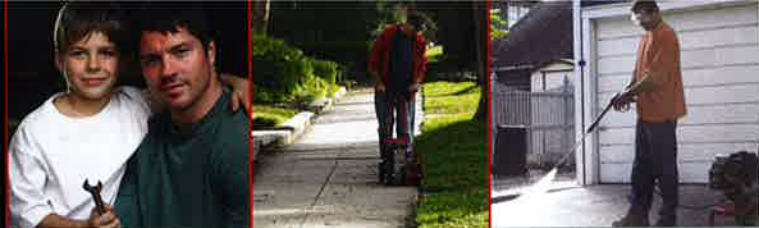


at your | **SERVICE**
worldwide sales and support



SEDCO, INC

www.sedcoinc.com

A NEWSLETTER DEVELOPED FOR
THE DEALERS OF SEDCO, INC.

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Quality Education Even Easier

SEDCO has always believed in the value of a quality education. Over the last year, Briggs & Stratton, with the support of SEDCO, has made getting that quality education even easier. Earlier in 2011, Briggs & Stratton launched the Power Channel via the Power Portal. Through the Power Channel, you can complete educational requirements from the basics of the 4-Day Authorized Field Service School through the advanced Master Service Technician Exam.

Now Briggs & Stratton and SEDCO are making it easier to complete the annual Product Update Seminar. This year the Product Update Seminar will be completely revamped in style and presentation. The new seminar will be available in four formats for your convenience: in person live update, real time on-line streaming video, tape-delayed video and DVD. These options each have their own benefits.

Live Meeting

You asked and we delivered. The live meeting has been enhanced and will include a live tear down segment with hands-on teaching. You will participate in the tear down of an engine and have the opportunity to touch and feel the new developments, rather than just listening about them. The new format will last approximately four hours, and morning and

afternoon sessions will be available.

Real Time Streaming Video

New this year is a live streaming version of the Product Update Seminar. The live streaming video option will allow you to view the seminar from your computer wherever you have internet access. The greatest thing about the live streaming video is that you will have the opportunity to ask questions, in real time, of the instructor. The instructor will be able to see all the questions being posted and can answer them on the spot.

On-line Pay-Per-View Video Replay

Also new this year is the on-line video replay option. This will allow you to access the video of the Product Update Seminar at your convenience. The on-line replay allows you to watch the video from any computer with internet access at the time that is most convenient to you. This pay-per-view format will allow you to watch the Update Seminar as often as you like. It also allows you to have employees watch the video at their convenience. This is a perfect educational tool.

DVD

Available again this year will be the DVD option. The DVD can be ordered through SEDCO and will ship when the product arrives. The DVD option allows one the flexibility to participate

in the Product Update Seminar at their convenience and from any electronic device with a DVD player. Because this is a DVD, there is no limit to the number of times you can watch it. This too is a great resource for your new hires.

As you can see, SEDCO and Briggs & Stratton are making it easier to obtain a quality education with these newly offered options for the annual Product in-person seminar. Also, we are making it more engaging by adding the live, hands-on tear down at the Update Seminar. Over the last several years, you have asked for this change. We sincerely hope you take advantage of it and enjoy the new format for the Briggs & Stratton Product Update Seminar.

In addition to the education options provided via the Power Channel, SEDCO continues to offer live, hands-on courses at our education facility in Pendergrass, Georgia. We offer the 4-Day Authorized Field Service School, Commercial Power (Vanguard™ Engine) classes and Portable Generators and Pressure Washers class.

(Continued on back page)

Treat Yourself to GIE+Expo 2011 this October

By: Michael Henninger



The Green Industry and Equipment Expo (GIE+EXPO), America's largest show for outdoor power equipment, will take place again this year from Thursday, October 27, through Saturday, October 29, at the Kentucky Exposition Center in Louisville, Kentucky. The show will be open from 9 a.m. to 5 p.m. on Thursday and Friday, and 9 a.m. to 1:30 p.m. on Saturday, though dealers may be admitted as early as 8 a.m. The outdoor demonstration will be open Thursday and Friday from 10 a.m. to 5 p.m.

