



PARTS PRO SALESMAN



CLASSIC EDITION #1



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Special offers, prizes and awards no longer apply to this edition.
Parts Pro Salesman Classics may be found at qsol.cummins.com.



Professional Parts Salesman

Part

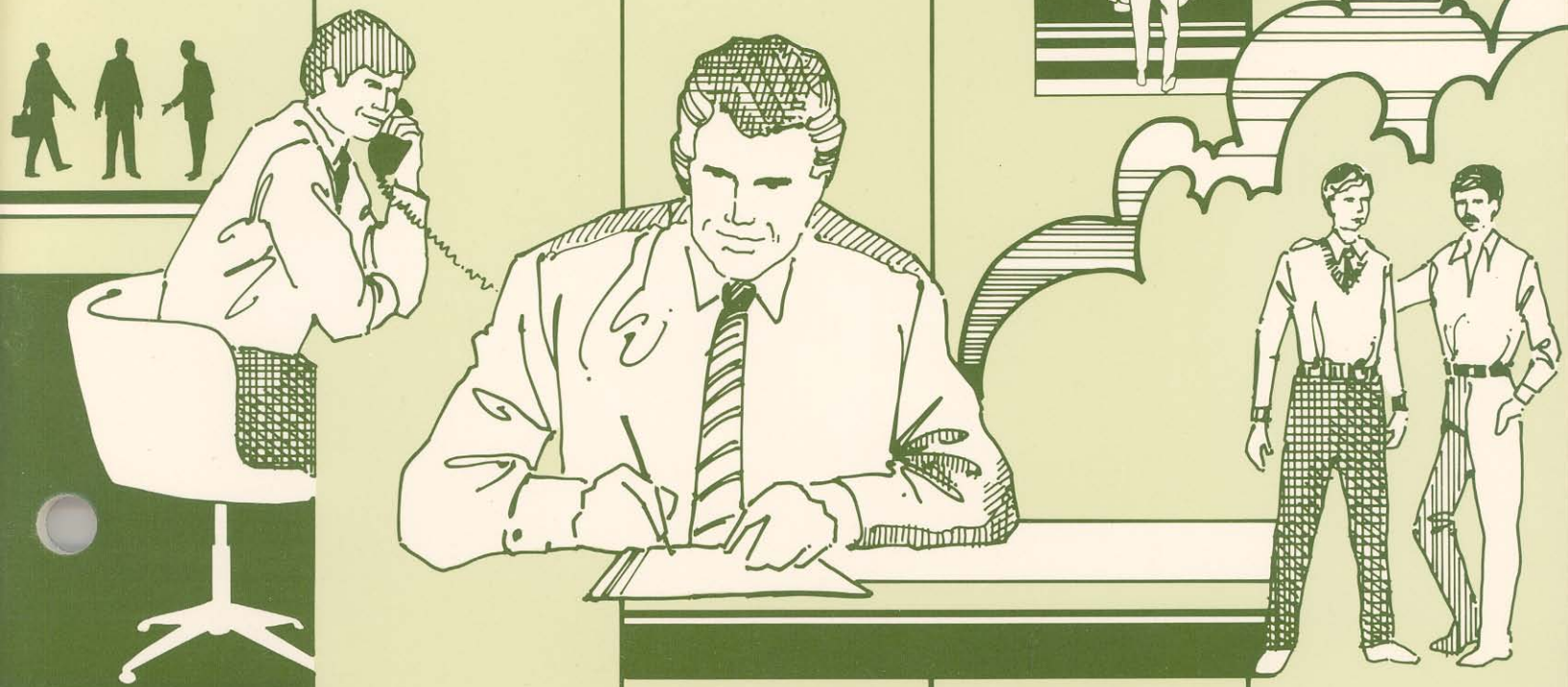
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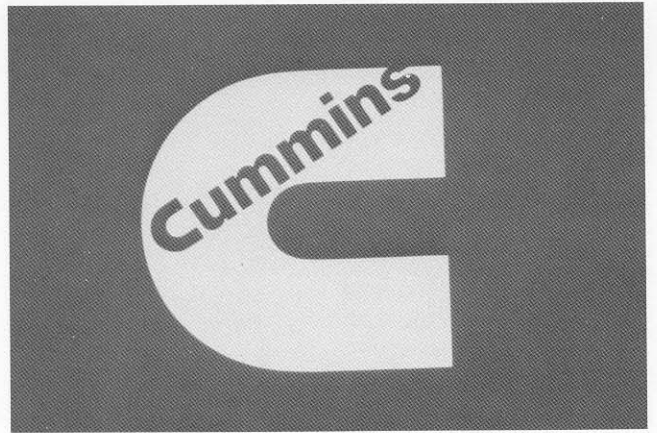


FOREWORD

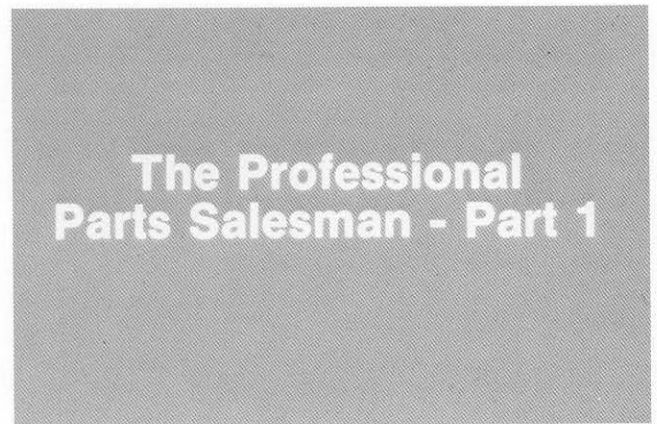
This is the first of a series of training programs designed to help both novice and veteran parts salesmen improve their basic selling techniques. Although this program is directed toward the outside parts salesman, it should prove beneficial to the counter partsman as well. Most of the techniques are the same, only the situation is different.

The rules and guidelines presented here are not hard and fast. Selling has always been and always will be a creative process requiring the best efforts of its practitioners. Still, certain principles continue to stand the test of time. We suggest that you try the techniques outlined in this program. Incorporate them in your sales presentation and your daily routine, and see if you can't make them work for you.

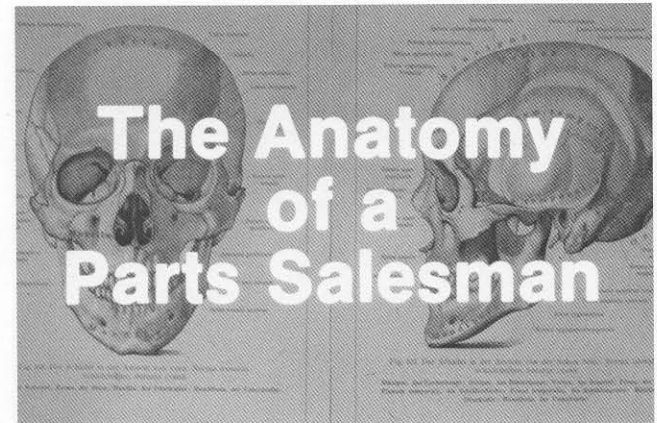
1. Cummins Logo.



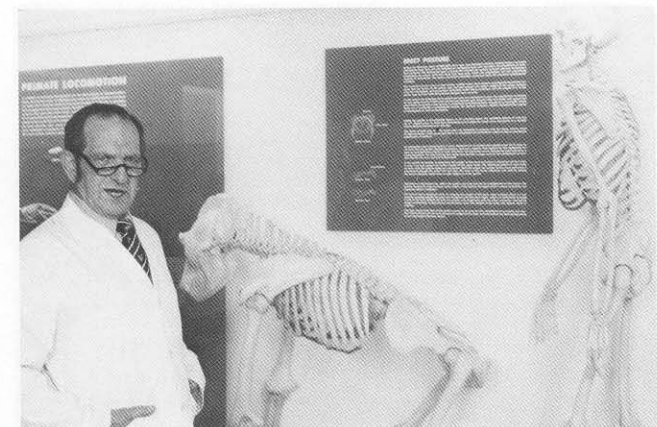
2. The Professional Parts Salesman.

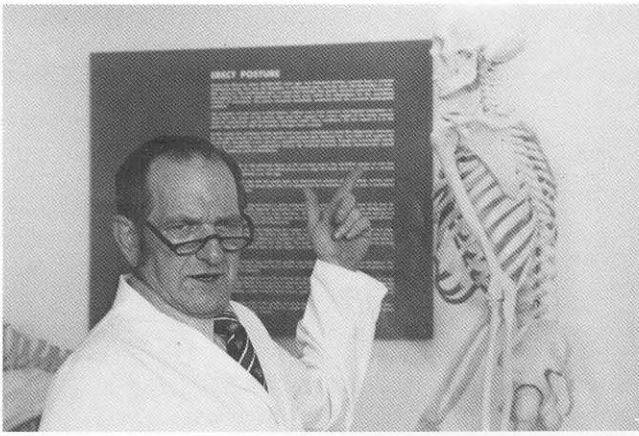


3. The Anatomy of a Parts Salesman.

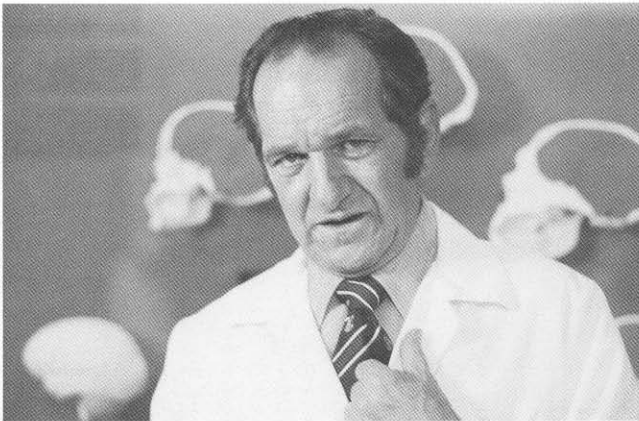


4. **ROBERTS:** Today, in our discussion of extraordinary biological developments, we will examine a most unusual species, the Professional Parts Salesman.





