

INSIDE OUTDOOR

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Upcoming OED Events

Fall ECHO Dealer Program - June 6, 2011
Fall Shindaiwa Dealer Program - June 6, 2011
ECHO Fall Shared Mail Deadline - July 15, 2011
Wright 2012 Dealer Program - August 2011
Velke 2012 Dealer Program - August 2011
Scag 2012 Dealer Program - September 2011
TrenchMaster 2012 Dealer Program - September 2011
ECHO 2012 Dealer Program - October 2011
Shindaiwa 2012 Dealer Program - October 2011

OED Closings

July 4, 2011 — Fourth of July
September 5, 2011 — Labor Day
November 24 - 25, 2011 — Thanksgiving
December 26 - 30, 2011 — Winter Break
May 28, 2012 — Memorial Day

Outdoor Equipment Distributors, Inc.
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Second Annual Carving Invitational a Success

The second annual Thomasville Chain Saw Sculpting Invitational took place May 5 - 7, 2011 in Thomasville, North Carolina. The three-day event culminated on Saturday, May 7 with Mal McEwen of Cleveland, Georgia winning top honors. The 12 carvers traveled from all over the United States and Peru to participate in this event.

ECHO Outdoor Power Equipment was one of the primary sponsors along with the City of Thomasville Tourism, and local ECHO dealers Joe's Tractor Sales and S & K Power Equipment of Thomasville.

"It was an overwhelming success (last year)," stated Mark Scott, director of Thomasville Tourism. "I've never been associated with an event where everyone has been so excited over it." The inaugural event last year had approximately 8,000 spectators. This year's invitational is expected to have around 20,000. The large increase is due to all the media coverage. CNN along with local trucks from all the major networks, Carolina 14 and local newspapers such as *Thomasville Times* and *High Point Enterprise* all covered the event.

"There's nothing like this on earth," Tim Klock of Altoona, Pennsylvania said. "You watch a complete daydream happen within somebody's mind, and you actually see the daydream taking place in a physical form."

Continued on page 2...



Sedgefield Outdoor Equipment Featured as a Diamond Dealer

Congratulations to Larry and Harold Proctor of Sedgefield Outdoor Equipment in Jamestown, North Carolina for being selected as the second Diamond Dealer® featured in the Briggs & Stratton Diamond Dealer Spotlight.



Briggs & Stratton Diamond Dealers are committed to providing exceptional customer service and relationship building. "Our commitment is to great customer service...we try hard to keep our customers happy," said Larry Proctor.

Sedgefield Outdoor Equipment offers a full line-up of both consumer and commercial equipment. Their product lines include Scag, ECHO, Shindaiwa, Billy Goat, ECHO Bear Cat and TrenchMaster.

Power Equipment Trade, April 2011, page 15.



L-R: Ken Lepkowski, District Sales and Service Manager, Briggs & Stratton; Harold Proctor, Sedgefield Outdoor Equipment; Larry Proctor, Sedgefield Outdoor Equipment; Worth Greene, Territory Sales and Service Manager, Preferred Power, Inc.

Carving Invitational Results

Masterpiece Awards (prize):

- First Place — Mal McEwen (CS-530)
- Second Place — Thor (CS-450)
- Third Place — Tim Klock (SRM-225)

Overall Awards (prize):

- First Place — Mal McEwen (CS-400)
- Second Place — Tim Klock (CS-370)

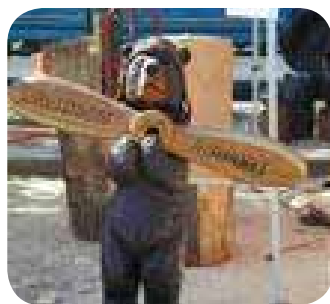
Saturday Quick Carve (prize): — Tim Klock (CS-370)

Participating Carvers:

- Chap Nelson – Gray, Georgia
- Mal McEwen – Cleveland, Georgia
- Randy Everett – Colfax, North Carolina
- Roark Phillips – Fayetteville, Tennessee
- Thomas Bland – Riedsville, Georgia
- Tim Klock – Altoona, Pennsylvania
- Jeff Pinney – Cheswick, Pennsylvania
- Sherri McKloskey – Dubois, Pennsylvania
- Chad Liegey – Weedville, Pennsylvania
- Bruce "Thor" Thorsteinson – Hiawassee, Georgia
- Mark Rice – Deltona, Florida
- Luree Magee – Seattle, Washington
- Edgar Diaz – Peru

