

Happy Thanksgiving!

We know our success depends on you, so at this special time of this year, we simply want to say **THANK YOU** for your business in 2017.

Everyone at OED wishes you and your family a very Happy Thanksgiving! We will be closed November 23-24, 2017 to celebrate Thanksgiving with our families. We will reopen on Monday, November 27th.



Gregg Mangum Wins Award

Gregg Mangum won the 2017 Asst. Service Manager of the Year Award for ECHO / Shindaiwa.

Pictured L-R: Mike Hudson, Product Training Specialist at ECHO; Bryan Price, Product Training Specialist at ECHO; Bill Nygaard, Terry Ditsch, VP of Product Service at ECHO; Gregg Mangum; Ike Takahashi; and Ron Jensen, Director of Warranty and Training at ECHO. Congrats Gregg!



New Multi-Tool System from Shindaiwa

Shindaiwa launches their new **Multi-Tool System**. The new line-up includes two powerheads – M235 and M262 – and nine attachments – Trimmer (66001), Brushcutter (66004), Pruner (66002), Edger (66010), Hedge Trimmer (66006), Articulating Hedge Trimmer (66003), Mid-Reach Articulating Hedge Trimmer (66005), Tiller (66008) and PowerBroom (66011). These units will start arriving at OED toward the end of November. Refer to **Sales Bulletin 2018-01** for more information.



ECHO/Shindaiwa Ad Partner Program Launched

OED launched our 2018 Ad Partner Program on November 1, 2017. The Ad Partner Program materials were mailed to each ECHO and/or Shindaiwa dealer in bright orange envelopes so please be on the lookout. Contact Lori White, OED's Advertising Manager, or your Territory Manager with any questions regarding the program.

Buy Now, Save at Tax Time for Landscapers

According to a recent study done by Lawn & Landscape, landscape contractor's business is up 36% since 2014. It's a great time to for them to keep their business growing by utilizing the Section 179 Tax Deduction on equipment purchases. New and unused equipment purchased by December 31 qualifies for a deduction!

Landscapers can save even more by taking advantage of 25% off Wright Gen 1 Stander X and Sport X, while supplies last.



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.



10 Ways Not to Lose a Sale

Here's a sales refresher from Kevin Davis, author, speaker and president of TopLine Leadership, in a post for American Express' Open Forum.

1. Be the first in the door.
2. Listen before talking.
3. Identify more customer needs.
4. Go down the chain before going up.
5. Don't just dance with the one who brung ya!
6. Link your differentiators to priority needs.
7. Figure out what step of buying the customer is in.
8. Measure success based on customer actions.
9. Schedule a follow-up.
10. Slow down.



Read the full article at <https://www.rurallifestyledealer.com/articles/5135-ways-not-to-lose-a-sale-rldbrief>.