5. For years this unique species has escaped serious scientific attention due to the prevalent inertial theory of parts sales which states that "after all, engine parts sell themselves".



6. However, in recent years, this species has come under increasing scrutiny as its valuable role gains more widespread acceptance.

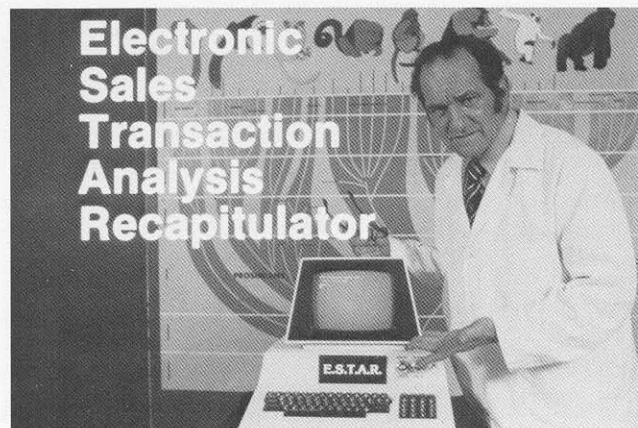


7. But, just what makes a Professional Parts Salesman? What sets him apart from the other species of his genus?



8. Because there are no members of this rare species in captivity, such questions have for years gone unanswered. However, to help us in our research, we have recently enlisted the aid of one of the most advanced products of modern computer science.

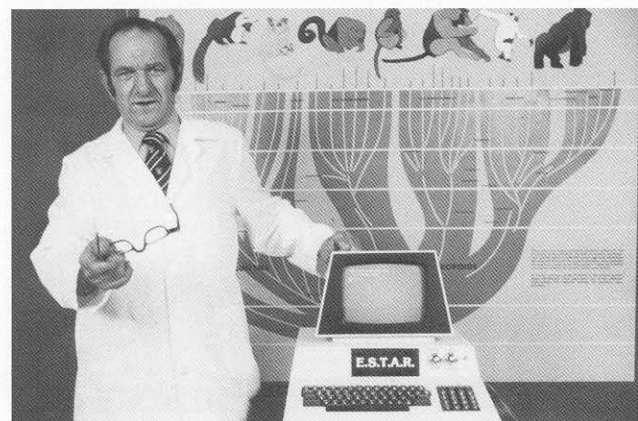
- 9 Ladies and gentlemen, I would like you to meet our **Electronic Sales Transaction Analysis Recapitulator**. We call her E.S.T.A.R.



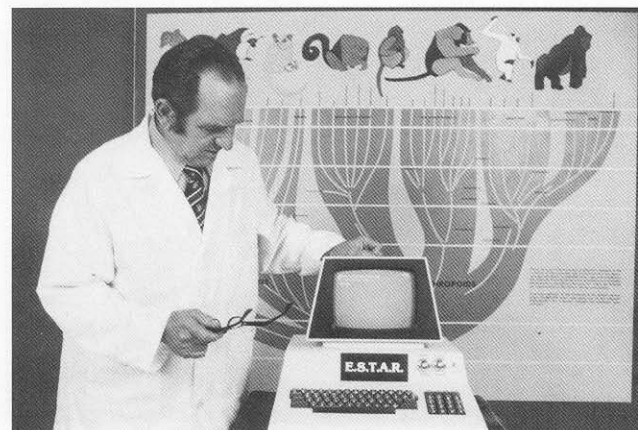
10. **ROBERTS:** Good morning, E.S.T.A.R.
E.S.T.A.R.: Good morning, Dr. Roberts.

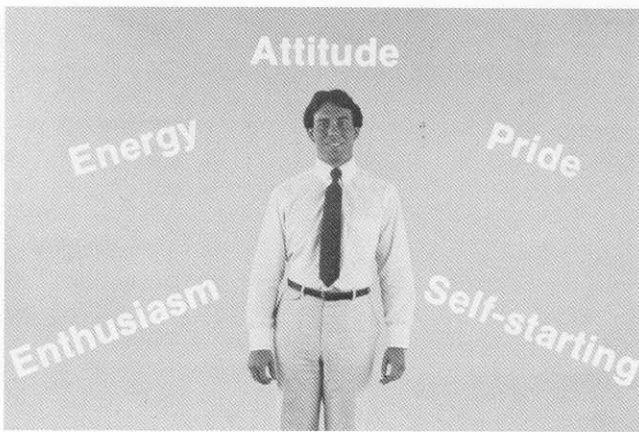


11. **ROBERTS:** E.S.T.A.R. has just recently completed the remote observation and monitoring of outstanding parts salesmen throughout the country. E.S.T.A.R. has tabulated their sales records, efficiency scores, business and personal data in order to synthesize a hypothetical model which represents the best qualities of the species.

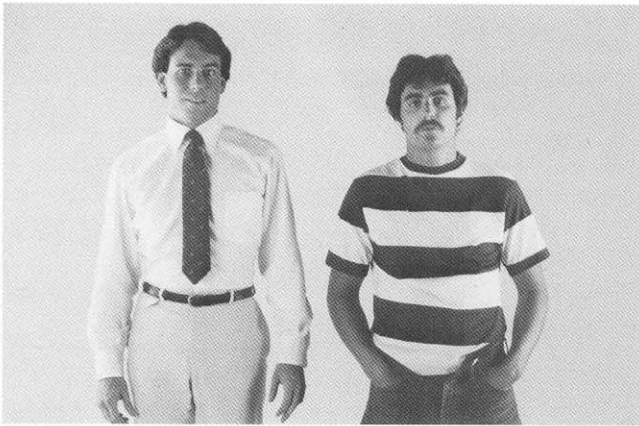


12. E.S.T.A.R., have you finished computing the data?
E.S.T.A.R.: Yes, Dr. Roberts.
ROBERTS: Then please report the results of your analysis.
E.S.T.A.R.: Very well.

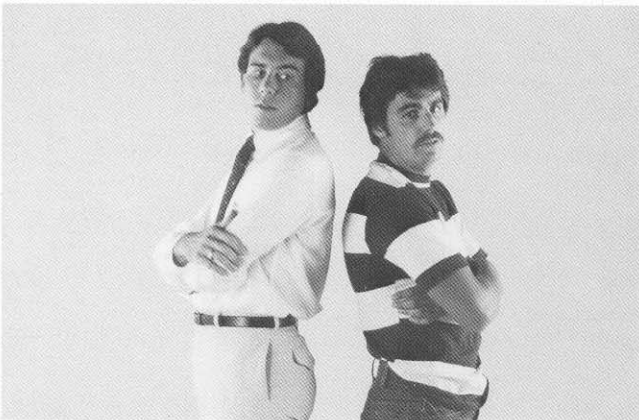




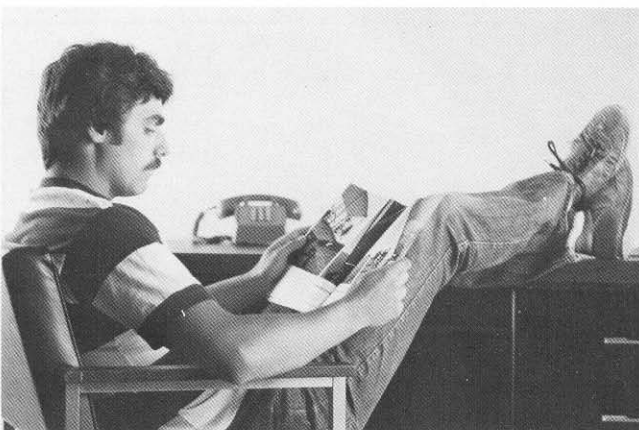
13. **E.S.T.A.R.:** Normally a person of above average intelligence, the Professional Parts Salesman's most outstanding characteristic is his attitude. He takes pride in his work and he believes in his product. A self-starter, the Professional Parts Salesman is a high achiever, and his sales record bears witness to his energy and enthusiasm.



14. The Professional Parts Salesman is easily distinguished from his less successful counterpart. Notice the obvious difference in dress and appearance. But attitude affects much more than appearance. It affects the way he presents himself and his product, and it affects the way he is perceived by his customers.

