

# HotTimes

A NEWSLETTER ON WHAT'S HOT AND WHAT'S NOT

MARCH/APRIL 2003

ISSUE 2

VOLUME 2

## Home Shows, Trade Shows: What is YOUR PLAN?

by Dan Cook

I write this as we are getting ready to set-up our display at the BC Home and Garden Show at the BC Place Stadium. There is always so much work to organize a show like this: from the paperwork for the show organizers, deciding on, ordering, and pulling the product we are taking, assembling units, loading the truck, setting up the booth, all this and we haven't even worked the show yet.

We have displayed at the BC Home Show in one form or other for many years now; and at the PNE and numerous other shows for many years before that. We end up meeting people from all over the province, and even customers from the States and points further East and North. It is an opportunity for us to show the products that we distribute directly to the consumers. It is also an opportunity to educate the attendees about wood burning and show them the newest in high-efficiency gas units.



There are a lot of long days standing on concrete floors, but hopefully it is worth it. I know that we have had people from all over the province and even the Yukon buy our products because of the show. It also goes without saying that the vast majority of people we talk to are from Vancouver and the Fraser Valley.

I know that many of our dealers have displays at local shows in arenas, recreation centres, and malls. Over the years I have accumulated a lot of material on how to make your home show experience more successful.

Here are some **Do's** and **Don'ts** that might help:

1. Set an Objective. Why did you book the show? How much are you aiming to sell or how many leads should you acquire?
2. Use only 'well-trained' 'sales' people to represent your products or service. This is not the time to "train" the new hire.
3. Communicate the objectives, scheduling, FAQs, pricing, and lead handling to the staff.

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## New Excel Parts

### Quick Facts:

#### EXCEL ULTRABlack Warranty

ULTRABlack has a true LIFETIME warranty. The customer just returns the ULTRABlack section if it ever burns out and ICC will supply the replacement piece at no charge - no bill of sale is needed, no date of installation, no warranty card, and no worries.

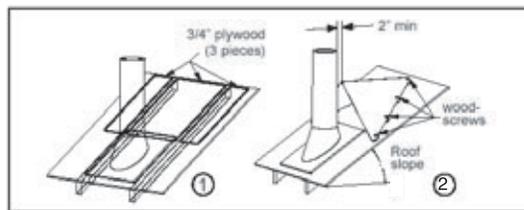
#### EXCEL Chimney Warranty

EXCEL 2100.3 chimney lengths are covered by a warranty that provides replacement lengths for as long as the original owner owns the system. This warranty INCLUDES damage due to a chimney fire - compare that to the competition!



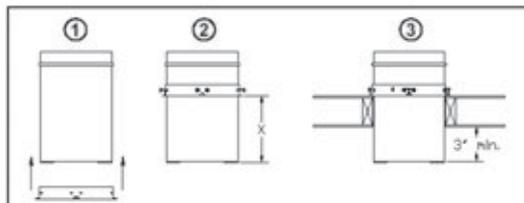
#### EXTENDED WALL SUPPORT

ICC has an Extended Wall Support available now. This is very similar to the regular wall support but allows the chimney to be situated farther from the wall. This will allow the chimney to pass by some protrusions and especially by some eaves that can be a problem with the existing wall support. The Extended Wall Support will stand a chimney 14" from the wall in 6 inch diameter and 12" in 8 inch diameter chimney. These are in stock and available for a suggested list of **\$53.00** (Code: BI-EWSE).



#### SNOW WEDGE

The Snow Wedge is used in locations where heavy snowfall can damage the chimney as it slides down the roof. The Snow Wedge can be adjusted to fit roofs from 4/12 to 12/12 pitches. The Snow Wedge must be solidly fastened to the roof in order to resist the force of a heavy snow load. When it is installed correctly, it will deflect the snow around the chimney virtually eliminating the damage that can be caused. Suggested list is **\$63.00** (Code: BI-ESW).

