



PARTS PRO SALESMAN



CLASSIC EDITION #3



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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

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Part

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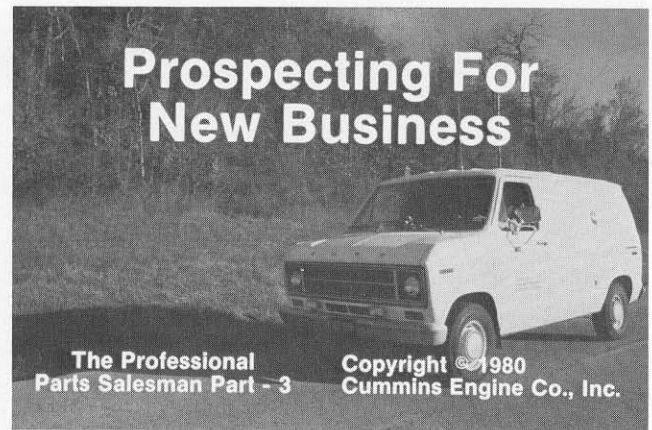
Prospecting for
New Business



FOREWORD

This is the third in a series of training programs designed to help both novice and veteran parts salesmen improve their sales techniques. Prospecting for new accounts is one of the most important facets of successful salesmanship. Every prospect is a potential customer, and without new customers, the salesman has little hope of increasing his present sales. Prospecting is an art which the professional parts salesman must practice constantly, both on and off the job, in a never-ending search for new business.

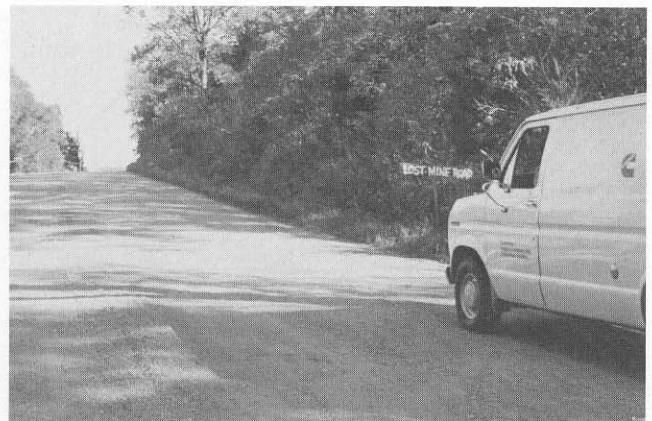
1. The Professional Parts Salesman-Part 3 Prospecting for New Business.



2. Van turning onto country road.



3. Van on gravel road.

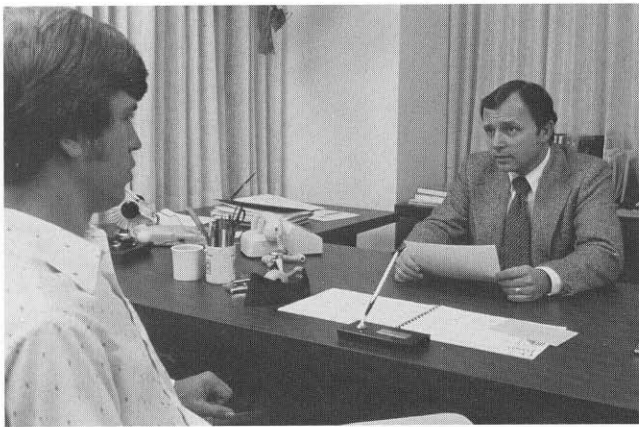


4. **MIKE:** I'm sure glad I discovered this short cut to Highway 51. Bob's Truckport does so much repair work, I may just have to make him a sub-dealer.





5. It's a heck of a long way out, but I sure do need the business. If I don't increase my sales somehow, Don is really going to hit the roof.



6. **DON:** Listen, Mike, you've got to do something about your parts sales record.



7. A lot of your customers are buying less and less. You've got to turn them around.



8. It wouldn't hurt you to land some new accounts either. Why don't you work in a couple of extra prospecting calls every day for the next few weeks, and see if you can bring in some new parts business.