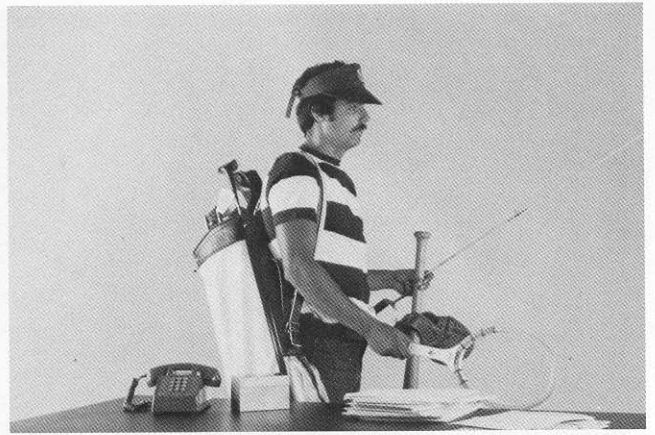


15. This remarkable difference in attitude is largely due to the disparity between their personal goals and self-concepts.

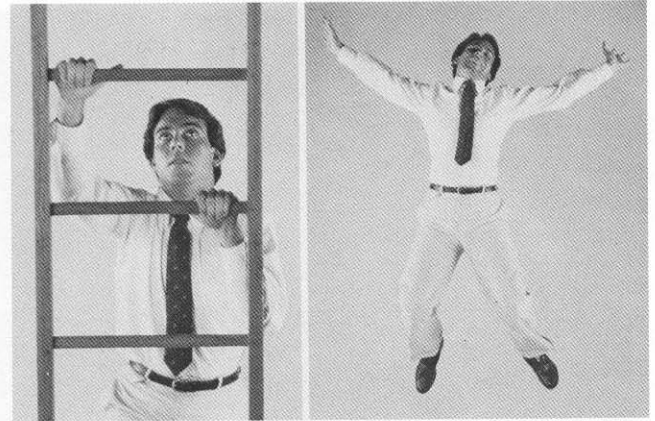


16. The Unprofessional Parts Salesman is more or less satisfied with his present position. He's bored with his job, and he's become complacent and lackadaisical.

17. Often, he exhibits a consuming preoccupation with outside interests.



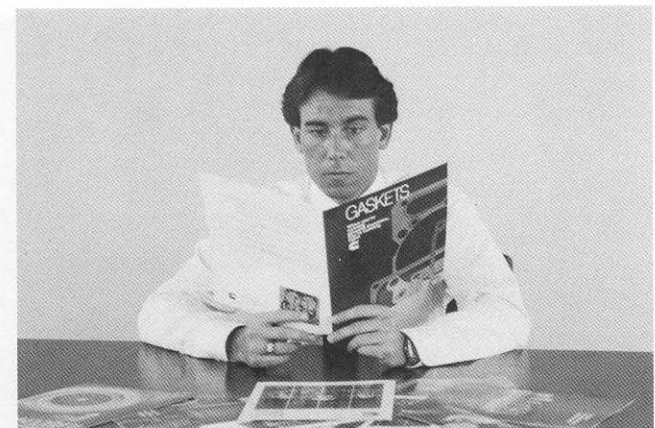
18. In contrast, the Professional Parts Salesman is eager to get ahead. He wants to move up in the world. The Professional Parts Salesman sees each sales call as a challenge and feels exhilaration at the closing of a sale.

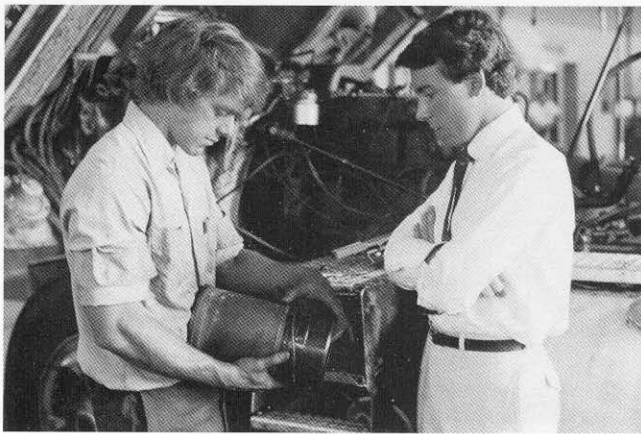


19. The Professional Parts Salesman is enthusiastic about Cummins parts because he knows his product.

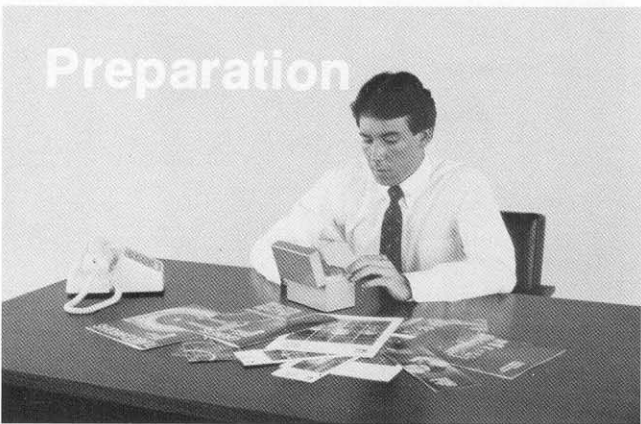


20. He keeps abreast of the latest product and service information.





21. ...and he takes time to learn from those who actually use or work with the product as well.



22. The Professional Parts Salesman is successful because experience has taught him the value of preparation. Before calling on his customers, he learns all he can about them and their business.

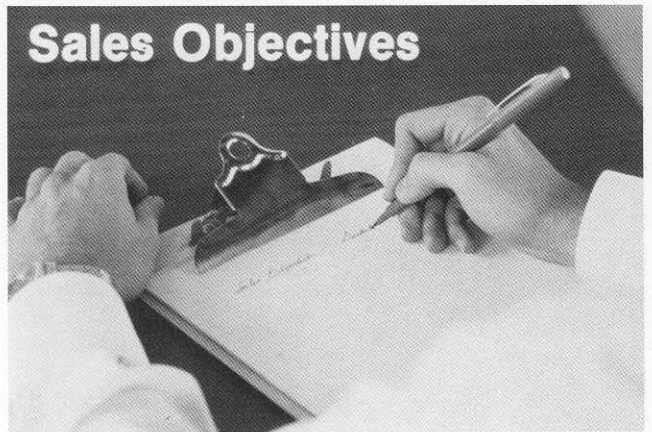


23. If he is preparing to call on an existing account, a quick check of the customer's account profile card and sales record will identify the kind of equipment he has, the nature of his recent purchases, promises made on the last visit, and notes on the proper sales strategy.

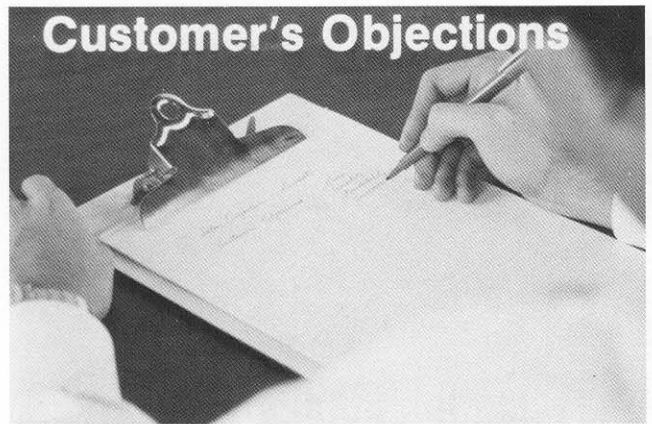


24. If he is preparing to call on a new account, the Professional Parts Salesman talks to his engine salesmen to find out what type of Cummins engines the prospect is using. Often, the salesman can learn additional information from his other customers who might know the prospect personally. Occasionally, personal information can also be gleaned from local or neighborhood newspapers.

25. Before each call, the Professional Parts Salesman determines his sales objective, exactly what he intends to sell, whether it is a couple of gaskets, two extra cylinder kits, or an entire line of filters.



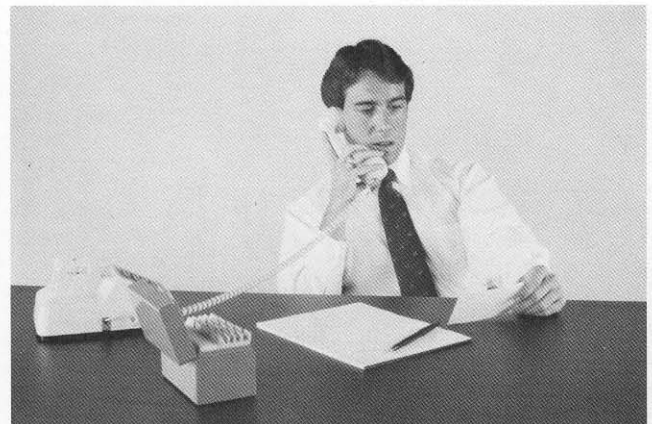
26. Then, having determined his sales objective, he anticipates the customer's objections and prepares to overcome them. The Professional Parts Salesman plans his sales presentation around the customer's objections and marshals his facts against them.