Event organizers for GIE+ EXPO 2011 are expecting "18,000 participants from more than 25 countries. Exhibitors will include dealers, retailers, manufacturers' representatives, rental shops and distributors of lawn, garden and outdoor products and equipment for consumer and commercial use. Lawn and landscape professionals, hardscape contractors, general contractors, forest and land managers, maintenance & grounds managers, and parks and municipal buyers will also be at the show." Once again, Briggs & Stratton will be exhibiting in booth number 7104. The Consumer Engine and Commercial

Power groups, along with the Service division, will be featuring new products and programs. The Briggs & Stratton Products Group will also be in the booth again this year.

The Consumer Engine group intends to exhibit a strong roster of engines, including the Professional Series™ family of engines and the highly anticipated 550ex and 725ex Series™. According to J.P. Benjamins, Product Marketing Manager for Briggs & Stratton, "The 550ex Series™ will revolutionize and redefine the small engine industry as we know it." In addition, the Commercial Power group will showcase the new 2D code program for Vanguard™ engines.

The Service division of Briggs & Stratton will again be exhibiting in the High Performance Parts & Accessories Area (HPPA) in booth 480, as well as in the main booth for Briggs & Stratton. Dealers will be educated about different programs that may help them increase their business revenue and attract new customers. The Service group will also teach dealers the advantages of using Briggs & Stratton® Genuine

Parts for repairs and tune-ups on Briggs & Stratton® engines.

Briggs & Stratton will also feature its Repower for Green program in the HPPA booth, which helps dealers sell repower engines for outdoor power equipment to their customers. The Service group will also be demonstrating The Power Portal, Briggs & Stratton's dealer-only website. The Power Portal offers technical documents, training materials and videos, as well as updated sales and marketing tips and information for dealers to use at their convenience.

Briggs & Stratton's CEO and President, Todd Teske, will once again be a featured speaker at a Briggs & Stratton sponsored lunch set up exclusively for Diamond Dealers®, Commercial Power Dealers, and their guests. This lunch will offer attendees the opportunity to learn about the current status of the outdoor power equipment industry.

If you are adamant about increasing business and building revenue, it would be highly beneficial for you to attend the 2011 GIE+EXPO in Louisville this October. No tricks, just plenty of treats this fall at the GIE+EXPO 2011.

SERVICE MARKETING TIPS - The Before: Bringing Prospects In and Preparing for Their Arrival

By: Mike Barnett & Michael Henninger

In the popular movie, *Facing the Giants*, the character Mr. Bridges exclaimed, "Prepare your fields for rain and you will be blessed!" Just as the successful farmer prepares his fields, the successful dealer should tend to his or her business by preparing for customers before they arrive. Consider these "before the sale" ideas for drawing in new customers.

Do your homework. It is important to know the specifics of the products and services you offer. When consumers make purchasing decisions, they want to be reassured that what they are buying will benefit them. Therefore it is important for you, as the owner, to be able to explain the benefits to them. When you can, translate service features into customer benefits. Your chances of closing the sale will increase significantly.

Advertise. It costs money to make money. Do not hesitate to invest in smart advertising in an attempt to bring potential customers to your store. The overall goal is to create regular customers, but you have to find potential one-time customers to do so.

Play to your strengths. Chances are, you are not the only service provider in your area, yet your service probably differs significantly from your competition. As a general rule of thumb, you should always

attempt to base your advertising around your unique and exclusive features. Potential customers want to know why they should choose you over someone else, not how similar you are to the next guy. Show your superiority. There are many ways of advertising, but it is up to you to decide which methods will be the most beneficial to you.

Reach out through direct mail.

Direct mail allows you to advertise to your target audience and control who sees your message. It takes time and money to tailor a message suited to each individual, but it can also offer a sense of personal interest in his or her business. Direct mail can reach out directly to customers of all types: potential customers, existing customers, customers of your competition, etc. But each message can be tailored with a different intention and message. For example, you might send a reminder to an existing customer for a service check-up. Or you may send a special promotion to prospective customers in order to entice them to select you as their service center.

Direct mail does require careful planning. Consult with your local post office for the most economical mailing procedure and current regulations. Take the time to develop a design and format that will have good style and taste, and will catch the eye of your target. Better yet, consider contacting a direct mail specialist

at Briggs & Stratton Direct Dealer Marketing for advice and assistance by visiting briggsdealermarketing.com or calling 877-249-6647. As an additional, yet useful, step to your direct mail campaign, be sure to compile customer and prospect lists for future mailings. Maintaining a list of each group can be highly beneficial to the repetition of your direct mailing campaign.

