



# ON THE MOVE

## Brand Names and Things!

Any of us can probably name a brand and relate a type of product to that name. Like  and “The best value in engine management!” But have you noticed the application of a well-known brand name to products they never had before? The practice seems to be increasing all the time. Take “Bell & Howell” for instance. Established in 1907 and was a leading manufacturer of motion picture equipment for many years. Now owned by a venture capital group, the name has been licensed to many consumer products sold by “third party” companies (as seen on TV!). So what does this have to do with us you might ask? Ever seen AC Delco branded “AA” batteries? Wonder what those are “original equipment” in? Remember when Airtex was only fuel and water pumps? How about when NGK was only a spark plug brand? When you see a “well known” brand on a product that hasn’t traditionally come from them do you expect the quality of this new product category to be the same as the original product they are known for? Marketers are betting you will (or at least your customers will). Building a brand name takes time and money to establish something that is respected and valued. It’s cost effective to take that name and apply it to a new venture. One would hope the value of the name will be reflected in the product – but not always. We at  value our good name and are not parceling it out to other goods. Be sure you know where a product came from before you just accept a name as equaling a consistent quality!


## Do you know me?



More from the web:

Keep in mind, if someone hadn’t tried it, they wouldn’t have needed to add the warning label!

## Quick Tip of the Month!

This month I wanted to share a few thoughts on training, but with a little different focus. We all are familiar with technical training for our installers, and we all have had manufacturers come and present the usual “features & benefits” presentation on their product. But have you ever had any manufacturers come in and teach your team how to SELL their line? Where do they fit into the market? How do you answer the most common questions asked about the line? What are some key “go to” references about the product that will resonate with customers? I was approached by a customer to do this type of presentation a while back. I did include a (very) brief bit of background about the company (SMP Corp & Forecast), but the bulk of the presentation was centered on  as a “value line”. What does that mean? How does that fit in with other engine management lines? Does “value” mean “cheap”? How do you explain quality with a low price? These topics interspersed with real world questions often asked by customers – installers and retail alike – garnered great feedback from the sales team. We often take for granted that our salespeople know how a product fits into the market. We think that because we supply them with “features and benefits” they just know how to use them in a response. And what if the “features and benefits” of two lines are very similar? What distinguishes them from one another? Ask us! We would love to share this approach with your team!

## THE LAST WORD:

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## Do You Know Me?

Say what you will about talk radio, but one day a DJ asked “Are people getting more stupid and why?” The best answer I heard was, “Yes, because of warning labels”. We used to let the stupid take themselves out of the gene pool before they could reproduce. Maybe Darwin was right?