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FOR IMMEDIATE RELEASE

New West Coast Sales Reps Offer Insight on Distributor Benefits

Tom Glazener, Chris Hamel and Jim Harmer recommend using the various services your distributor provides to better your business operations.

December 12, 2007, Phoenix, Ariz.—*What does your distributor do for you?* If your answer is, “Not a whole lot,” then maybe it’s time to reevaluate your options. With a combined 40 years of industry experience, Chris Hamel, Tom Glazener and Jim Harmer—newly-appointed residential and commercial sales representatives for Ewing Irrigation—offer different ways to improve your business operations by getting the most out of your distributor.

Take Advantage of Educational Services

Whether it’s an educational seminar or advice from a market specialist, using your distributor’s educational services to improve your trade will enhance your day-to-day operations. According to Hamel, a Ewing residential and commercial sales representative in the Phoenix Metropolitan area, if you encounter a problem on a jobsite, call up your local distributor and a representative will assist you.

“We want to form a relationship with the customer so they can come to us with any question or problem,” Hamel said. “Customers should also take advantage of education workshops. The return on investment far exceeds the minimal cost associated with each class.”

Hamel adds that customers should also inquire about water management products like MP Rotators and Smart Controllers that are gaining ground in the industry by using significantly less water in the landscape environment.

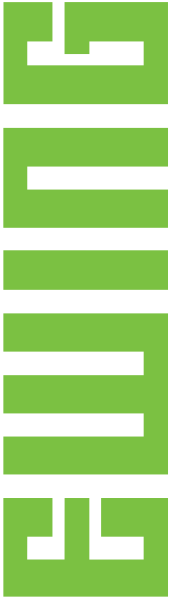
Seek Out an Industry Supporter

Look for a distributor who is furthering your standard of professionalism in the industry by supporting industry certifications and education, business and legislative measures, immigration and water conservation initiatives, and industry associations.

“By partnering with a distributor who is eager to advance the industry and its professionals, customers can keep up-to-date on the latest industry trends and in turn maintain business operations according to market demand and government regulations,” said Glazener, an outside sales representative in the Portland Metropolitan area. “Industry support is community support, and preparation for a prosperous future.”

Use Online Management Tools Designed for Customers

Harmer, a Ewing outside sales representative in the greater Los Angeles area, was approached by a customer who wanted to know if Ewing had an electronic way for him to manage his jobs and quotes. “I told him to go to our website, create an online account, and then he would be able to track jobs, order products online, and quote jobs,” Harmer said. “If your distributor has web ordering and account management, take advantage of it! It is an easy way to improve operational efficiency and save time, which is money off your bottom line.”



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