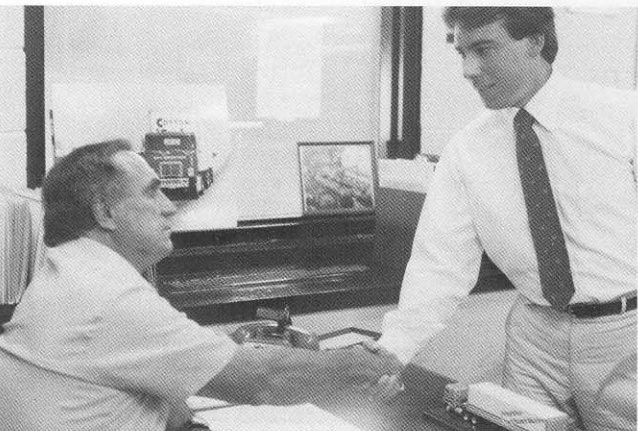
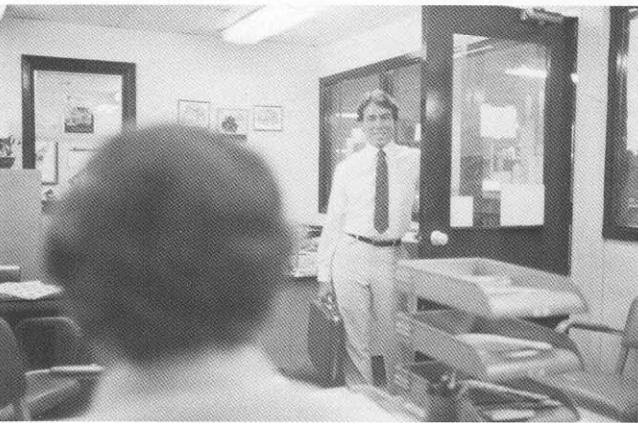
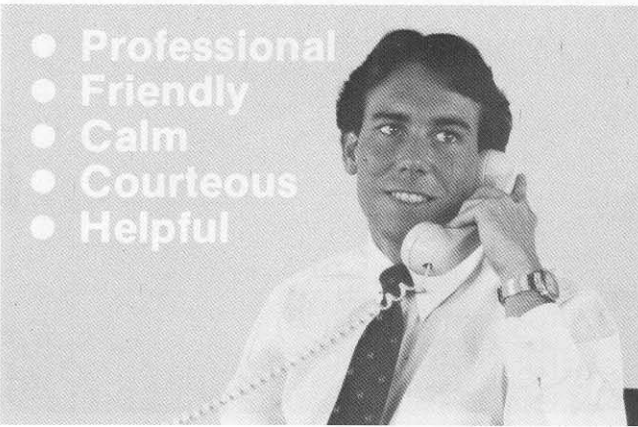
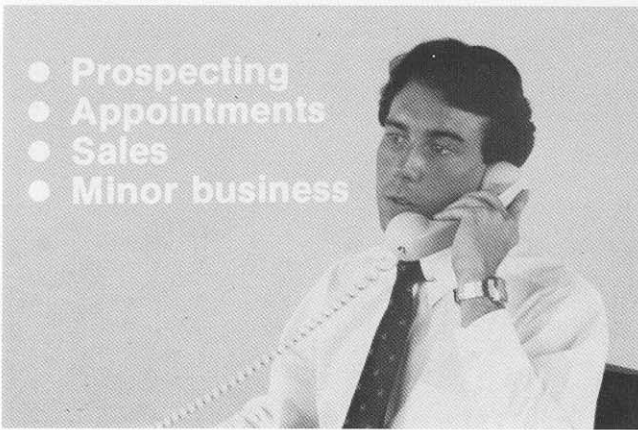


27. To support his sales presentation, the Professional Parts Salesman carries sales literature, data sheets, test comparisons, sample parts, and other sales aids such as posters and point-of-sale materials.



28. **BOB:** Hello Paul, this is Bob Daniels at Cummins Diesel. I will be coming by your shop this morning to deliver the cylinder kits you ordered. I called to see if there's anything else you need, and I was wondering if you could spare ten or fifteen minutes to discuss some ways of reducing your maintenance costs.





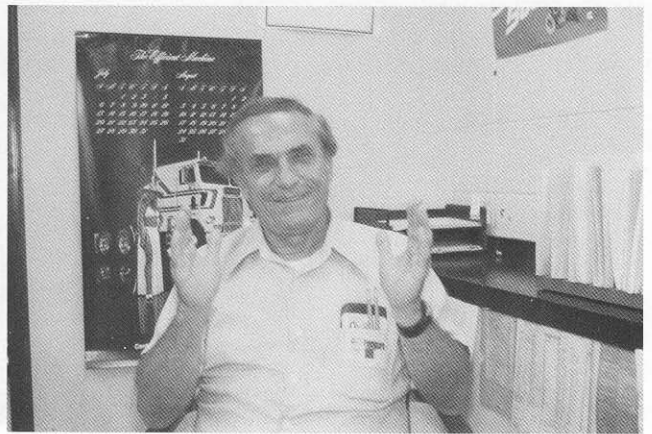
29. **E.S.T.A.R.:** The Professional Parts Salesman knows how to save time by using the telephone to his greatest advantage. He uses the phone for prospecting, arranging and confirming appointments, asking for additional sales, and handling minor business matters that don't warrant an unscheduled sales call.

30. He uses a professional yet friendly tone of voice, and he is always calm, courteous, and helpful.

31. **PAUL:** Why good morning, Bob! How's the Cummins Parts Drummer?

32. **BOB:** Just fine, Paul. How was your fishing trip? Did you catch any trout?

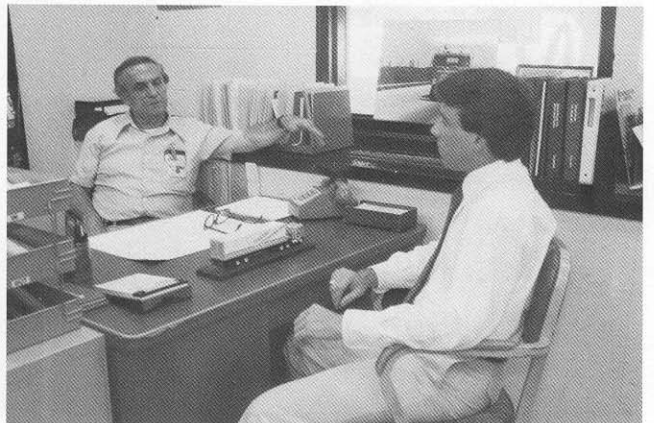
33. **PAUL:** Did we ever! We caught so many trout that we had to throw half of them back, and the ones that we did keep are monsters.



34. **E.S.T.A.R.:** Most sales calls begin with friendly conversation about sports, politics, or the weather. The Professional Parts Salesman uses these first few minutes of the sales call to analyze the customer. What is he really like? How does he see himself? Is he in a good mood? Is he open to suggestion?

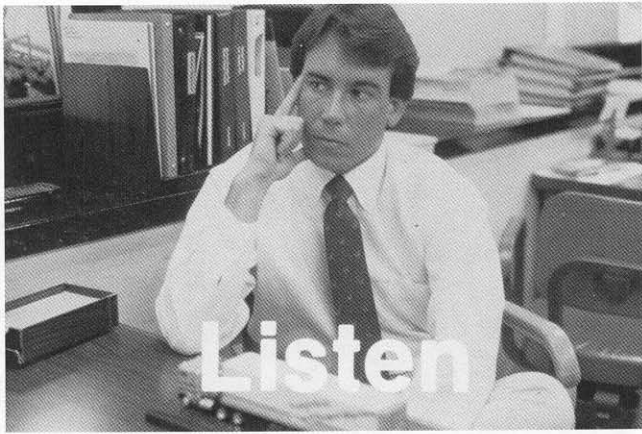


35. Because he knows that people enjoy talking about themselves and what they do, the Professional Parts Salesman asks the customer questions about himself, his business and his personal interests.

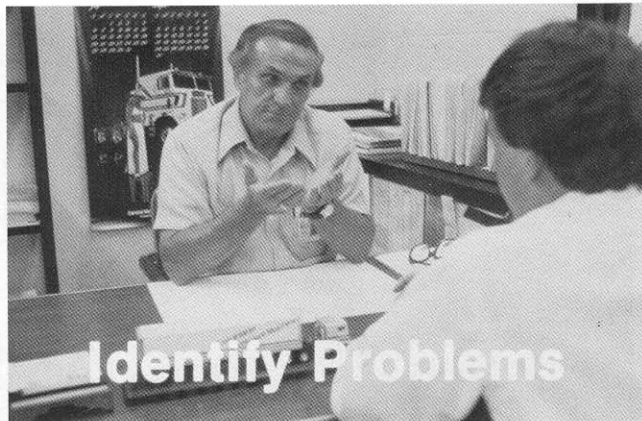


36. As he listens, the Professional Parts Salesman not only gains valuable personal and business data, but watches to see how the customer reacts to him. He looks for the catalyst that will bring him closer to that customer and help the customer to identify with him.





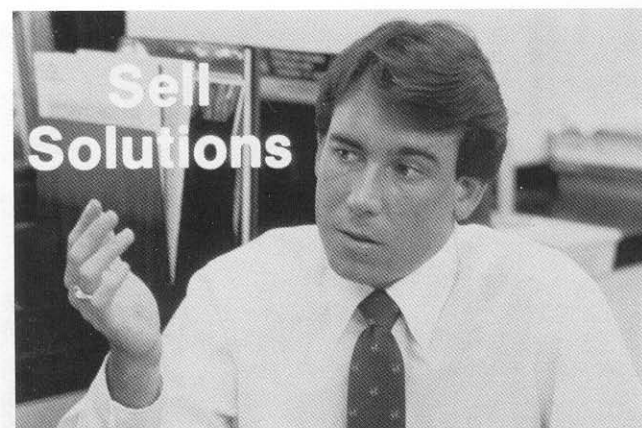
37. The Professional Parts Salesman doesn't talk a lot. He listens. He knows that if he listens carefully, not only will the customer tell him what he needs to buy, but how he wants to be sold.