9. Remember, I'll be watching your progress closely.



10. **MIKE:** Great! This is just what I need, a flat tire on a deserted road. I can change the tire, but how am I ever going to get out of this rut?

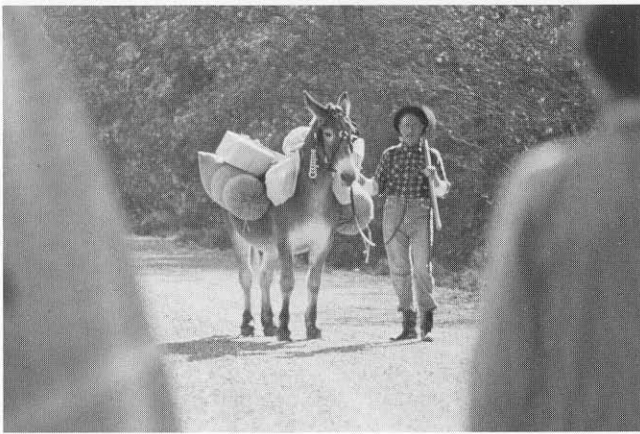


11. It must be at least ten miles to the highway and then another ten miles or so to Bob's Truckport. This is going to blow the whole day.

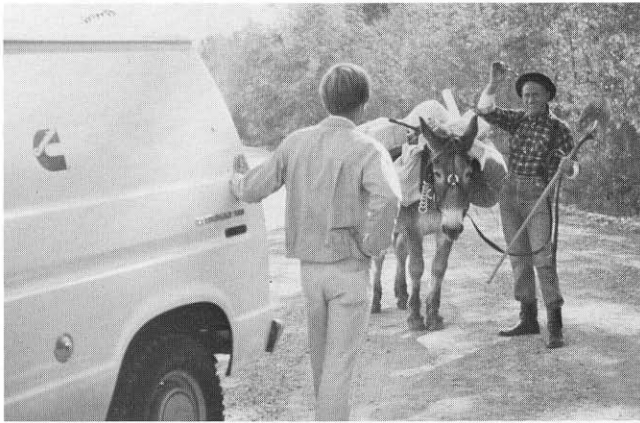


12. What's this?





13. I don't believe it!.....
Am I in the wrong century?



14. **DIGGER:** Howdy stranger! Digger Jones' my name.
Findin' gold's my game.



15. Just call me Digger. What's your name, partner?
MIKE: Mike...Mike Robinson.
DIGGER: Glad to know you Mike.



16. Looks like you got yourself stuck in quite a rut.

17. **MIKE:** Yeah! And a flat tire too. If I don't get out of here and finish my calls, my sales manager is going to have my hide.



18. **DIGGER:** Work'n for a real mule skinner, eh?



19. **MIKE:** Oh, he's not such a bad guy. The real problem's my parts sales record. I've got to find some new accounts and find 'em quick or I'll be out of a job. I'm certainly not going to sell any parts sitting in this rut.

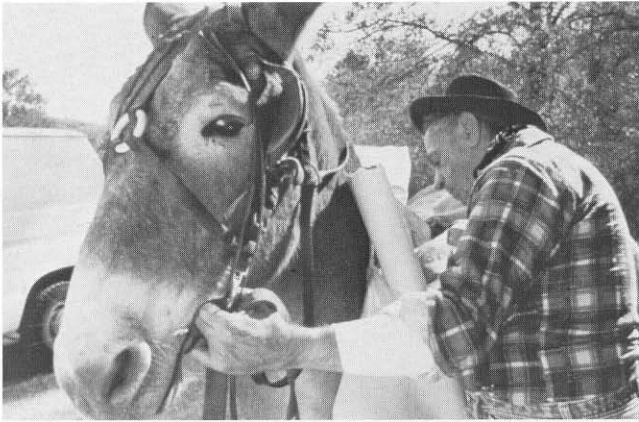


20. **DIGGER:** Well I'm not much good with these gold-darn contraptions. Prospecting's my business, gold's what I'm after. Seems like you could do with a little prospecting yourself.





21. **MIKE:** Me? Prospecting? Why, what do you mean?



22. **DIGGER:** Why prospecting for new accounts, additional parts sales. That's what you said you needed. Didn't ya?

