

PARTSbuzz

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Inside this issue . . .

Page 1...

Manager's Note
Shipping Rule Change
Emergency vs. Priority Orders
Factory Training

Page 2...

Employee Profile

Page 3...

Residential Maintenance Kits
Literature Release



Manager's Note

After my first seven months as manager of Aftermarket Parts I have learned to

appreciate how important good customer service is, and I will continue to make that my number one priority. My entire staff is focused on you, the customer, and will do their absolute best to meet your expectations.

In 2009 you will receive customer satisfaction surveys to help us understand what we can do to better meet your expectations. To increase response rates and make it easy for you to complete them, we will issue the surveys using the internet. When you receive the surveys, please respond candidly to help us gauge our performance and improve our service to you.

On a personnel note, Michele Schwartz, a key member of the parts team, was promoted in December to Project Analyst in Kohler Power Systems' special products quoting department. We miss Michele but will do our best to maintain the level of service. Congratulations Michele!! In addition to Michele, Amy Ortlieb and Will Van Rossum have both moved to unit sales where they will be key members of that team providing both expertise and leadership. Their contributions will be missed by Parts but their new capacities will be a positive move for both themselves and the organization. The Aftermarket Parts sales coordinators now report to me. When requesting parts assistance we encourage you to email aftermarketparts@kohler.com for the quickest response.

Finally thanks to all of you! I and my staff look forward to continuing to build our partnership for success in 2009.

Best regards,

Jeff

Shipping Rule Change

In 2008 distributors reported excess shipping damage on UPS shipments weighing more than 50 pounds. It seems that although UPS will accept packages up to 150 pounds, they are really not able to handle them in a manner that prevents damage. In order to reduce shipping damage and at the same time improve customer satisfaction, we are asking our shipping department to ship daily and stock orders in excess of 50 pounds LTL unless the order can easily be broken down into parcels weighing less than 50 lbs. This change will go into effect immediately. If this is a

concern we will address individual situations as they occur.

Reminder! Emergency vs. Priority Orders

Emergency orders are intended for unit down situations in which the part/s is **in stock**. Priority orders are intended for unit down situations in which the part/s is **not in stock**. All emergency orders are subject to a \$30 emergency order fee. If you place an emergency order and the parts are not available you will be charged the \$30 emergency fee even though the parts will not ship the day of the order. If you have any questions feel free to contact your parts sales coordinator.



2008 Fall Factory Parts Training

In early October the Aftermarket Parts Department hosted the 3rd factory parts training session. Amy Ortlieb, Sr. Market Analyst, and Will Van Rossum, Market Analyst, led the training, which included 18 students from 13 different distributors. The training took place at the Kohler Generator plant in Mosel, WI.

Training attendees included:

2008 Fall Factory Training Attendees

Name	Distributor
Brian Campbell	Buckeye Power Sales
Joseph Downs	Buckeye Power Sales
Dennis Cullin	Coffman Electric
Carol Lane	Collicutt Energy Services
Nicholas Hinesley	Collicutt Energy Services
Danny Wilkins	EC Power Systems
Ravin McNeal	EEE
Michael Patrick	Fidelity Engineering
Don Hoppe	GenPower Products
William Miessau	Kinsley Power Systems
Jeff Pittner	Kohler
Nicole Sherman	Kohler
Steve Andrews	Kraft Power
Dawna Vaughn	Nixon Power Services
Jan Payne	Nixon Power Services
Linwood Bogues	Nixon Power Services
Mark Kretzinger	Pacific Power Generation
Jack Walsh	Steiner Power
Hector Qinones	TAW

Factory parts training provided the students many benefits, including:

- Hands-on training enabling students to immediately apply and reinforce what is learned,
- Current tips and tricks for parts research,
- Interaction with people from other distributorships, which establishes working relationships between distributors and,
- Factory and warehouse tours, which give students an



opportunity to meet and interact with their sales coordinators, warehouse personnel, and other factory personnel.

The topics covered in the training are:

- **Literature review.** Available literature and its formats and locations.
- **KOHLERnet.** Entering orders, viewing orders and invoices, viewing literature, and checking price and availability.
- **Generator research.** Main tools with their timeline of applicability, research flow chart, breakdown of groups, how to use the microfiche and how to use KOHLERnet.
- **ATS research.** Model designation



decoder, how to break down assemblies in KOHLERnet, research tools, parts bulletins, and voltage conversions.

- **Kohler internal operations.** Kohler stock policies, standard lead-times, schedule dates, field letters, and mailing lists.
- **Distributor profiles.** Order practices and statistics, i.e., number of orders by type and suggestions for improved inventory management that can lead to better margins.
- **Procedure and practices review.** Review of procedures and practices including order types and conditions and parts returns.
- **Pricing overview.** Price changes, price strategy, and requests for volume pricing.
- **Spares Creator.** Learn how to use the Spares Creator to benefit you and your customer.
- **Kohler Power PLUS.** Kohler Power Systems Kohler Power PLUS parts look-up system provides Kohler distributors with the latest generator set and ATS service parts information.

The factory parts training attendees enjoyed themselves, and even Joe Walsh from Steiner who attended previous training sessions learned something new! A couple attendees also enjoyed a round of golf on the last day of training at Kohler's Black Wolf Run golf course.