38. The Professional Parts Salesman seldom if ever resorts to hard sell tactics because he knows that he will be far more successful if he gets the customer to identify a problem and then assists him in making the buying decision that will best serve his needs.

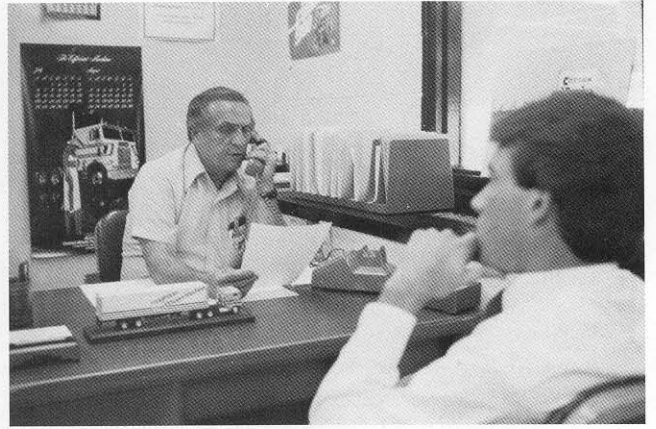


39. By selling himself to the customer as professional, friendly, knowledgeable, and helpful, the Professional Parts Salesman is able to establish himself as a valuable ally to whom the customer will turn again and again for help with his parts and service problems.



40. Once the customer has identified a problem of major concern, the Professional Parts Salesman sells solutions by presenting the product or service that will help solve the customer's problem.

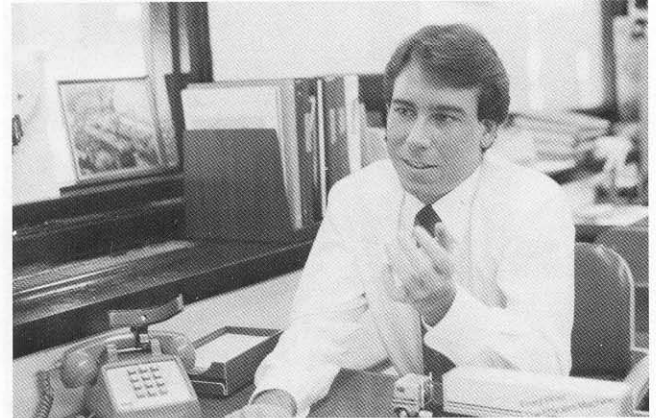
41. **PAUL:** Hello, Joe, have we got any more road trucks on the line? Number 194 just came in for repair. It seems to be losing power. Sounds like a bad turbo... Have you replaced that leaking head gasket on 231 yet?...No, 229 is down for repair too. It's leaking oil by the gallon...Okay, let me know as soon as you find something.



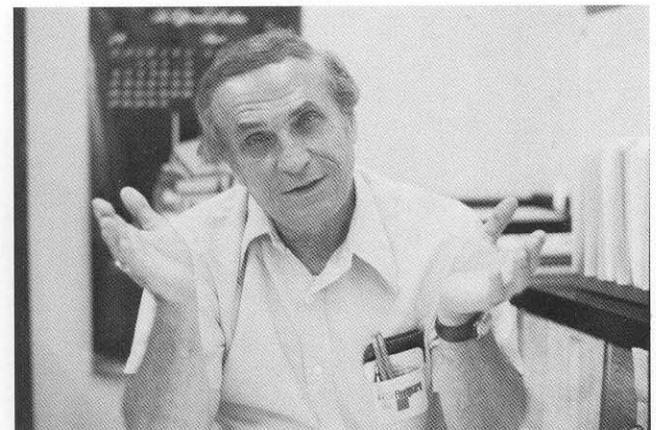
42. **PAUL:** I'm, sorry Bob. Where were we?
BOB: You were telling me about your recent rash of minor repair problems, and I think that maybe I can help.

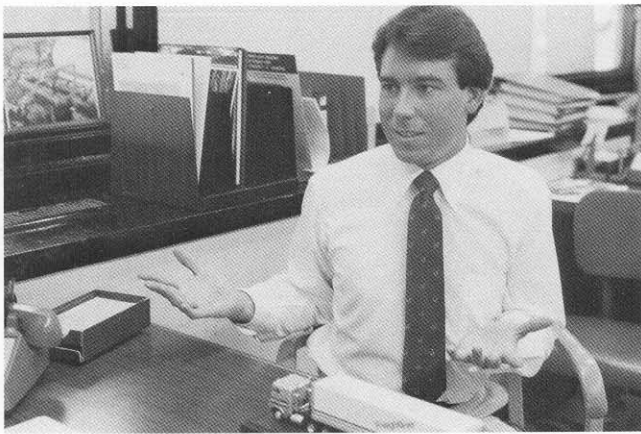


43. When you called in the order for those cylinder kits, I thought it strange that you didn't order any gaskets. So, I dug through our sales records and found that you haven't ordered any gaskets at all in four or five months.



44. **PAUL:** To tell you the truth, Bob, one of your competitors was in with a full line of gaskets for Cat., Cummins, and Detroit. His price was so low that I just couldn't refuse.

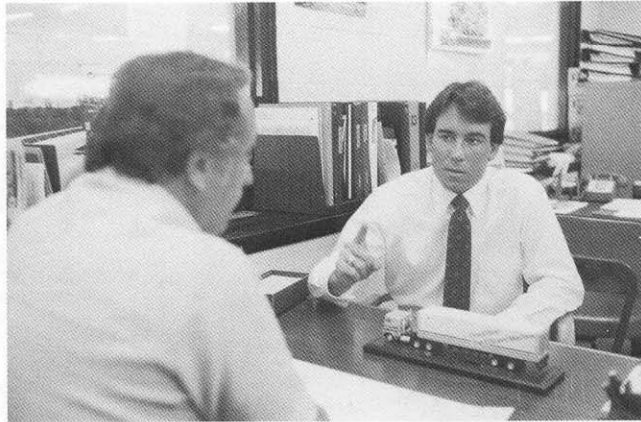




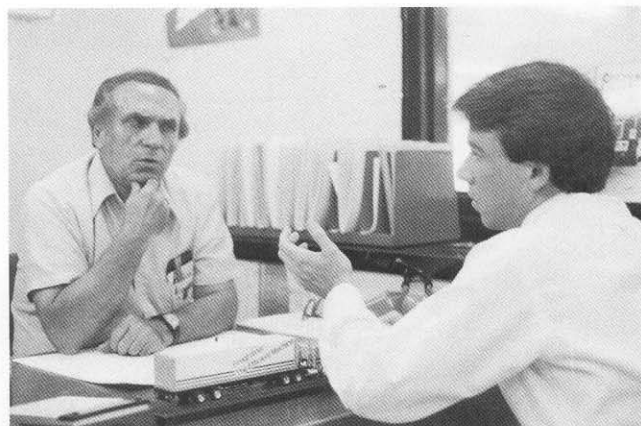
45. **BOB:** But Paul! You're using genuine Cummins parts for everything else. Why use inferior gaskets?



46. **PAUL:** No Bob, a gasket's a gasket. They probably even come from the same supplier. Look! I've got to save money somewhere. After all, I'm responsible for the bottom line.



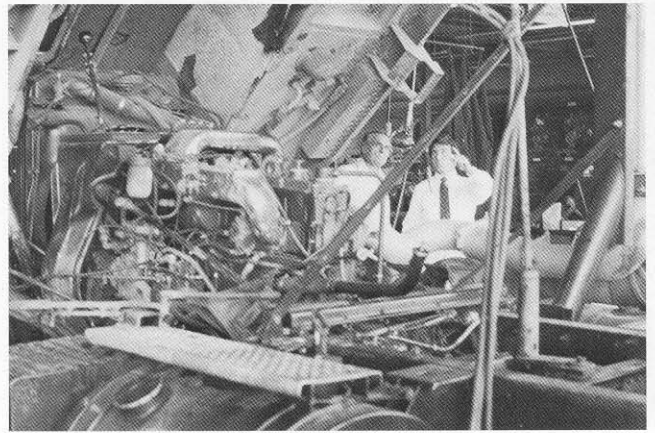
47. **BOB:** There's more to a gasket than meets the eye. You'd be surprised at the extensive research, engineering, and testing that goes into a Cummins gasket. And, those aftermarket gaskets may be costing you a lot more than you think.



48. **PAUL:** What do you mean Bob?
BOB: Well, Paul, it sounds to me like a lot of your maintenance headaches are due to bad gaskets. Let's take a walk through your shop.

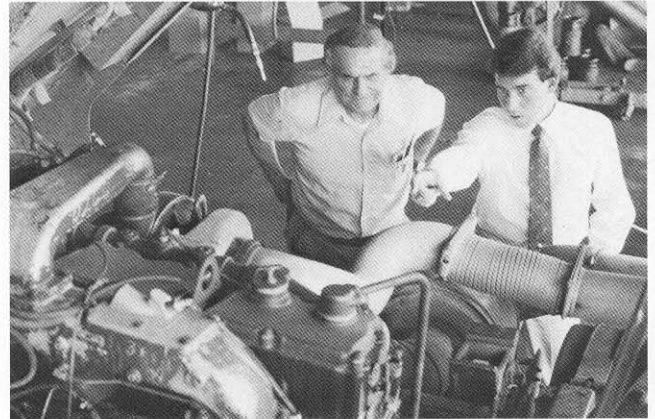
49. **BOB:** Isn't this the truck that just came in with an oil leak?