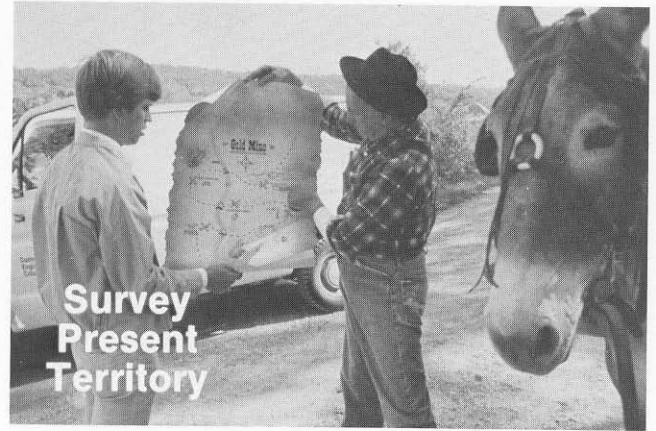


23. **MIKE:** Yes, but I've tried making cold calls on new prospects. They just never seem to pan out. I've tried everywhere I can think of. Who am I supposed to call on now?

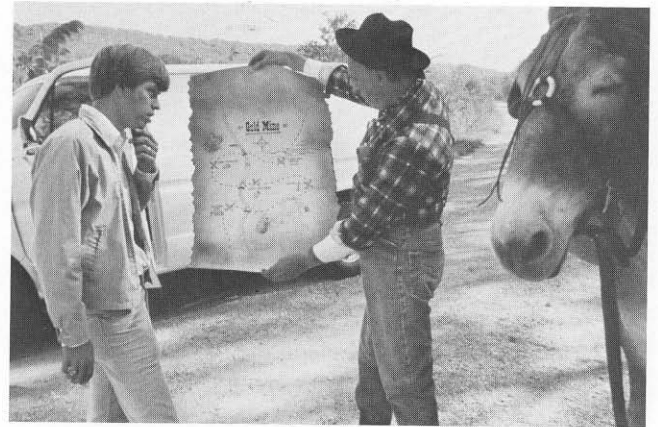


24. **DIGGER:** Hee, hee! My boy, your trouble's that you don't know where to look. I wish Betsy and I were in your line of work. Gold's a darn sight harder to find. Here, take a gander at this map.

25. You shouldn't have any trouble at all. There are rich veins everywhere. They're all around here...Big Muddy Mining...Hazard Construction...Lorenzo's Cement Company...Long Shot Oil...even Lola's Diesel Repair.



26. **MIKE:** Lola's Diesel Repair?...How do you know about all this?

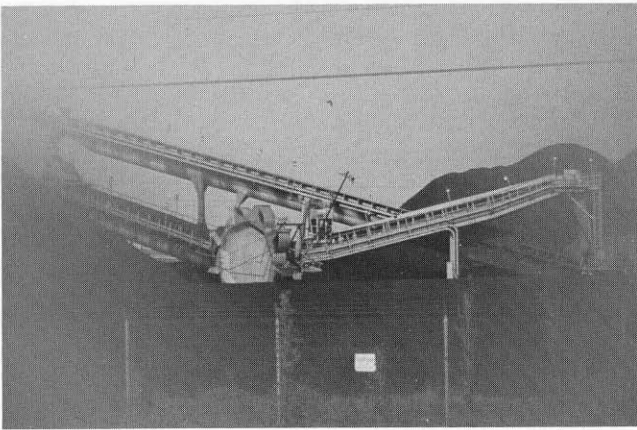


27. **DIGGER:** It's in my blood son. I'm a prospector. I keep my nose to the ground. It's my business to know where there's all kinds of gold.



