

To Our Friends Behind the Counter:

The **MARS Tech** training program was introduced over two years ago. The primary purpose of the program is to help train counter people on selected products that are frequently sold over-the-counter. Although we do not claim to make you an expert, we do feel that the training pieces that we provide do make you more comfortable and knowledgeable about various products that you sell regularly. The response has been overwhelming. **MARS** has received over 3,500 quizzes from counter people all over the Country. OUR SINCERE THANKS TO ALL OF YOU WHO HAVE PARTICIPATED.

This month's "Training Piece" will be a little different. Instead of teaching you about a product, we would like to take the opportunity to teach you a little bit about **MARS**. Many of you have known **MARS** for years, perhaps careers, but for any newcomers out there, here is a bit of **MARS** history and an update on who **MARS** is today.

MARS is an acronym for **Motors & Armatures Replacement Sales**. The company was founded in 1946 by a refrigeration contractor/service manager. Before we started to distribute replacement parts in the early 1960's, **MARS** was primarily a motor rewind shop. Distribution began with the design and introduction of the **MARS/General Electric** potential relay. **MARS** now distributes over 11,000 items used by HVAC/R contractors, everyday.

In earlier years, **MARS** products were distributed from four smaller, strategically located warehouses (New York, Los Angeles, Atlanta and Ft Worth). Today, **MARS** products are shipped from our centrally located, award winning distribution center located in Earth City (outside of St. Louis) Missouri. Our 250,000 square ft., highly automated DC prides itself on getting **MARS** product to your door quickly (ship within 24 hours of order receipt) and with a high service level (zero to few backorders). **MARS** serves our customers in Canada with a regional warehouse in Toronto. **MARS'** corporate headquarters is located in Hauppauge, Long Island, New York.

MARS products are sold through manufacturers' reps. We divide the country into 13 geographic sales territories covered by more than 50 salespeople. Introduction of new products, programs, pricing maintenance, handling warranties items and training are all primary responsibilities of your **MARS** rep. **MARS** representatives are trained and experienced to address any sales related issue that may arise. They pride themselves on fast and accurate responses to any of your needs. The in-the-field sales team is supported by an in-house customer service staff of seven sales associates. This responsive, knowledgeable and



courteous team bring seventy five years of combined experience in handling all of your business needs.

At your service Mon. – Fri., 8:30 am – 5:30 pm (e.s.t.),
800 445 4155

Although **MARS** may be primarily known and recognized for selling General Electric/RBC motors, capacitors, contactors, relays, whips and disconnect boxes, our offering includes thousands of items from wire nuts, to condenser pads, to draft inducer blower motors. **MARS** has the largest offering of replacement motors in the industry. The motor lineup includes, G E Commercial Motors by Regal-Beloit, FASCO, EM&S, Evergreen, General Electric watt motors, and **MARS 2** motors.

MARS' number one goal is to offer extraordinary value to our customers through vendor consolidation. Our "complete package" offering is built upon unequaled customer service, quality products, and 64 (and counting) years of leadership in distribution to the HVAC/R industry.

Your daily efforts in promoting and selling **MARS** products, over the counter, have largely contributed to our success. We sincerely recognize and appreciate your hard work and thank you for every sale.