PAUL: Sure is! The driver said it lost almost four gallons in the last two hundred miles.

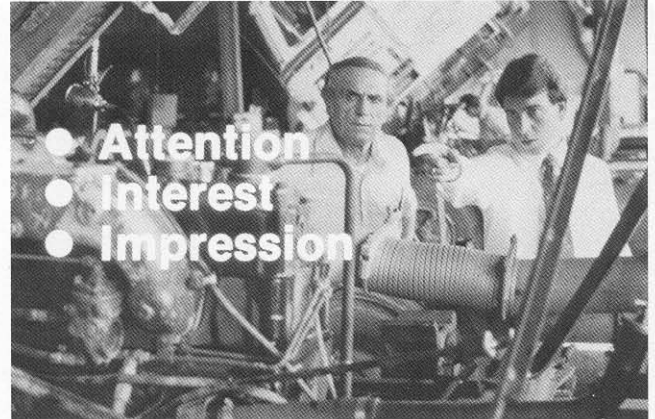


50. **BOB:** Here, this looks like the problem. See how this gasket sticks out past the rocker cover?

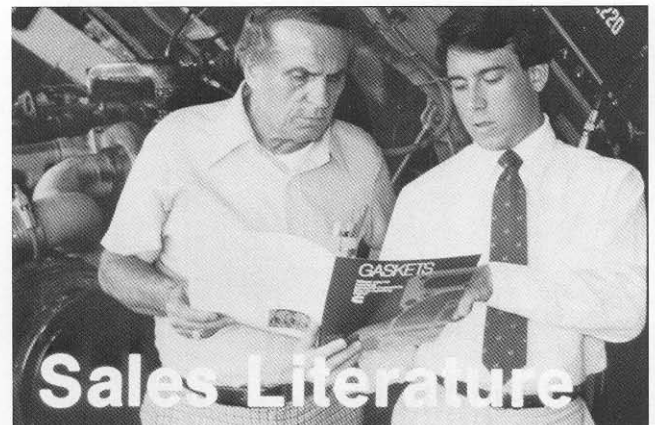
PAUL: No wonder it blew out. The gaskets on those other rocker boxes are about to go too. They'll all have to be replaced.



51. **E.S.T.A.R.:** The Professional Parts Salesman plans his presentation to get the customer's attention, arouse his interest, and leave a lasting impression. He knows that one sure-fire way to get the customer's attention is to talk about saving him money.

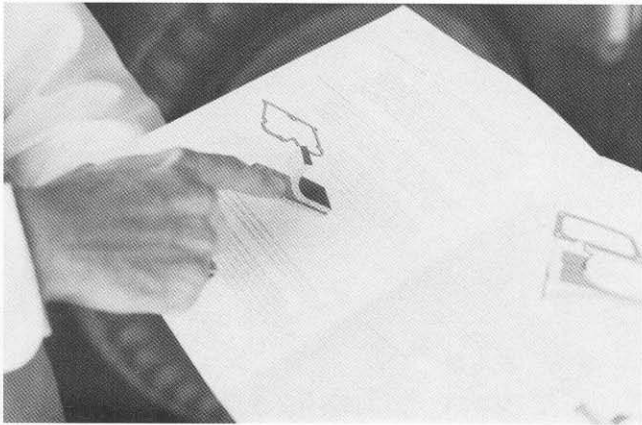


52. The Professional Parts Salesman uses brochures and other sales literature to visualize his presentation and to demonstrate the "invisible" features of the product.





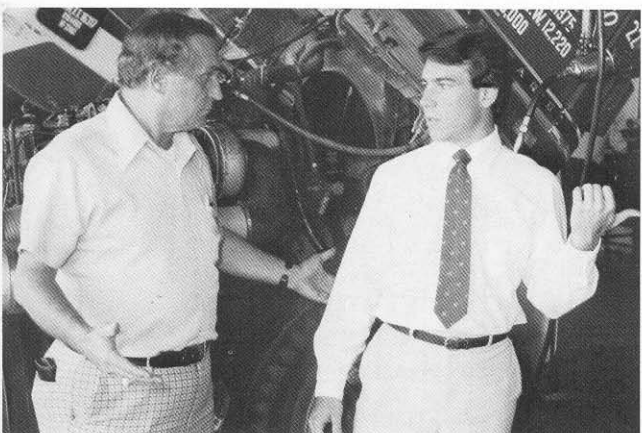
53. The Professional Parts Salesman also carries sample parts for the customer to hold and touch so that he can actually see and feel some of the features for himself.



54. **BOB:** Now, if you look at this brochure, you'll see that the soft metal core of a Cummins rocker cover gasket has hundreds of tiny steel cleats which retain the gasket material to keep it from being pushed out as the rocker cover is tightened.



55. The Cummins gasket holds its shape better so it lasts longer. With the Cummins gasket, not only would you save repair costs, but you'd save a lot of engine oil and downtime as well.

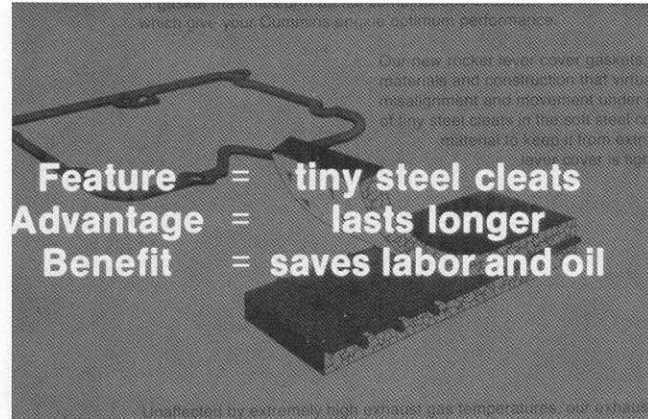


56. **BOB:** Let's go back to your office. I'd like to show you the results of some test comparisons and then work out a quick analysis of what those aftermarket gaskets are really costing you.

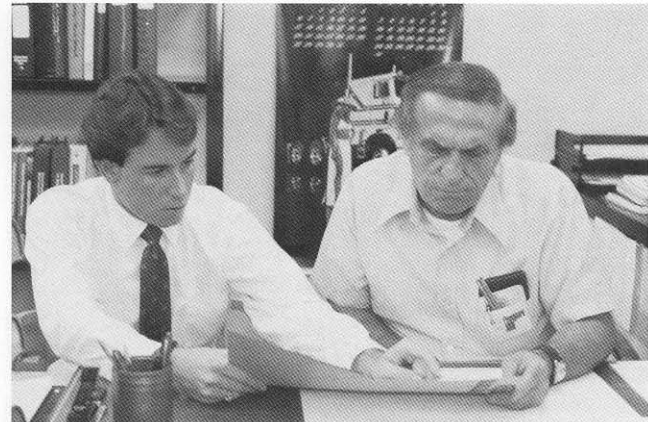
57. **E.S.T.A.R.:** Because he knows that every potential buyer is interested in what the product will do for him, the Professional Parts Salesman sells the benefits of his product and not just the features.



58. The Professional Parts Salesman points out the features of his product; he explains the advantages of each feature, and then he explains how each of the advantages will benefit the customer.



59. And, most importantly, the Professional Parts Salesman uses facts and figures to document and support his claims.



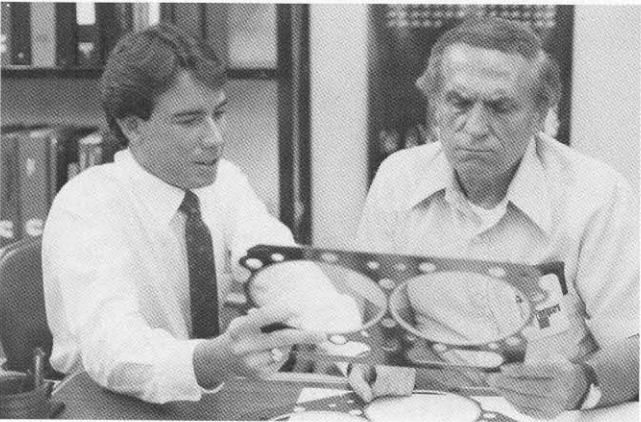
60. The Professional Parts Salesman never asks for the order until he is sure that the customer will say yes. He prepares his customer to say yes by seeking his agreement throughout the presentation and by asking questions that he knows will bring an affirmative response. Then, when he has the customer's agreement he uses a trial close.





61. **BOB:** Who do you think knows more about our engines and their requirements, Cummins or our aftermarket competitors?

PAUL: Why Cummins, of course.



62. Here Paul, look at the difference between these two head gaskets. See the red silicone bead on the Cummins gasket? When the cylinder head is torqued down, this silicone bead creates a high pressure ridge that improves sealing and will actually compensate for minor wear or corrosion of the head and cylinder block without resurfacing.

PAUL: Now that I can use!