28. Bring your eyeballs over here, boy. Let me show ya something.





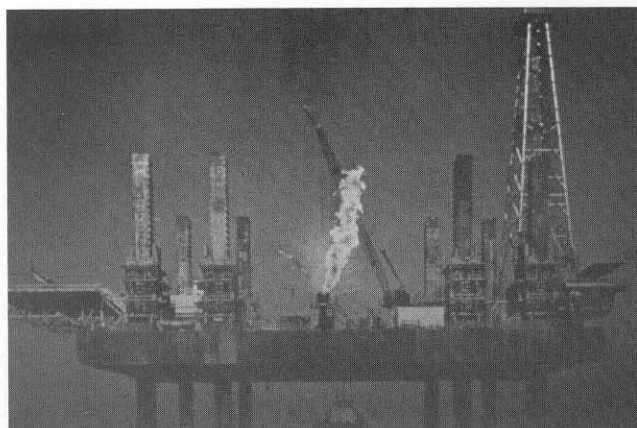
29. Look, there's Big Muddy Mining. They use Cummins engines in their shovels and loaders as well as their trucks. But, being way out there in the boondocks, they have a big problem with equipment being down for repair while they wait for parts. They need a sizable inventory of injectors, fuel pumps, cylinder kits, gasket sets and other common repair items.



30. Hazard Construction has a yard full of Cummins powered trucks, bulldozers, backhoes, compressors and generators, but they're buying their parts over the counter from one of your competitors at full retail price. Why all you have to do to get their business is to offer 'em a fleet price. You can probably even get them to establish a small inventory.



31. See there, Tony Lorenzo's got some 8 or 9 cement trucks, all with Cummins engines. Would you believe it? He actually buys his parts from his wife's brother in Chicago. The delivery's not too swift and neither is the service. Not only can you save him shipping costs, but you can offer him quick delivery, too.

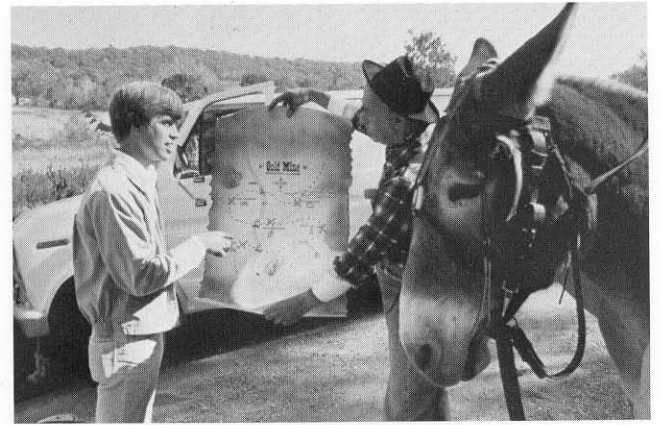


32. Messy stuff, oil. Not pretty like gold. I want nothing to do with it myself, but these boys sure have a powerful thirst for it. They use Cummins engines to run their rigs and their pumps, but they use competitive parts to repair them. No wonder they have constant maintenance problems. You could do a lot for them.

33. Ah! There's Lola. She's no dance hall floozy. She's a real mechanic and a darn good one too. Over the years she's built herself quite a business, even got a small machine shop. Why she must work on 10 or 15 Cummins engines a month. You could qualify her as a sub-dealer, and get her on the Recon exchange program as well.



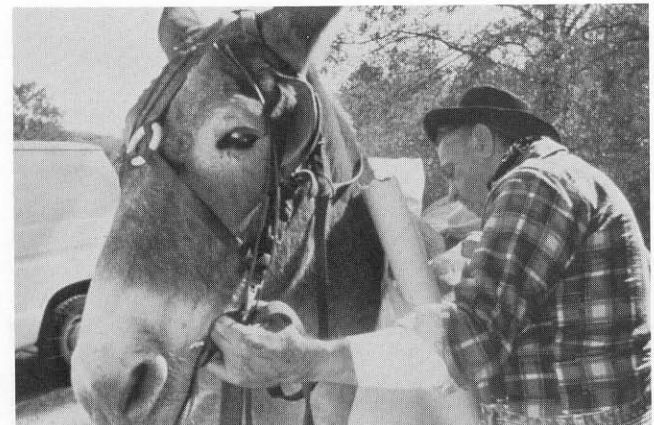
34. **MIKE:** Hey! This is great, Digger! Can I borrow your map?



35. **DIGGER:** Shucks, Mike, you don't need a map. A good prospector follows his nose. Right Betsy?

