



PARTS PRO CLASSIC

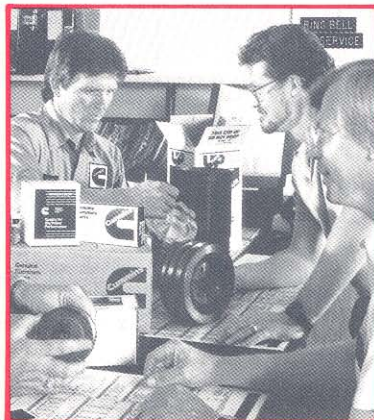
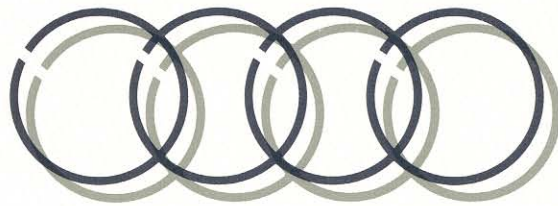
CLASSIC EDITION #13

Parts Pro Classic is provided as a historical reference. Special offers, prizes and awards no longer apply to this edition. Current Parts Pro issues along with all Parts Pro Classics may be found at [click\) qsol.cummins.com](http://qsol.cummins.com).



Cummins

Parts Professional 13



— INVEST IN THE BEST —

Welcome to Parts Professional # 13!

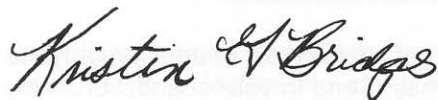
This issue covers the information you need to use the features and benefits of Genuine Cummins Parts as a sales tool. We will cover how to use the Fact Sheets to show your customers that Genuine Cummins Parts save them money over the long haul.

At the front of this booklet, there is a reply card and an enrollment form. Please take the time to fill out the reply card and drop it in the mail. This will keep the mailing list current and give us some feedback on how we are doing at keeping our team of Parts Professionals informed. If you know someone that is not on the program that should be, use the enrollment card to sign them up.

If you are missing any of the past booklets, contact your Cummins Distributor. All past issues (#1-#12) are now available through them. Keep in mind, however, that the incentives offered in them are no longer available. They are kept in print for your use as training and reference materials.

The answers for the quiz in this issue will be included in Parts Professional #14. The answers to the quiz in Parts Professional #12 are included with the quiz in this issue.

Good luck and good selling!



Kristin Bridges
Editor

Corrections to Parts Professional 12:

Yes, the picture of the 6C engine on page 8 is reversed. We were just testing to see if you noticed. To see what a real 6C engine looks like, just hold the photo up to a mirror!

TIPS

from the Professionals

Thanks to Mike Colyer for his Tip. As the Big Tipper of this issue, he will receive his own personalized jacket with the Parts Professional patch on it, as well as five Parts Professional patches for his uniforms and a Parts Professional cap.

Send me your Tips! If yours is selected as the best for a future issue, you will get a jacket too. In addition, anyone with a Tip that gets printed will receive the Parts Professional cap and patches. Send in your suggestions now for your chance to see your name in print!

Here is Mike's Tip:

In today's market, parts for in-frame overhauls are not sold over the counter as often as in the past, so we have to look for other ways to increase sales. Now that winter is here, when we sell a water pump, we need to also sell the DCA30 or DCA60 for the Big Cam IV family. Also, that is a good time to sell the customer all the belts and hoses he needs plus a new air filter and fuel and water filters.

I've found that all we have to do is suggest these parts and you will have happier customer because we took care of his needs. Now is the time to do it. You can make the extra sale of some small parts and gain the customer's trust so he will be back. Every parts counter has to look for these sales to make it in today's market.

Mike Colyer
Cummins Ohio, Inc.
Cincinnati

Rules: The Tips must be compatible with Cummins standard practices. They must relate to the sale of New or ReCon Genuine Cummins Parts or Premium Blue Oil.