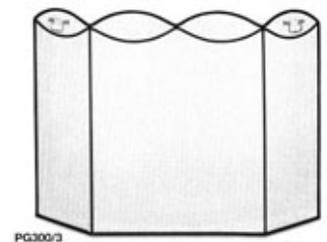
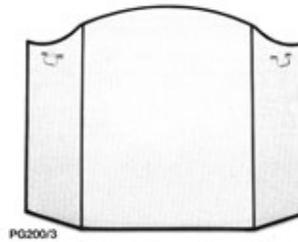
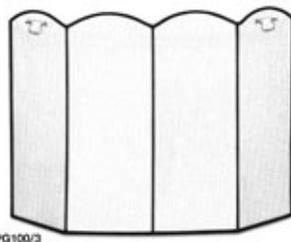


#### NEW ROUND SUPPORT

All round supports now come with a new support collar to help make the installation of the round support much easier. There has been no change in pricing. The new instructions are included with each new support box until the master instructions are updated.

#### PILGRIM SCREEN SALE: Save \$25.00

The PG Series of Pilgrim screen is currently on sale; these screens can be found on page 24 of your Pilgrim catalogue. The three screens (FH-PG100, FH-PG200, FH-PG300) all have a regular suggested list of \$125.00. While quantities last, take an additional \$25 off of the suggested list (your regular discount applies).



"The best classroom in the world is at the feet of an elderly person."

Andy Rooney

## News From The Land Down Under

### Sunshine BBQs Parts

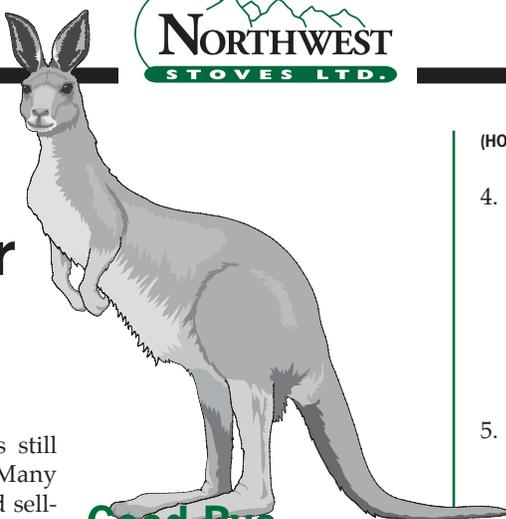
Spring has sprung! (but it's still supposed to be winter) Many retailers have already started selling BBQs and parts. We want you to know that we have a good quantity of Sunshine parts still in stock for both warranty and as add-on accessories.

The following is a partial list of the most requested Sunshine parts we have in stock:

- Legend Ignitors
- Legend Cast Burners
- Legend Cast Flame Tamers
- Legend Cast Hot Plates
- Legend Cast Grills
- A number of Europa Parts

We have many more parts than what is listed above. Please call us for availability on any Sunshine items you may need.

But when they are gone they are gone.



### Good-Bye Convair

For the first time since the late 1980s Northwest Stoves will not be carrying the Convair evaporative coolers from Australia. This year Convair has decided to sell the product directly to Rona/Revy and Costco.

To all of the dealers that sold Convair for us over the years, a heart-felt thank you for the business. We do have a large supply of parts available to service the product line. Please give us a call for availability and pricing on the parts. At Northwest Stoves we will continue to supply our past customers with parts for service, for as long as it is practical.

If necessary you can contact Convair directly at:

**1-800-9CONVAIR**  
(800-926-6824)

or online at  
**www.convaircooler.com**

(HOME SHOWS, TRADE SHOWS con't)

4. What impression will the public have when they see your booth? Does it look professionally designed? Do you have well made signs? Can people see who you are and what you sell at a glance?
5. Show your product in action. Show stoves burning and demonstrate features with the product working. Show as wide a range of products as is practical, but don't crowd your booth with product. Leave room for customers.
6. Offer incentives to buy at the show – are there specials or discounts you can take advantage of?
7. Do not block the front of your booth with a table, do not sit down in the booth, and do not cluster with other sales reps in the booth.
8. Smile, smile, smile. Be assertive and helpful, but avoid the 'palace guard' look (arms crossed).
9. Avoid saying "May I help you" and "Can I answer any questions" and use questions that don't invite a 'No' answer. Talk less and listen more.
10. Follow up with leads immediately after the show.

