

Scotsco Hosts Successful 2007 Dealer Conference

Portland, Oregon (April 25, 2007) – Longtime Shindaiwa distributor, Scotsco, Inc. recently hosted their first of a series of dealer conferences focusing on business development. The concept for the dealer conference came from an observation and need to provide business suggestions, techniques and information on ways to improve business for the Shindaiwa dealer.

A total of 55 participants representing approximately 40 dealerships attend these two Northwest conferences. According to one of the event organizers, Scotsco Territory Sales Manager, Steve Hocter, “This was an ‘invitation only’ group representing the finest and most proactive dealers the industry has to offer.” The first conference took place on February 6th at the Courtyard by Marriott in Medford, Oregon. The second conference was held at Scotsco's new corporate office and training facility in Portland, Oregon on February 8th. During the conference, dealers discussed specific ways the servicing dealers can improve how they do business. Topics such as developing a business plan, selling and promoting themselves, managing employees, merchandising product, dealing with mass-merchant issues as well as other areas that challenge dealer’s ability to be profitable were discussed.

The collaboration between Scotsco and Shindaiwa provided an opportunity in which both Steve Byerly, President of Scotsco, and Mike Nichols, VP of Marketing and Business Development for Shindaiwa, were able to draw parallels between the manufacturer, distributor, and dealer network. “The fundamentals of developing a profitable business and the challenges associated with it are equal among all those who strive for success. With this most basic of concept, we developed these conferences to offer some insight into the challenges that are universal in business today”, said organizers of the event, “It is important for us to assist our dealers with information on ways in which they can build a better and more profitable business. With that accomplished we can build a stronger business partnership on that foundation.”

The dealers attending the well-organized event thought the sessions were a great opportunity to network with each other and to express solidarity with the Shindaiwa family of dealers. “I’m very proud of what Scotsco and Shindaiwa is able to provide to our dealers”, said Hocter. “We take great pride in those who represent the Shindaiwa brand and believe there is always room to improve the level of communication between manufacturing, distribution, and our valued dealers. This conference is the ideal forum for that.”

A world leader in producing commercial-grade outdoor power equipment and environmentally-friendly small engine technologies, Shindaiwa products are distributed exclusively through clean two-step distribution and independent servicing dealers. For more information, please contact Shindaiwa, Inc. Tualatin, Oregon (800) 521-7733. Or visit www.shindaiwa.com.