

STIHL® Spotlight



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STIHL Southeast News and Notes....

The STIHL Southeast IT department has kept busy these first few months of the year. New IT Manager Bill Smedburg has been working diligently with Stihl, Inc and our business software company to refine the eBill pay on line program. Those of you who have signed up for the program are already realizing the benefits of paying on line vs. mailing a checkSpeaking of on-line transactions, SSE has learned that Stihl is working on a program that will allow a dealer to submit a Bid Assist claim while registering the product on eService. Dealers will still need a PO number and tax-exempt ID from the government agency, but having the BAA form online will save time and be more accurate....Don't forget that the Why Buy Stihl Oil brochure is available. It's a great marketing tool and will help explain to your customers the benefits of using Stihl oil in all Stihl products, especially the 4-Mix. A sample is below....



When STIHL retailers receive Image Store upgrades from the SSE Merchandising Department, they complete a satisfaction survey and rate the performance of the department. Two of the more recent surveys have yielded stellar reviews....From Jim Lashley at Landscape Supply Co. in Orlando — “Most if not all dealers don't understand the 'wow' impact....Does Ford, Dodge or Honda tell a dealer how to look? No, they show what works to make the industry profitable. These are dealerships that have a 'wow' factor, and they make a lot of money”....From Bryant Faulk of Bryant's Outdoor Equipment in Dothan, Al — “The Image store is receiving rave reviews. We've been in for 2 weeks and sales have been great. People seem more comfortable and willing to spend money with us.” ...The Image Store schedule is quickly filling up, so make sure you contact Director of Merchandising CJ Cobb today to schedule an appointment.



Palmer Landscaping Saves Money/Time with STIHL's 4-Mix Products

Joe Palmer had always been a strong proponent of Stihl products, but when he ventured out and started up his own landscape company, he knew he needed to make some tough decisions on what equipment to use for his crews.

"Years ago, I was working for a landscape company and we used lots of different hand held products," said Palmer. While he always thought highly of Stihl, but in many cases they were just another power equipment product.

"I went to an open house at one of your dealers and met up with your Applications Manager Jay Oswald. Jay set up a demo program through the dealer and we demoed 15 pieces of Stihl equipment for 30 days. That's all it took for me, I recommended our company purchase all 15 pieces."

Approximately 4 years ago, Joe made the tough decision to start his own landscape company, Palmer Landscape. He used his years of experience and knowledge to start first in the St. Petersburg, Florida area. One of the first determinations he had to make was the purchase of his hand held equipment. Based on his previous experience he chose

Stihl, and he's been growing ever since.

"I had planned to use Stihl from the start, I've had such a good history with it," said Palmer. Now that we are expanding, it makes even more sense to stick with the one product.

Palmer Landscape now has divisions in Ft. Myers, Orlando and Jacksonville and are planning to open a division in the Miami area in 2008. Currently, they have approximately 30 full time employees and 15 part time employees. There are about 70 pieces of Stihl equipment throughout his crews and they pretty much run the complete line of Stihl product.

Palmer Landscape does the landscaping around many of the following restaurants in the state: Macaroni Grill, Logan's Roadhouse, Chilis, etc.

"I really like the fact that the Stihl motors are so strong," said Palmer. "They really hold up well — the durability is excellent for the number of hours we put on the product. We normally work 12+ hour days, so we need product that won't

break down.

"The product you would buy at the big box stores don't even come close to comparing with Stihl," added Palmer. "The blowers are second to none and I especially like the newer blowers you have out. Stihl and the dealers really back the product up."

Palmer utilizes a variety of dealers in the state and has had excellent service from all of them. "Just the fact that I can go into a major metro area and can work with a strong Stihl dealer is another positive benefit of the quality and support of the product," said Palmer.