Send your tips to:

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In the past few issues of Parts Professional, you have seen the new feature we call the Fact Sheet. This sheet lists selected parts along with their features, advantages, and benefits. It is important to know these facts when you are selling Genuine Cummins Parts to your customers.

In these times of high competition, "once a customer, always a customer" does not always apply. Often, you have to continue working just as hard to keep a customer as you do to gain one. Today's customers want uptime and performance from their equipment, not just parts. This is where the Genuine Cummins parts channel has the advantage. We can offer a complete package: parts made using the latest technology along with information, training, systems, service expertise, and the tools to deliver uptime and performance better than any other manufacturers of parts for Cummins engines.

Every customer or prospect wants, and is even eager to buy your products. It is your job to provide him with solid reasons to buy the product from you. Keep in mind that your customer bases his decision to buy solely on self interest. While you are with him, he is asking himself, "What will this product do for me?" You need to address that question directly in order to make the sale.

There are three steps involved in answering your customer's question: features, advantages, and benefits. The feature is the specific characteristic of the product you are talking about. An example would be the Lower Press Fit area on Genuine Cummins cylinder liners. The advantage is the direct result of the

feature. Here, the advantage is that there is reduced load and stress in the press fit area resulting in a more stabilized liner. While the first two steps may be interesting to those of us in the business of selling parts, they are not what your customer wants to hear. He wants to know what the feature will do for him: the benefit. In our example, the Lower Press Fit improves counterbore and liner durability and extends the life of his cylinder repair. This is what your customer likes to hear. The more life he can get out of his repair, the lower his total operating costs will be. He will have less down time, too. Money and time are powerful persuaders in this industry. If you can show your customer how Genuine Cummins Parts can save money and time, you are telling him exactly what he wants to hear and are reinforcing his desire to buy.

Although the benefit is the most important step, the other two are important to the selling process. If you were to say, "This liner will save you money and time," the customer would want to know why. You must appeal to his sense of logic as well as his need to operate efficiently. That is why the Fact Sheets provide you with the steps that lead up to the benefits.

Now, let's apply this to a transaction you might run into at work. We will assume you are dealing with a customer who has considered buying non-Genuine Cummins parts.

Customer (Joe): To be quite honest, I'm thinking about trying some other parts. Some of your competitors have shown me what looks to be the same parts for less money. Bill, if you were me, you would want to try them, too.



Parts Professional (Bill): Possibly you're right, Joe, if I were in your position. I understand your interest in competitive products - after all, you want to be sure you're getting the best parts for your money and you want to keep your operating costs down, right?

Customer: Exactly! I never thought I would hear you say that.

Parts Professional: Well, Joe, that is my job - to save you money.

Customer: I know your products cost more, Bill. So how can you save me money?

Parts Professional: If I can have a few minutes of your time, I'll show you. Believe me, it will be worth your while.

Customer: Okay, I have a few minutes. So, let's save me some money.

Parts Professional: Well, you mentioned that some competitive parts appeared to be the same as Cummins products. Let me show you some little differences that will make a big difference in the profitability of your operation.

Customer: Okay, Shoot! As long as I can save money, I'll listen.

Parts Professional: As you know, manufacturing diesel engines is Cummins primary business. So, our engineers spend all their time

designing and improving Cummins engines and engine parts. The design of our parts is continually being perfected through creating new technology and developing better materials.

Only Genuine Cummins parts meet the EXACT requirements and specifications that are so critical to the performance of your engines. Our controlled testing procedures ensure that every part is engineered to operate properly with the parts of the engine.

I guess that what I am trying to say, Joe, is that only Genuine Cummins parts can give you the longest and most profitable engine operation. You want the best performance out of your equipment, don't you?

Customer: Of course I do, Bill, but just what exactly makes your parts better than your competitors' parts?

