



TCA MONTHLY
FEBRUARY 2024
 TRI-COUNTY AUTO SUPPLY COMPANY



TRI-COUNTY AUTO SUPPLY COMPANY – FEBRUARY

LOVE IS IN THE AIR

This year at TCA we're sick and tired of baby Cupid getting all the glory for spreading love on Valentine's Day, and we're going to do something about it. What better way to show all our valued clients how much we appreciate them than by offering another bananas blowout sale. During the week of Valentine's Day this month Tri County will be offering unbelievable deals on the products below:

- 3M Wheel Weights
- Plastic Seat Covers
- Paper Floor Mats
- Dispatch Numbers
- Brake Clean



Be sure to reach out to your sales representative as soon as possible to learn the details on how to participate. You don't want to miss this opportunity for some incredible savings.

SNOW SEASON IS HERE

After taking a brief hiatus last year, Mother Nature is back in full force with the winter weather this year. Even though we've had quite a few storms already, there's still plenty of time left in the season for more snow to fall. As you've probably heard by now, Tri County stocks a full line of ice and snow removal products to make cleaning up a breeze. Whether it's ice melt, salt spreaders, snow rakes, or anything in between TCA can get it for you. Call us today to make sure all your ice melt needs are met.



AC MACHINE SERVICE

We're going to take a moment to take a hard left turn from the previous segment and talk about AC machine services. Although I just went on and on about how much longer winter will be here, it's still never too early to schedule a maintenance appointment with our equipment specialist Scott Grazilla. Contact TCA to schedule a service at your earliest convenience and ensure your machines are running properly when the warm weather comes around.



TCA HAPPENINGS

Welcome Aboard – We here at TCA are thrilled to announce the addition of three brand new customers to the team this month:

- Schwartz Mazda of Shrewsbury
- Approved Auto in Netcong
- LC3 Performance in Rockaway



We look forward to building a long-lasting and prosperous relationship with each of you. Thank you for putting your faith in Tri County.

We also like to take a minute to welcome back Route 23 Nissan to the team. We missed you guys while you were gone, but are delighted you decided to come back.

Up and Running – Well it's official. After much hype and training, Wallace Caceres is now a full-fledged member of the Tri County sales team. As I'm sure some of you have seen already, Wallace has been let loose to start visiting and servicing his own clients. We're very happy with the progress he's made this early on in this sales career and look forward to seeing how he continues to grow into the position. Congrats Wallace.

Valvoline Service Training – Unfortunately due to the high demand Valvoline's first round of training sessions, scheduled for the first week in February, have already been fully booked. If you're interested in participating in the Valvoline training program, the next session is currently being scheduled for either this upcoming May or June. These sessions are highly recommended to all of our VPS customers as they provide invaluable information on how to effectively market, sell, and use the Valvoline service chemicals. Be sure to mark your calendars so you don't miss the next training seminars.



Follow Us on Social Media – You might remember from January's newsletter that your favorite editor-in-chief has recently started running Tri County's social media accounts. It's possible I'm a little biased, but I believe following our social media accounts can truly benefit your businesses by staying up to date with everything TCA related (special promos/sales for example) inbetween newsletters. So do me a favor and give us a follow on LinkedIn, Instagram, and Facebook. You'll get vital information that can help run your dealerships more effectively, plus it'll make me look good to the higher-ups.

Give us a follow!

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