Bodenheimer, David, "Chain saws carve art in uptown Thomasville" retrieved 5/18/11 from http://www.the-dispatch.com/article/20110506/news/305069977/1074?_2&c=pg

Ignasiak, Darrick, "Second annual chain saw event cranks up" retrieved 5/18/11 from <http://www.msnbc.com/id/42929642>



Small sculptures by Edgar Diaz of Peru; sponsorship sculpture for Davidson Airport by Mark Rice of Deltona, FL.

Tractor Hill a Chamber Award Winner

Co-owner Bill Towsey of Tractor Hill in Mineral, Virginia was presented with the Louisa County Chamber of Commerce "Business Person of the Year" award for 2010. Local residents and businesses vote each year to honor someone for his/her contributions to the local community and their success in business.

Tractor Hill is a full service dealership that carries ECHO, Scag, Kioti, and Cub Cadet. Congratulations Bill on your award.

Power Equipment Trade, October 2010, page 8.

Helpful Hints...



Product Price: How to Show The Customer What You're Worth

Price. It's been the nemesis of small business since the first monetary transaction. The consumer trying to get it as low as possible, while the business owner tries to keep it as high as the market will allow. So, what does price really mean to the average customer that walks through your doors?

Studies have shown that when price is the only information the customer has, different price levels are associated with different quality levels. However, when other information is introduced, such as brand names, features and benefits, there is little evidence to suggest that price equals quality. If I were to ask you to think about a CD player, a price might jump into your mind. If I then said, "It's a Sony, with multiple changer, graphic equalizer, etc., etc., ...another price, probably higher than the first, would jump into your mind. Price is a matter of perception. We know that in most cases quality will cost more. We know if we want a good product, we will have to pay a higher price in most, not all, cases.

Step Right Up. Have you ever see the Ginsu knives infomercial on TV? The presenter spends 20 minutes of the half hour showing you one or two knives that do several things. Then he announces the price, usually around \$29.95 or \$39.95. Seems high...but wait. If you order right now he'll throw in the 6 steak knives, the corkscrew blade, the melon ball maker, the juicer knife, the grapefruit knife all for free. Instead of 10 to 15 knives for your \$39.95 you bought 3 knives for \$39.95 and got 7 free. What a deal. Do you see what happened? It's not the price of the knives but how the price was presented that makes the difference.

Pricing Strategies: Three Options

Prestige Pricing: BMW, Curtis Mathis TV, Maytag. These are all companies that take great pride in the fact that they are never the lowest price in their markets. They use the principle of prestige pricing to convince the customer that they will be in the elite to have these products.

Perceived Value: How much value will the customer expect to receive if they purchase your product or service? When the customer looks at all the benefits of buying the

product there is the perception that the price asked is a fair trade for the value. This is the best strategy for consumer sales. Make sure when using this strategy to remember the one hard and fast rule. Every feature of your product or service must have a corresponding benefit or the strategy fails. A feature is what a product has; a benefit is what a product does. Features alone do not translate into value to the consumer. A benefit is a betterment derived from using or owning the product. The more benefits to the consumer, the easier to justify the price and make the purchase.

Value-In-Use: In this strategy, the customer has to look at the savings of the product over the long haul. The computer with the word processor is more costly than the typewriter. But, in the long haul, the secretary will be more productive and the work will look more professional. Energy saving light bulbs may cost more but use less energy and last longer. This strategy is best used in business to business situations. Consumers often want the quick fix for a low price and will be reluctant to look at the savings over time.

If you get sweaty palms and dry mouth when the time comes to give the price to your prospect, you haven't convinced yourself of the value of your product or service. Until you are genuinely convinced that the price is a fair value for the dollars asked, you will have a problem moving your product. Sit down and make a list of features and benefits for each product or product line you carry. Put a price on each benefit if necessary.

Price is only a problem if you make it one. We make our purchasing decisions based on emotions and use logic to justify our emotions. That's why the benefits are so important. Make the customers' life easier, cheaper, longer, or less stressful and you'll have a sale.