Participate locally. One underrated way of advertising and exposing your business is to participate in and sponsor local events. Take part in raffles, church benefits, school athletic events, spring clean-ups, and consider sponsoring things such as a softball or baseball team. Doing things like this not only exposes your dealership in a variety of ways, but it can also build a sense of community connection that many people in your local area will appreciate.

Don't forget handouts. Exposure is crucial to gaining customers in your area. Be sure to take advantage of any opportunity you get to reach out. You can place these small promotional pieces in with letters or bills, somewhere in your store for pick-up, or even directly into the hands of a customer or prospect. It is very important to keep your message fresh by periodically creating new designs for your handouts and inserts. By changing the call to action, you can maintain possession of your customer's interest.

Don't Forget to Order Your 2012 Calendars!

New 2012 calendars are available at Dealer Custom Marketing. Order yours now at:

www.briggsdealermarketing.com

Any questions, call 877-249-6647.



Appointment Calendar
8-1/2 x 11



Appointment Calendar
3-5/8 x 6-3/16



Pocket Calendar
2-1/4 x 3-3/4



Diamond Dealer® Spotlight - Four Seasons Small Engine

By: Synoilva Shaw



Mike and Paula Worthen, owners of Four Seasons Small Engine

Briggs & Stratton would like to congratulate Mike Worthen of Four Seasons Small Engine in Escanaba, Michigan for being selected as our featured Diamond Dealer®. Four Seasons has been providing superior service to their growing customer base for 28 years.

Worthen has been the owner of Four Seasons Small Engine since 1992, taking over the business from his father who started the dealership in 1983. Only two short years after taking over the business, it doubled in sales. "Since taking over ownership of the business, it has grown 10 fold," stated Worthen.

Worthen's background includes working as a salesman for a whole goods company and as a mechanic. While working as a mechanic, he had the chance to experience working in a dealership on a larger scale. "Going from working for people to owning the business is really where the true learning began. I am still working to become a bigger and better dealer today," Worthen explained.

Four Seasons employs three full-time employees and one part-time employee. Although Worthen is the only MST on staff, his main mechanic has expressed great interest in taking the exam and becoming a MST after going to three hands-on training schools at Briggs & Stratton.

The most profitable aspect of Four Seasons' business is parts sales. Currently, parts account for 22.4% of their business sales and 40% of the profits generated from the store. Four Seasons does a lot of over-the-counter parts sales with their do-it-yourself shoppers. Parts sales have been growing at a rather steady pace; the long-term average is roughly 5% per year. Overall, Worthen feels that their growth in parts sales is directly related to Four Seasons' growing whole good sales.

Four Seasons takes advantage of the programs offered by their Briggs & Stratton distributor, Magneto Power, LLC. "With extended dating and better programs from being a higher level dealer, this should keep

us going forward as we plan. One of the keys is the vast pre-season orders that are available and the extra discount for volume," states Worthen.

When asked, what sets them apart from their competition, Worthen said, "The quality service we provide sets us apart. But it is more than that. It is also the knowledge of the staff, the training that they receive, and the attitude of all the people that work here. The one thing we always remember is that the customer signs our paycheck."

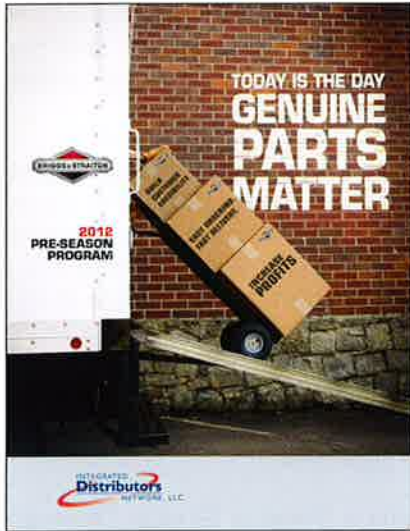
Being a Briggs & Stratton Diamond Dealer is important to Worthen and his staff. "To have the Briggs & Stratton Diamond Dealer ranking sets us apart from the rest. Our desire to be the best is shown in the fact that we have this elite status. It shows the customers that we are willing to go through the extra training and our higher commitment to service with this ranking," exclaimed Worthen.

Being a Diamond Dealer has helped Worthen provide his customers with top-notch service and support. The Briggs & Stratton website is also contributing to the growth of his business. "We consider the new website to be a key benefit of being a Diamond Dealer. The many referrals that come our way are also a benefit to our shop. Factory referrals build customer confidence," Worthen explained.