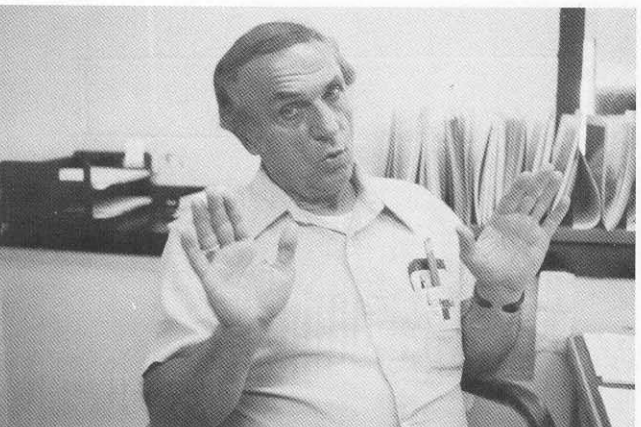
63. **BOB:** Which of these two head gaskets do you think will seal better?

PAUL: Well, the one with the silicone bead I guess.

BOB: And which gasket has the better warranty?

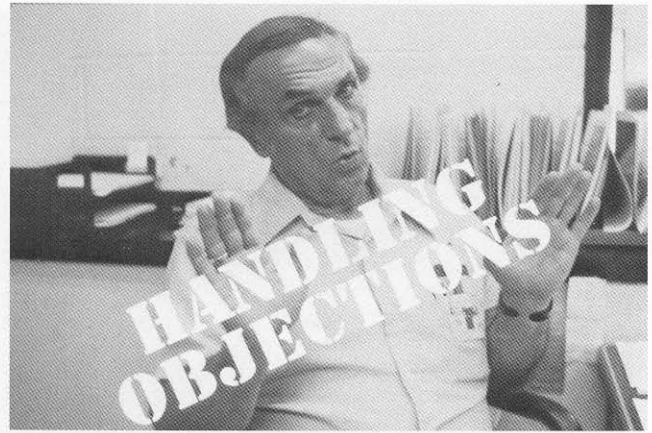
PAUL: The Cummins.

BOB: Then which gasket would you rather have on your trucks?

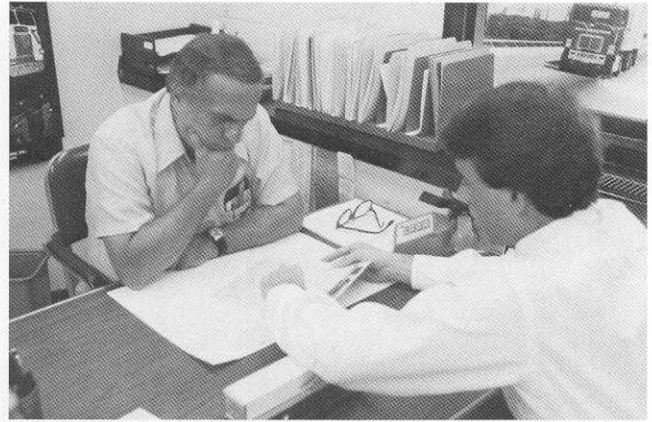


64. **PAUL:** Wait a minute Bob! Not so fast! We've had our share of troubles with Cummins gaskets too. And besides, they do cost more.

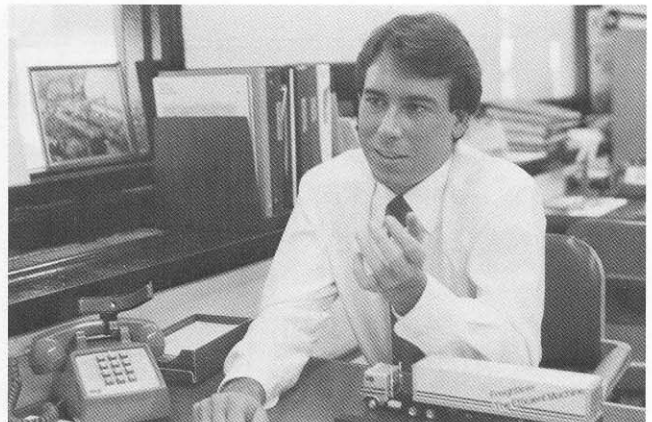
65. **E.S.T.A.R.:** The Professional Parts Salesman never becomes so involved in his presentation that he fails to listen to the customer's objection, and he **never** tries to ignore an objection. He knows that the customer will cling to his objection and miss the rest of the sales presentation until that objection is answered.



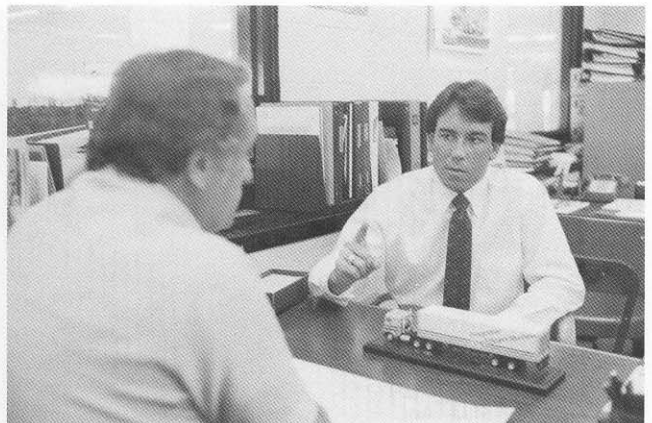
66. Instead of ignoring objections, the Professional Parts Salesman meets them head-on because he knows that every time he answers an objection he has an opportunity to close the sale.

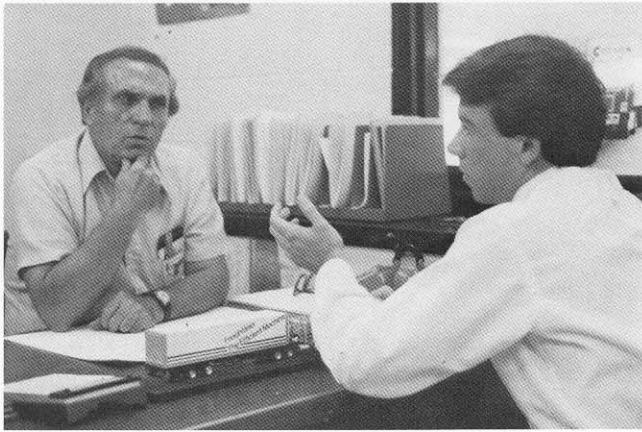


67. **BOB:** Yes, we have had trouble with some of our gaskets. Everyone does from time to time. But, as you know, those gaskets have been totally redesigned, and it was done quickly too because we're committed to producing the best possible gaskets for your Cummins engines.

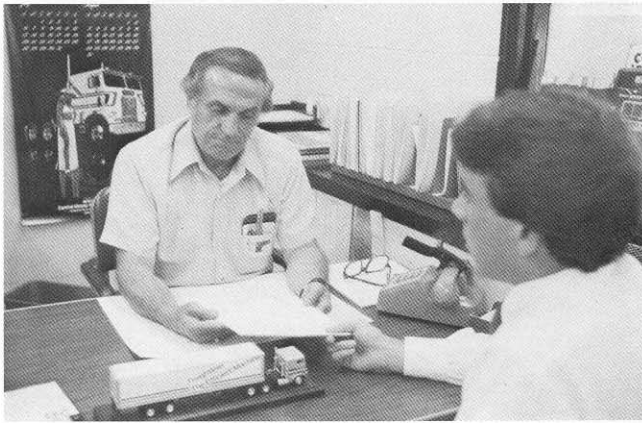


68. When you weigh Cummins superior warranty and longer service life against the cost of labor and lost fluids, which gasket do you think really costs less?

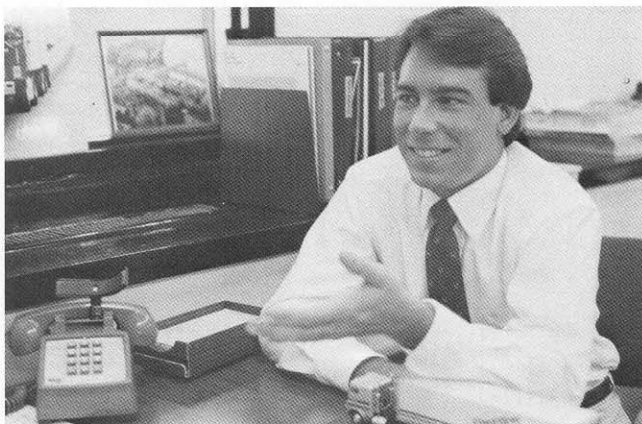




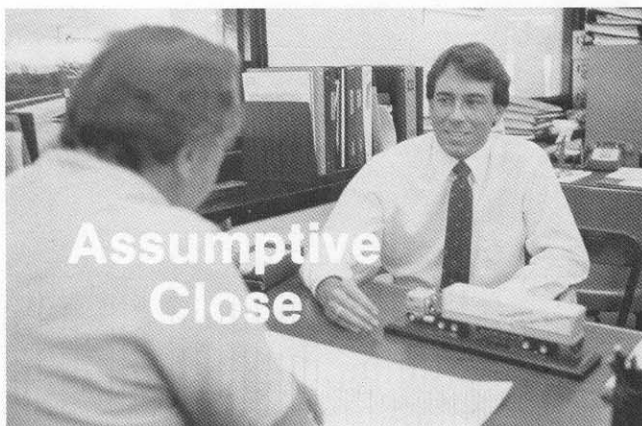
69. **PAUL:** Well if you look at it that way, in the long run, I guess the Cummins gaskets do cost less.
BOB: Then wouldn't it be smarter to install Cummins gaskets?
PAUL: Yes, I suppose you're right.