If you are interested in future factory parts training contact Jeff Pittner at jeff.pittner@kohler.com

Kohler Employee Profile—Sam Allison



Sam Allison, a sales coordinator, in the Aftermarket Parts Department gives his insight and tips on serving his distributors,

Q. How long have you been employed with Kohler Co.?

A. 2 years

Q. What is your position with Kohler and what does it involve?

A. I am a Sales Coordinator in the Aftermarket Parts Department—Generator Division. My main responsibilities include researching generator service parts and coordinating the shipments of said parts when ordered.

Q. What distributors/areas do you support?

A. I support all of our distributors in South America and the Caribbean Islands. In North America I am also the main point of contact for Generatrice Drummond and Kinsley Power. I also support the accounts in the Asia Pacific region handled by our Singapore office. I also serve as backup for nine customers when their primary coordinator is out of the office.

Q. What do you enjoy best about your position as a parts coordinator?

A. I really enjoy communicating with and assisting people from all over the world. I have been studying the Spanish language for the past year and I like the opportunity to put

it into practice on a daily basis. It is very satisfying to know I have helped bring power back to people who are in a crisis situation.

Q. What do you find to be the most challenging about your position?

A. Every day brings new challenges in the coordinator position. From balancing emergency requests to searching for those hard-to-find parts. There is never a dull moment!

Q. Explain a situation where you went above and beyond to assist a distributor.

A. I try to do whatever it takes to assist each distributor I work with. I look for creative solutions when road blocks appear and attempt to do so as efficiently as possible. I look at going "above and beyond" as part of my job description.

Q. Do you have any tips to offer the readers to make their aftermarket parts experience more effective?

A. Sign up for the Aftermarket Parts training school when it is offered! I went through the training and found it very useful. The classes bring familiarity with the many different resources available for researching service parts.

Q. What is your philosophy when serving your distributors?

A. I strive for the balance needed to bring resolution to each request in as timely a manner as possible.

Q. Explain a typical day in the Aftermarket Parts Department?

A. Each day is very fast-paced. Hundreds of emails and phone calls come in from all over the world. The coordinators work together with all facets of the business to keep those generators running!

Residential Maintenance Kits Announcement!



Residential sales outlets now have another tool in their toolbox. Capture service parts sales of do-it-yourself (DIY) customers with the new consumer-packaged maintenance kits. If a service

contract is not of interest to the DIY customer one of these maintenance kits likely will be. With the large volume of residential units in the field you are sure to find a customer that insists on doing the maintenance work. Don't lose a sale, promote the residential maintenance kits!

Aftermarket Parts introduces maintenance kits for the following four units:

Residential Maintenance Kits

Model	Material No.	Description
8.5RES	GM62345	Kit, Resi Maint (8.5RES) (4/cs)
12RES	GM62346	Kit, Resi Maint (12RES) (4/cs)
17RES	GM62347	Kit, Resi Maint (17RES) (4/cs)
30RES	GM62348	Kit, Resi Maint (30RES) (4/cs)

Each kit includes the respective air filter, oil filter, spark plug, and oil. The cosmetically appealing package makes these kits ideal for display in distributor or dealer show rooms.



Beneficial package pricing is another advantage of the maintenance kit. Purchasing the parts in the kits saves the customer money. Customers who purchase these kits leave the dealership confident they have everything needed to perform the maintenance. The customer

needs to purchase one item rather than each individual part. Sell sheet G12-333 will be available for purchase by mid February 2009.

Your parts sales coordinator at aftermarketparts@kohler.com will be happy to answer any questions you have about the program.

Literature Release

Following is a list of parts-related literature that was released to the field since the October 2008 newsletter was issued. Please make sure that your parts department has a copy of each publication. Order additional copies from your supplier of Kohler Power Systems aftermarket parts.

Parts-Related Literature Releases

Parts Catalog	Rev Date	Description
TP-5868	10/08e	P/C 8.5/11RMY, 8.5/12RES, Res/Coml
TP-6102	11/08e	P/C 30-125RZG, 30/150RZGB 35-125RES, Ind
TP-6108	1/09c	P/C GM 8.1L Powertrain, 80-125 kW
TP-6185	12/08	P/C 350-600REOV/B/C
TP-6272	10/08	P/C 20-24EOZD/17-20EFOZD, Marine
TP-6337	12/08	P/C 10/13/15ERG, Mobile
TP-6346	11/08	S/P RDT/SE-ILC, ATS
TP-6348	12/08	P/C Kohler D450/D500, 450-500REOVZB
TP-6395	10/08	P/C 10-20REOD(B)/REOZD(B), 20REOZDT, Ind
TP-6575	9/08	P/C 3APU-HC 12/24V, Mobile
TP-6653	11/08	P/C 700kW, 50Hz, MTU/DD, 12V2000G25
TP-6654	11/08	P/C 700kW, 60Hz, MTU/DD, 12V2000G45
TP-6656	11/08	P/C 800kW, 50Hz, MTU/DD, 12V2000G65
TP-6657	11/08	P/C 800kW, 60Hz, MTU/DD, 12V2000G85
TP-6658	11/08	P/C 900kW, 50Hz, MTU/DD, 16V2000G25
TP-6659	11/08	P/C 900kW, 60Hz, MTU/DD, 16V2000G45
TP-6660	11/08	P/C 1000kW, 50Hz, MTU/DD, 16V2000G65
TP-6661	11/08	P/C 1000kW, 60Hz, MTU/DD, 16V2000G85

Note: Include chargeable literature on parts orders, and mark all orders *ship complete* to avoid a small-order handling charge or disproportionate shipping charges.