Four Seasons was voted by the community in their local newspaper as the best small engine shop in the area. They have a growing customer base and believe their mission is to help customers to maintain their outdoor power equipment.

2012 Briggs & Stratton Pre-Season Program

By: Wayne Rassel



The 2012 Briggs & Stratton Pre-Season Program is a comprehensive offering of all the Briggs & Stratton® products including new promotional opportunities and great savings. As always, the 2012 program offering will include: repower engines, engine parts, and Murray® and BSPP parts.

In addition, dealers can purchase merchandising and other support materials.

New features of the 2012 program include:

- An expanded parts offering categorized by part type with bulk offerings for additional savings
- Genuine Briggs & Stratton® electric starters for \$49
- The newly redesigned single cylinder 6.5 gross HP* Vanguard™ engine with gear reduction feature
- The 30 gross HP* Commercial Turf Series™ engine with Cyclonic Air Management System
- Free merchandising aids with qualifying orders

The 2012 Pre-Season Program offers you Genuine Briggs & Stratton® Parts and Products with our best pricing of the year. By planning for your spring needs now and purchasing this winter you could save up to 29% on Genuine Briggs & Stratton® components. Dealers can also take advantage of generous deferred payment terms to generate a positive cash flow. That means you can sell parts and products this fall and pay for them next spring. The 2012 Briggs & Stratton Pre-Season Program offers every dealer the opportunity to profit. Start your spring planning now by contacting your IDN sales representative for more information on 2012 Pre-Season opportunities.



*All power levels are stated gross horsepower per SAE J1940 as rated by Briggs & Stratton.

Purchase \$600 DIY and receive FREE either a counter stool (AM9886A) or a floor mat (AM9769) and Briggs & Stratton clock, or the display stand (AM9502).

Online Promotions - Don't Miss Out!

Briggs & Stratton will be offering some great online promotions to help boost your sales! For example, there will be a special fall and winter

maintenance promotion to help get your customers' equipment ready for storage and the winter season. However, these promotions will only

be announced via e-mail. Don't miss out! Contact your IDN representative today to make sure your up-to-date e-mail address is on file.

Quality Education Even Easier (continued from p. 1)

Below is a list of the current schedule of classes at SEDCO's facility. Please check our website, www.sedcoinc.com, for the latest dates and times for all classes held at our education facility.

AFSS	Portable Generators/Pressure Washers	Commercial Power (Vanguard™ Engines)
October 10, 2011	October 17, 2011	November 14, 2011
October 31, 2011	November 7, 2011	December 14, 2011
December 5, 2011	December 12, 2011	January 18, 2012
January 9, 2012	January 16, 2012	February 15, 2012
February 6, 2012		
March 5, 2012		

Congratulations New MSTs



The Master Service Technician Exam tests the knowledge and abilities of an experienced air-cooled gasoline engine technician. The exam includes more than 300 questions covering a wide range of topics including: use of mircofiche, repair manuals, measuring tools, parts identification, troubleshooting, theory and general knowledge.

SEDCO is pleased to give the well deserved recognition to the following technicians who have correctly answered more than 75% of the questions and are now classified as a Briggs & Stratton Master Service Technician.

MASTER SERVICE TECHNICIAN	DEALER	LOCATION
Jake Dison	Engines Southwest	Shreveport, LA
Robert Brown	Lithia Outdoor Power Equipment	Lithia Springs, GA
David Foy	T K's Tire & Auto	Madison, GA
James Deville	Ville Platte Rental Inc	Ville Platte, LA
Lee Bridges	All Seasons Sales & Service	Pineville, LA
Gathern Gillespie	The Repair Barn	Canton, GA
Brad Hill	Hill Auto Parts Inc	Pontotoc, MS
William Huber	Gwinnett Mower Repair	Snellville, GA
John Caire	Vacherie Auto & Home Center	Vacherie, LA
Daniel Haynes	Dover & Tatum	Canton, GA
Todd Lewis	Williams Saw Company	Arkadelphia, AR
David Waymire	Advanced Mower West	Bessemer, AL
Ronald Strong	Strong Small Engine	Lula, GA
Steven Purvis	Wiggins Saw Co	Wiggins, MS

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For the Dealers of: SEDCO, Inc.

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