70. **BOB:** Here is a list I've made up of the gaskets that you use most frequently. You'll probably want to order enough to have some inventory in stock, and we can supply you with any of the others as you need them.

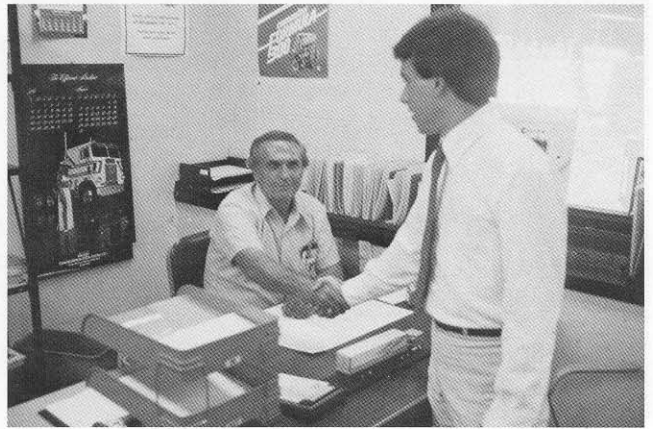


71. If you want, I could deliver them the day after tomorrow or do you want them sooner?



72. **E.S.T.A.R.:** Instead of asking the customer if he wants to buy, the Professional Parts Salesman asks him how many he wants to order, or when he wants the parts delivered. The Professional Parts Salesman assumes that the customer will buy because he has prepared him to say yes by overcoming all of his objections and by attaining his agreement throughout the presentation.

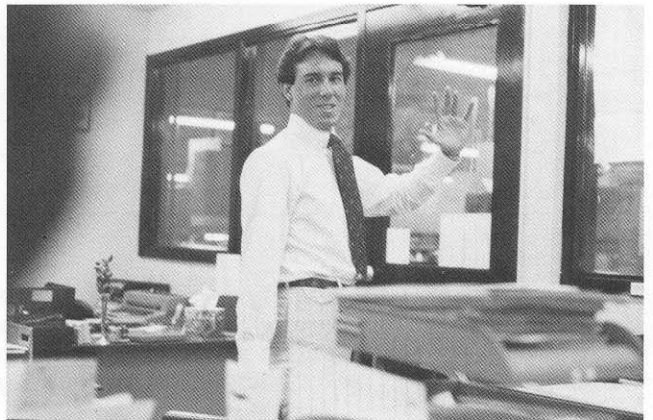
73. **BOB:** Thanks a lot, Paul. I think you made a wise choice. I know you're going to have less trouble with genuine Cummins gaskets, and they're going to save you money too. A couple of months from now you'll be glad that you chose genuine Cummins parts.



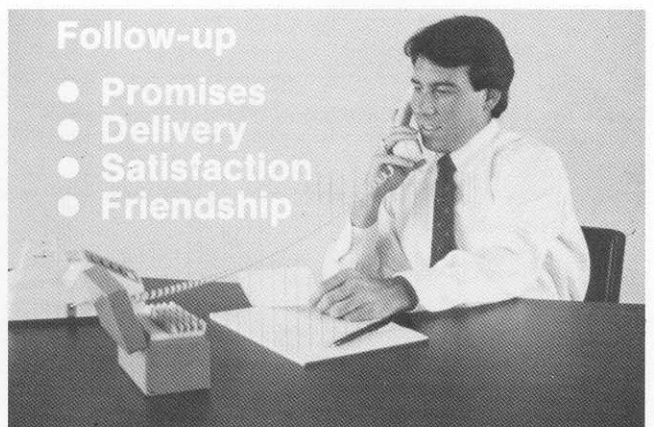
74. **E.S.T.A.R.:** After he gets the order, the Professional Parts Salesman always shows his appreciation to the customer by thanking him for the order, and he praises him for his wise decision.

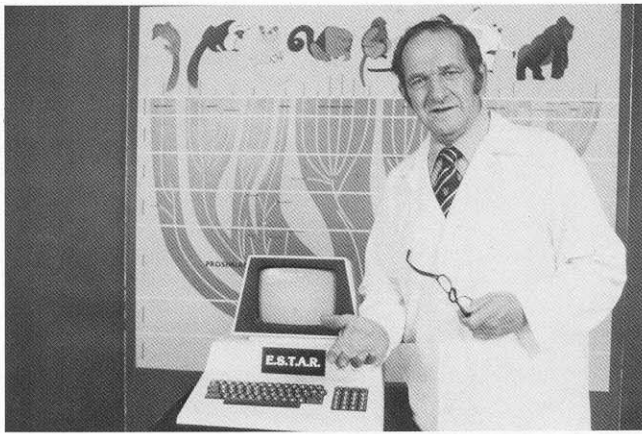


75. As soon as he has shown his appreciation, the Professional Parts Salesman leaves. He knows that many a sale has been lost because the salesman stayed long enough for the customer to change his mind.

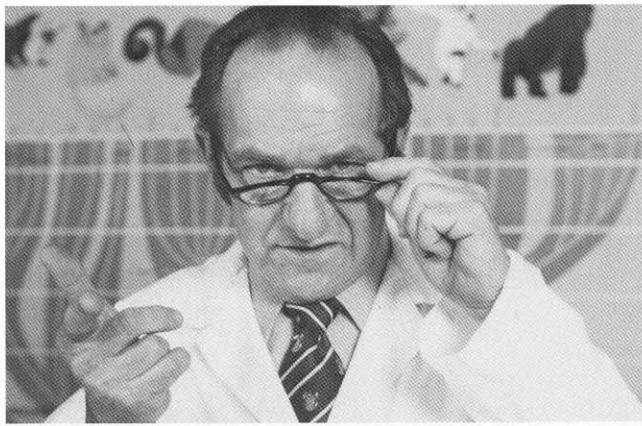


76. Because he knows that he is in a service-oriented business, the Professional Parts Salesman works to guarantee future sales through his follow-up, by always keeping his promises to the customer, by making sure that the parts arrive on time and that they are working satisfactorily, and by maintaining a warm and friendly business relationship.





77. **ROBERTS:** Thank you E.S.T.A.R. Well ladies and gentlemen, there you have it, a complete rigorous analysis of the Professional Parts Salesman. The only question that still remains is does this rare and unique species...



78. ...include you?

DISCUSSION QUESTIONS

(In all of these cases, assume you are the parts man and decide what you would say to the man involved in the situation.)

CASE #1

The service manager at your distributorship has called you into the shop to show you an engine of one of your best customers. He points out to you that this engine has previously been rebuilt with a competitor's pistons, rings, liners, etc.

You are stunned because you were convinced that your customer would never use anything but Cummins parts.

What do you do?

CASE #2

For weeks you have been assuring a fleet owner that you can supply him all the parts he needs because your distributorship stocks a large inventory of parts. Today he calls you with a big order which you are grateful to receive.

After he hangs up, you start checking your inventory and discover that you have only 50% of the parts he has ordered. You check with your parts manager and he tells you that these parts are on order now and should be in next week. Next week is too late. How do you handle this situation?

CASE #3

You had been talking to a customer on the phone for several months trying to convince him that he should be using genuine Cummins parts. You are talking to him this morning and his first comment is "I am sure glad you called. I want to give to you an order for enough parts for three engine overhauls, including cylinder kits, bearings, gaskets, and valves."

What do you do?

CASE #4

You have always kept good sales records and work closely with your service manager. Today you are checking the service records of one of your customers and learn that you are servicing only a few of his engines, and his parts purchases are down.

You call the OEM dealer and he tells you that he hasn't been servicing the trucks either. Something is wrong. What do you do now?

CASE #5

You are talking on the phone with a customer. He gives you an order which you consider to be a sizeable amount. Being a good salesman, you also suggest a couple of related items which he also orders.

Just before he hangs up, he says, "By the way, one of your competitors was in to see me yesterday and gave me some darn good prices on what I just orderd. I want to use original equipment parts, but man are his prices low!"

How do you respond?

CASE #6

You are planning your phone calls for the coming week. You are reviewing the parts sales for the past 3 months of one of your customers and are disturbed by what you see.

Your customer has purchased 32 pistons but no rings or liners. What are you going to do?

QUIZ

AM I A SALESMAN OR AN ORDER TAKER?

- | | YES | NO |
|--|-------|-------|
| 1. Do I actively seek new knowledge about selling? | _____ | _____ |
| 2. Do I spend extra time with a customer on his problem? | _____ | _____ |
| 3. Do I work beyond 5 o'clock on some days without thinking of it as a burden or chore? | _____ | _____ |
| 4. Do I plan my working day? | _____ | _____ |
| 5. If the competition uses unfair tactics, do I maintain my dignity and composure by not emulating them? | _____ | _____ |
| 6. Do I see criticism as an effort to help me? | _____ | _____ |
| 7. Would I spend my time with customers if it didn't mean money to me? | _____ | _____ |
| 8. Do I know and understand my own weaknesses? | _____ | _____ |
| 9. Do I do anything about them? | _____ | _____ |
| 10. Do I like most people I meet? | _____ | _____ |
| 11. Do I sometimes seek out an appraisal of my work? | _____ | _____ |
| 12. Do I look forward to sales meetings as a chance to learn something that will help me? | _____ | _____ |
| 13. Do I feel my customer's problems affect me? | _____ | _____ |
| 14. Do I believe that selling and service go together? | _____ | _____ |

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