## Quick Facts:

### Gas Firebox Touch-up Paint

This is often a superior paint to the paint that comes on the units from the factory. Every service technician should have some when doing service calls and annual maintenance. (Code: DP-51H208, suggested list \$10.99)

### Stove-Top Thermometer

Trouble-shooting guides always reference the stove-top temperature, so every stove should have one of these to check how well your wood stove is working. It's a must! (Code: DK-686, suggested list \$12.50)

### Draft Gauge

This low-cost instrument is used for both air velocity and static pressure tests. It is used for servicing air conditioning, heating, and ventilating equipment. Again, every technician who services wood burning units should have one of these. (Code: DZ-DWYER, dealer net: \$49.00)

## Mark Your Calendars!

### Great Okanagan Wood Stove Exchange

Feb 7th - Mar 23rd, 2003  
Okanagan Valley, BC

### BC Home & Garden Show

Feb 19th - 23rd, 2003  
BC Place Stadium  
Vancouver, BC

### Mid-Winter Sales End

Feb 28th, 2003  
Pacific Energy, HearthStone & Jotul  
Deadline to submit claims:  
Mar 10th, 2003

### International Foodservice Expo

Mar 2nd - 4th, 2003  
BC Place Stadium  
Vancouver, BC

### HPBA Expo 2003

Mar 5th - 8th, 2003  
Hearth, Patio & BBQ Industry Show  
Nashville, Tennessee

### KBIS 2003

Apr 10th - 13th, 2003  
Kitchen & Bath Industry Show  
Orlando, Florida

### Cariboo Stove Exchange Program

Apr 20th - June 5th, 2003  
Cariboo, BC

### WHPBA Forum 2003

May 25th - 26th, 2003  
Western Hearth Patio & BBQ Show  
Richmond, BC



"There is only one boss: the customer. And he/she can fire everybody in the company, from the chairman on down, simply by spending their money somewhere else."

Sam Walton

**Hear Northwest Stoves Ad Campaign on**



and



**New this year:**

Northwest Stoves has added broadcast media to its marketing mix. All year long our commercials will feature key suppliers products!

## Do You Love Your Job?

(summarized from an article in the BSDA News)

To find and keep good employees is a never-ending battle. The following is a list of some of the most common concerns that employees have about their job. Are these concerns valid in your company?

Can you do anything about it?

- |  |  |
|--|--|
| <p><b>1. No Job Security</b><br/>50% believed their jobs were not secure.</p> <p><b>2. Don't Trust Management</b><br/>50% don't believe the information disseminated by management.</p> <p><b>3. Too Much Work To Do</b><br/>60% believe there isn't enough quality staff to handle the workload.</p> <p><b>4. Pay is Too Low</b><br/>60% are dissatisfied with their salary.</p> <p><b>5. Communication is Poor</b><br/>66% feel there is poor communication between departments in their organization.</p> | <p><b>6. Not Enough Work/Personal Balance</b><br/>40% feel they don't have a good balance between their work and personal lives.</p> <p><b>7. Not Appreciated</b><br/>50% feel they don't receive the recognition they deserve from their superiors.</p> |
|--|--|



## Quick Facts:

### Brentwood Zero-Clearance Update

We have been asked whether you can install a Bay Glass Assembly on a Brentwood insert in a Zero-Clearance Kit. The answer is NO YOU CAN NOT – as the unit has never been tested this way. The manuals do not reference Bay Fronts with Zero Clearance Kits.

### Stainless Steel Cleaner

We have a stainless steel cleaner that removes dirt, grease, and grime from metal surfaces. This product cleans stainless steel, as well as porcelain, ceramic, chrome, and aluminum. (Code: DP-81Y001, \$8.49 sugg. list per bottle.)

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or **1-888-663-8816**

To leave a voice mail, call and enter the extension of the person you are trying to reach and you will be automatically directed to that person's line. We will take your call promptly, or you can leave a voice mail for a quick call back. No time to talk? Then just send us an email.

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