



Turner Negotiates Dealer Relationships with CoolerEmail's Components

CoolerEmail's Easy-To-Implement Graphical E-mails deliver results in record time.

Turner Suspension Bicycles is a niche manufacturer of high-end bicycle frames that are regarded as the finest suspension frames available. Where Cannondale or Trek will turn out tens of thousands of frames and complete bikes, Turner's annual production is less than one thousand frames. As a comparison, Ellsworth builds about 1,500 and Intense turns out around 3,000. Many people working in the bike industry who have access to any bike around will choose a Turner bike. Turner customers are repeat customers, since owners of a Turner Suspension bike will readily agree that there is no upgrade to a Turner.

The Challenge

Turner wanted to contact their authorized dealers with inventory updates and Turner Suspension news more frequently. At the same time, they needed an effective and cost-conscious way to stand out from larger manufacturers with big budget advertising campaigns and big company dealer tactics.

The Solution

"A bunch of us were having breakfast in Big Bear before heading out for a ride when CoolerEmail was brought up by a friend," recalls Guy Thompson, Turner's Director of Sales. "I ran it by David Turner, and we were all impressed with the graphics capabilities and simple, straightforward setup. We were convinced our e-mail would stand apart from the rest."

Turner implemented a simple strategy of sending a Cooler "Turner Update" every two weeks to their dealer network. The emails are kept simple, limited to two short articles and an inventory table. The articles cover demo bike programs, production schedules for frames out of stock, trade show presence, and World Cup attendance. The inventory table is easy to read and its look and placement are always familiar to the recipient.



“Our dealers are far too busy to sit down and decipher a complicated, involved update. CoolerEmail lets us organize information in an accessible, familiar format for maximum impact and use.” Guy reasoned.

A recent CoolerEmail included an article about Turner’s freeride frame, the RFX. The overwhelming demand for this frame by mountain bikers who’ve broken everything else caught Turner by surprise. Using CoolerEmail to announce that only 10 or so RFX frames remained, Guy created the same feeding frenzy for this high demand frame by dealers as previous updates. “The instant response we receive to our limited inventory updates is awesome. We are definitely generating additional sales with our CoolerEmail updates,” Thompson said.

The Outcome

“CoolerEmail is a great tool that lets cost-conscious companies like us deploy inexpensive campaigns that solidify brand image, strengthen client alliances, build excitement and sales, and let retailers know Turner is just an e-mail or phone call away,” endorsed Thompson.

Creates additional sales - “We’ve had two cases in which frames that we have in limited numbers were sold out within an hour of emailing a Turner Update. I was quite certain that those 10 RFX frames at \$2,075 each would sell out quite quickly.”

Stronger customer relationships – “Many dealers have called or emailed me within minutes of an update with praise for a job well done,” Thompson reported. “We’re seeing these results after only four Turner Updates have gone out.”

Generates excitement - Guy confirmed, “Yes, this campaign will be ongoing since we are seeing direct sales attributed to our CoolerEmails. The regular updates with super easy-to-read graphics light little fires under the dealers to add to their inventory of Turner Suspension Bicycles.”

Market research tool - “This has worked for us as the seller to learn more about our retail distribution network as well as for the dealers who need readily available information and inventory at their fingertips.”



Effective sales tool - Prior to the InterBike trade show, Turner contacted individuals who were scheduled to attend with CoolerEmail. The email message demonstrated why their shops should be selling Turner Bikes. Their booth was packed the entire show.

Brand extension - Future plans include a quarterly CoolerEmail to end-users, the buyers and riders of Turner bikes, who return their warranty registration cards with their email addresses. Tips on frame maintenance, Turner merchandise for sale, and new developments at Turner are just a few ideas. Guy reasoned, "I think this will make Turner customers feel like they are member of an exclusive club and that they are appreciated."

Easy implementation - Guy explained, "it literally took less than an hour to devise our template that we've used for all our subsequent mailings. Importing the mailing list took seconds. And, when the time comes for an update, I don't expect it will take any longer to create a new look. Every two weeks, I go in, change the content, update the inventory numbers, and send."

Thompson summed up his experience to date with CoolerEmail. ***"I am truly glad we had that pre-ride conversation up at Big Bear!"***