Parts Professional: I'm glad you asked. Let's start with the cylinder liner. It has crosshatch honed walls and Lubrite etching. This helps the cylinder wall to retain the ideal amount of lubricating oil, which reduces oil consumption and increases ring and liner life. Your costs for repair and replacement will be decreased. Less down time would sure help business, wouldn't it?

Customer: It makes all the difference in the world. When we experience down time, the entire business suffers. Those trucks must operate at top efficiency!



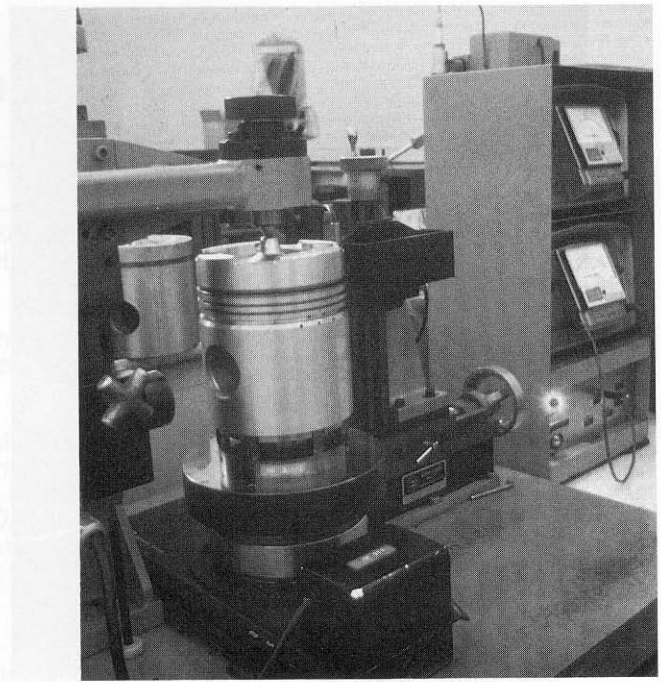
Parts Professional: Let me show you some other things that will make a big difference in your operation. Notice these grooves. If they are not precision machined to meet the exact dimensions of the crevice seal and o-rings, you can count on having problems. If the grooves are too small, liner distortion becomes a major problem and leads to increased oil consumption and piston scuffing. If the grooves are too large, you don't have enough seal compression to assure proper sealing. If the oil and coolant mix, the oil loses its ability to lubricate. Then you're apt to experience premature bearing failure. That eventually adds up to big money!

With the Cummins liner, you can rest easy. The grooves and the seals are matched precisely, and you sure don't want to be worried about replacing parts before it's necessary.

Customer: That's true, but your competitors wouldn't be in business if their parts didn't meet some sort of specs. I can't believe their products would be manufactured without some quality control!

Parts Professional: You're absolutely right. They do meet some general requirements. However, only Genuine Cummins parts meet those critical specifications that only Cummins could know how to meet.

Customer: But does it really make that big of a difference?



Parts Professional: There's no doubt. Take these valve pockets along the crown of the piston. These provide precise clearance between the valve and the piston. This assures you of the correct compression ratio. An improperly machined valve pocket leads to low compression, resulting in starting difficulties. If the pocket is too shallow, the piston and valve might make contact, causing the valve to bend or break. Also, be wary of competitive valves, which may not provide the necessary clearance. Do you see what I mean about savings now?

Customer: Well, yes, I do. I guess I was just looking to save today.

Parts Professional: If you purchased competitive parts today, you would certainly save money today, but months from now, there is no guarantee. You are saving yourself not only money, but time and trouble down the road.

Customer: Wait a minute, you mean to tell me that you can guarantee trouble free operation of my engine for the lifetime of these parts?

Parts Professional: Cummins cannot guarantee that you will never have problems with your engines, but we can guarantee quality-engineered parts specifically designed to offer the best possible performance for your engines. We also stand behind our products with a strong warranty, plus our excellent service network with factory trained mechanics, service and parts



information and much, much more. These are real pluses for you now as well as months down the road, don't you think?

