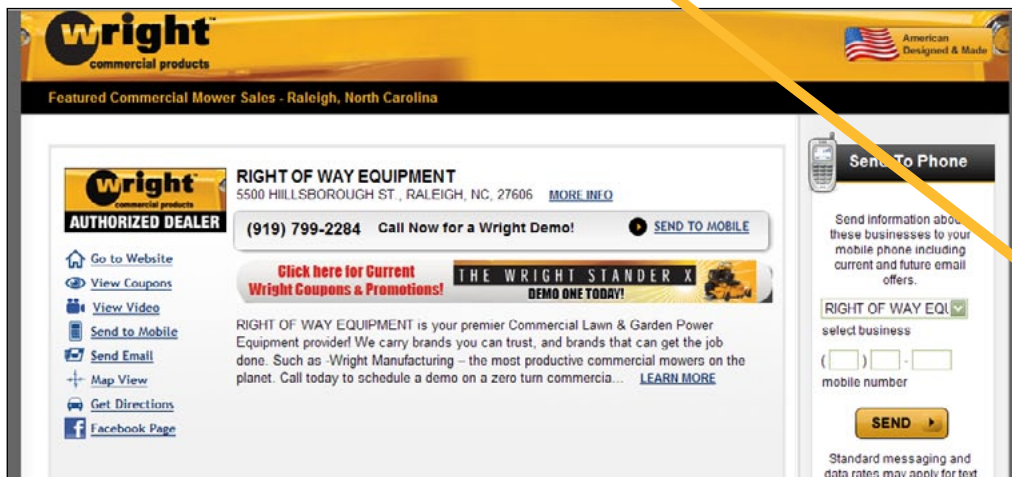
 AERO CORE™ DECK



In addition to the Search Engine Marketing (SEM), Wright Mfg. is providing support to 357 dealer micro sites, e-mail blasts to 30,000 landscapers nationwide, FaceBook advertising to landscapers, and YouTube sponsored videos.



Link to Seasonal Buying Program information.



Link to Dealer Microsites based on location of internet user.

www.outdoorequipmentdealers.com