By Tom Egelhoff

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ECHO's Fall Shared Mail Program

The final flyer for the 2011 National Shared Mail Program mails in September. This turn-key program is designed to complement the national “GET SERIOUS” message and to drive customers into your dealership.

The flyer is homeowner focused and contains a mail-in rebate offer. Customers who purchase \$299.99 or more of ECHO products and accessories will get \$30 off with the mail-in rebate. **This promotion cannot be combined with any other rebate offer in effect at time of purchase.**

Dealers have four options for the fall:

- Be listed by yourself on the flyer (20,000 min.)
- Be tagged with up to three other dealers (5,000 min.)
- Purchase flyers to insert into local paper (20,000 min.)
- Order flyers with no imprint* (500 min.)

Please contact your Territory Manager or Lori White to receive more information or to sign up for this program. You can download the brochure and sign up form at OED's B2B site under the “Dealer Programs / Marketing Support” link. **The deadline for the Fall Shared Mail program is Friday, July 15, 2011.**

*Customers must have your ECHO dealer number to receive the mail-in rebate. OED will supply each dealer with labels with their contact information and ECHO dealer number to affix to the flyers.



OED's home page on our static web site at www.oedinc.com.

OED Updates Web Site

OED updated our static web site this spring. We decided to give it a fresh look and try to make it a bit more user friendly.

The area where you can download dealer programs, rebate claim forms, newsprint ads, etc. was updated on the B2B site as well. Instead of having two separate areas, we created the “Dealer Programs / Marketing Support” link and merged everything into one area by product line.



Shindaiwa downloads page which contains current dealer programs, sales bulletins, hang tags, rebate claim forms, newsprint ads, etc. This page can be accessed by clicking on the “Dealer Programs / Marketing Support” link on OED's B2B site at <http://ebiz.oedinc.com>.

THROW THE FOOTBALL AROUND THIS FALL, NOT YOUR OUTDOOR POWER EQUIPMENT.

GET SERIOUS. Unlike other brands, we only make professional-grade outdoor power equipment. Because when it comes to the yard, no man should have to compromise.



CS-400
REAR HANDLE CHAIN SAW
\$269.99
Original MSRP \$299.99
AFTER \$30 MAIL-IN REBATE

- 40.2 cc professional grade engine
- 30% reduction in starting effort
- 16" or 18" bar and chain
- 5 year consumer warranty

BUY \$299 OR MORE OF ECHO PRODUCTS AND ACCESSORIES* GET \$30 OFF WITH MAIL-IN REBATE

Not to be combined with any other rebate offers



PB-500H/T
BACKPACK BLOWER
\$299.99
Original MSRP \$329.99
AFTER \$30 MAIL-IN REBATE

- 50.8 cc professional grade engine
- Hip Mount or Tube Mount throttle
- 5 year consumer warranty

*Manufacturers suggested retail price for any combination of ECHO units or accessories. All must be purchased on the same receipt.

BUY ANY ECHO PRODUCT AT \$299 OR MORE* GET \$30 OFF WITH MAIL-IN REBATE

FOR YOUR CONVENIENCE AND REAL-TIME TRACKING, REGISTER ONLINE AT: [HTTP://ECHOUSA.MYREBATE.COM](http://ECHOUSA.MYREBATE.COM) USING OFFER CODE ECH-1002 - OR CALL 877-902-9610. Offer valid for purchases made between September 29th and December 31st, 2011. Rebate forms must be postmarked no later than December 31st, 2011. Any requests postmarked after applicable dates will be denied. Void in the United States through participating U.S. dealers ONLY. Does not apply to Home Depot purchases. To qualify, customers must cut out the bottom before the deadline and mail it in along with your proof of purchase and Mail-In Rebate Form. Dealer's ECHO Number will be required during your rebate registration. Rebate payment will be in the form of a Prepaid Forward Card. For complete Terms and Conditions, visit: <http://ECHOUSA.MYREBATE.COM> or call 877-902-9610. Must include Dealer's ECHO Number during your rebate registration.

GET SERIOUS.
ECHO
OUTDOOR POWER EQUIPMENT