Customer: Yes, I suppose you're right. I should have figured that only Cummins would make the best parts for their own engines and, in the long run, save money. I guess I can't afford not to buy from Cummins!

Parts Professional: Joe, you've made a wise decision to stay with Genuine Cummins Parts.

While this scene may sound too perfect, it does show some techniques you can use to counter the arguments of a customer that is hesitant to spend a little extra money today for the quality of Genuine Cummins parts. If you can show the customer how he can save time, money, or both by buying Genuine Cummins Parts, he will be eager to buy from you.

There are some other, more general advantages to buying Genuine Cummins Parts. Explain that the warranty covers their parts at over 3,000 dealers throughout North America and that labor, progressive damage, and consumable items like oil and anti-freeze are included in the warranty. This means that no matter where they may have problems, there is a location nearby in which repairs can be made under warranty.

Another selling point is that Genuine Cummins Parts allow for upgrades using the latest technology for improvements in fuel economy, performance, reliability, and durability. Make sure your customer is aware

of UPRATE opportunities. Refer to Parts Professional #9 for some specific examples of UPRATES. Besides keeping his engine current, your customer also can be confident that he can get the right Genuine Cummins Parts for his engine. We have over 65,000 part numbers available covering everything from current production engines to models over 40 years old.

It is important that our Cummins Parts Professionals know the product, not just the part number and price, but the Features and Benefits as well. While the general benefits of Genuine Cummins Parts are important to the customer, the fact sheets we write will give you the specific examples you need for many different situations. They will help you in explaining to your customers why they should buy Genuine Cummins Parts. The goal of Parts Professional is to provide you with the tools you need to make more sales and keep your customer using Genuine Cummins Parts for the long haul.

Cummins Parts Professional Fact Sheet

#4 Camshafts

12/89

Product	Feature	Advantage	Benefit
Genuine Cummins Camshafts	Crowned cam lobes matched with crowned rollers.	Reduces contact stress.	Increased camshaft life.
	Induction hardening of lobe and bearing surfaces.	Increases wear resistance.	Increased camshaft life.
	Super smooth finishing.	Minimizes surface impurities.	Increased camshaft life.
	Designed as part of the fuel system.	Optimizes the total fuel system.	Increased economy, decreased emissions, and improved performance.
	Inspection of every camshaft using magnaflux and acid etch test.	Detects defects invisible to the naked eye.	Ensures customers of a quality camshaft.
Genuine Cummins Crankshafts	Made of forged steel.	Increased durability.	Increased crankshaft life.
	Fillet induction hardening process.	Increases fatigue strength by 200%.	Increased crankshaft life.
	Super smooth journal finishing.	Diminishes wear points.	Increased journal and bearing life.
	Inspection of every crankshaft using Magnaglow process.	Detects microscopic defects such as steel impurities, heat treat cracks, and grinding cracks.	Customer is assured of a quality, reliable crankshaft.

Latest Parts Catalogs

Catalog Name	Bulletin Number
New	
6A3.4 Generator Drive (High Speed)	3884325-00
6A3.4 Generator Drive (Low Speed)	3884339-00
6AT3.4 Generator Drive (High Speed)	3884340-00
6AT3.4 Generator Drive (Low Speed)	3884341-00
4B3.9 Power Unit	3884321-00
4BT3.9 Power Unit	3884322-00
4BTA3.9 Power Unit	3884323-00
6C8.3 Power Unit	3884311-00
6CT8.3 Power Unit	3884312-00
6CTA8.3 Power Unit	3884313-00
KTTA19 Power Unit	3884329-00
6B5.9 Power Unit	3884330-00
6BT5.9 Power Unit	3884331-00
6BTA5.9 Power Unit	3884332-00
6A3.4 Power Unit (High Speed)	3884326-00
6A3.4 Power Unit (Low Speed)	3884327-00
6AT3.4 Power Unit (High Speed)	3884335-00
6AT3.4 Power Unit (High Speed)	3884336-00
4A2.3 Power Unit	3884328-00
Customized	
6A3.4 UPS Automotive	3884287-01
4BT3.9 GM P30	3884334-00

