



For Immediate Release

Delivering Sales Results to OEMs and Dealers

(OLATHE, KS – July 5, 2006) A new Kansas-based marketing and public relations company focuses efforts on increasing profits for original equipment manufacturers (OEM) and Dealers in the fire service industry.

OEMs – Marketing that works

OEMs will appreciate having a company that understands connecting with fire fighters on an emotional level.

“While managing the marketing and public relations at E-ONE, I quickly realized how difficult it was to work with a marketing agency that didn’t have previous fire service experience. Few marketing agencies truly understand the emotional connection fire fighters have to their equipment.”

To highlight this point, Blain spreads six ads out on the table.

“Here are six ads from different fire truck OEMs. Each ad has been taken from June issues of major trade publications. If you were to hide the logos on each of these ads and anywhere they show up on the fire truck, could you tell which brand they represented? Each of these ads looks and says the same

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*- Cameron Blain, owner
Revenue Generator*

thing. There is just too much competition and too little product differentiation across brands to continue wasting money on advertising that doesn’t differentiate,” said Blain.

Dealers save time and money with lead generation

During recent fire truck Dealer research, 96% of Dealers indicated the need to sell more products. Many Dealers noted that creating a website, managing its content and creating newsletters to inform departments about the latest product releases could increase sales performance. However, 78% of Dealers indicated that they did not have



the backroom support staff to dedicate to these and other sales and marketing efforts.

Thus, Revenue Generator aims to assist dealers in filling these marketing voids.

“During research, I was surprised to learn that only a few brands approach selling their products from the dealer’s perspective. While most brands do a decent job at providing a Dealer collateral like brochures and DVD’s, few brands are committed to ensuring the Dealer’s livelihood by helping them with lead generation or targeting new customers using direct marketing efforts. Again, Revenue Generator hopes to fill this void too. We realize that Dealers can’t do it all and neither can the OEM. However, by working together with the Dealer and the OEM, we each can each take a seat at the table to discuss creative ways of selling more products” said Blain.

Revenue Generator offers Dealers the ability to pre-qualify sales leads using a vast array of tools including tele-marketing and direct marketing.

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Revenue Generator specializes in helping businesses large and small attract, sell and retain fire departments. As a small business, we *understand* that every dollar spent on marketing needs to generate a *return on investment*. Building brand identities. Creating leads. Increasing revenue. Visit Revenue Generator at www.revenuegen.com.

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