Test Your Professional Knowledge

(Answers will appear in Parts Professional # 14)

- When talking to a customer, the specific characteristic of the product is called
 - the advantage
 - the fact
 - the feature
 - the benefit
- It is only necessary to tell your customer about the benefits of the product, skipping over the first two steps.
 - True
 - False
- The advantage of a product is
 - the same as the benefit
 - a direct result of the feature
 - the same as the feature
 - the same for all Genuine Cummins parts
- The Lower Press Fit area on Genuine Cummins cylinder liners is an example of a(n)
 - advantage
 - feature
 - benefit
 - objection
- The customer is most interested in what the feature will do for him, also called the
 - result
 - savings
 - benefit
 - price
- In addition to providing customers with parts, the Genuine Cummins channel provides him with
 - the latest technology
 - service expertise
 - trained professionals
 - all of the above
- Showing the customer how he can save time or money by using Genuine Cummins parts is an example of showing him
 - the benefit
 - the light
 - the feature
 - the advantage
- The only thing you need to provide for today's customers is parts.
 - True
 - False

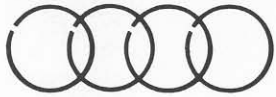
9. The question, "What will this product do for me?" is actually your customer's way of asking for the
- price
 - size
 - weight
 - benefit
10. Two of the most powerful persuaders for your customer in this industry to buy a certain product are
- time and space savings
 - weight and color
 - time and money savings
 - none of the above
11. When customers comment that some competitive parts that appear to be the same as Cummins products for less money, even with the help of the Fact Sheets, there is no way to convince him otherwise.
- True
 - False
12. The valve pockets along the crown of a Genuine Cummins piston are an example of
- a feature
 - a benefit
 - a gimmick
 - an advantage
13. You should emphasize to your customer that buying Genuine Cummins parts guarantees him trouble free operation of his engine for the lifetime of these parts.
- True
 - False
14. Reduced down time for your customer is an example of
- an advantage
 - a benefit
 - a hassle
 - a feature
15. The Cummins parts warranty covers
- labor
 - progressive damage
 - consumable items
 - all of the above
16. While we have over 65,000 part numbers available to your customer, they are only for engines less than 10 years old.
- True
 - False
17. Which parts meet the exact requirements and specifications that are critical to the performance of your customers' engines?
- any part made for a Cummins engine by any company
 - Genuine Cummins parts
 - only the original parts on the engine
 - none of the above

18. According to the Fact Sheet, the super smooth finishing on genuine Cummins camshafts leads to the benefit of:
- A. increased fuel mileage
 - B. decreased emissions
 - C. increased camshaft life
 - D. minimized surface impurities
19. Induction hardened lobe and bearing surfaces is a feature of:
- A. Genuine Cummins crankshafts
 - B. Genuine Cummins camshafts
 - C. All Genuine Cummins parts
 - D. Genuine Cummins valves
20. According to the Fact Sheet, increased journal and bearing life on Genuine Cummins crankshafts is at least partially a result of:
- A. the smaller journal and bearing surfaces
 - B. the fillet induction hardening process
 - C. the super smooth journal finishing
 - D. none of the above

Answers to Parts Professional # 12

- | | | | |
|------|-------|-------|-------|
| 1. C | 6. B | 11. C | 16. B |
| 2. B | 7. C | 12. A | 17. D |
| 3. C | 8. D | 13. A | 18. B |
| 4. A | 9. A | 14. B | 19. B |
| 5. C | 10. D | 15. D | 20. D |

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