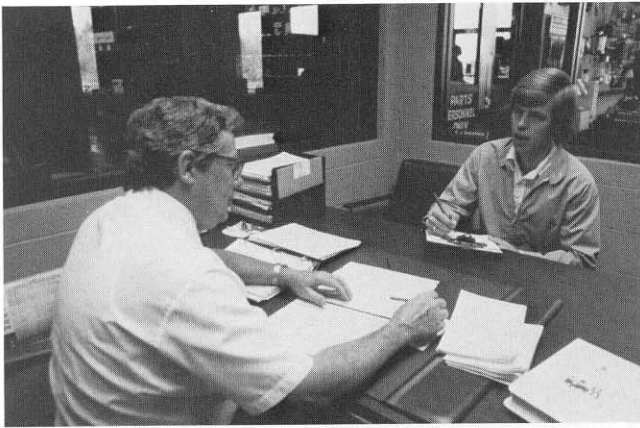


36. Use your sales records. Find out who's buying from you and who's not.

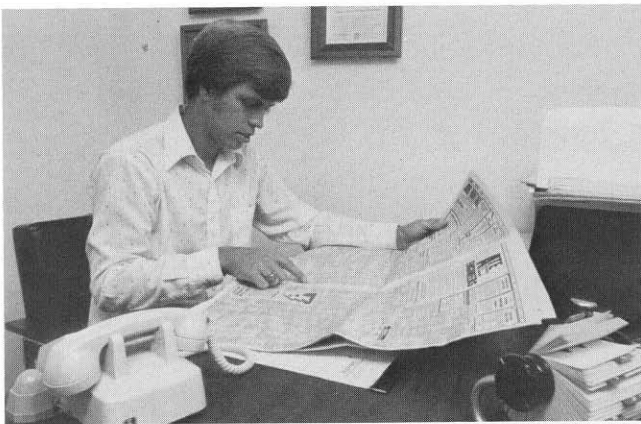




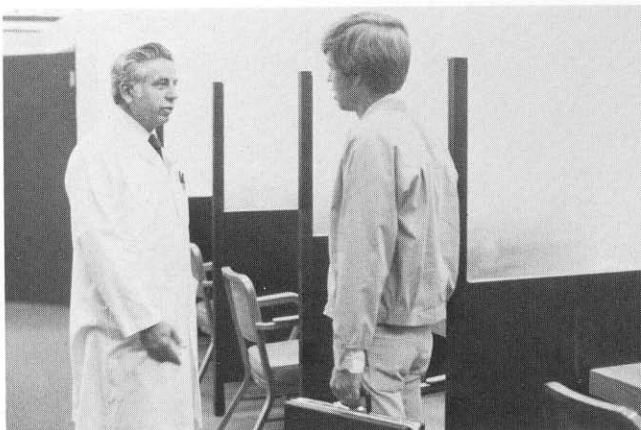
37. Look in the Yellow Pages under trucks, general freight, truck leasing, bulk haulers, cement and building material companies, railroads, marine service, machine shops and diesel repair. They're all right there.



38. Talk to your engine salesmen. They know who's using your engines. And, ask your other customers for leads.



39. Check the classified ads for companies hiring drivers or diesel mechanics, and look for notices seeking construction bids.

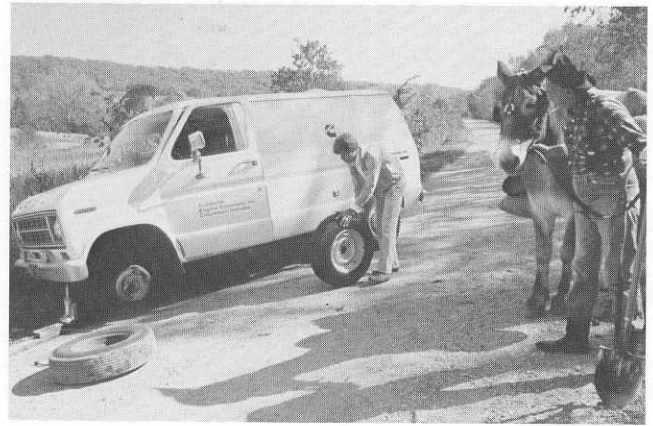


40. You might even talk to someone at the local trade schools to see who's hiring their diesel graduates.

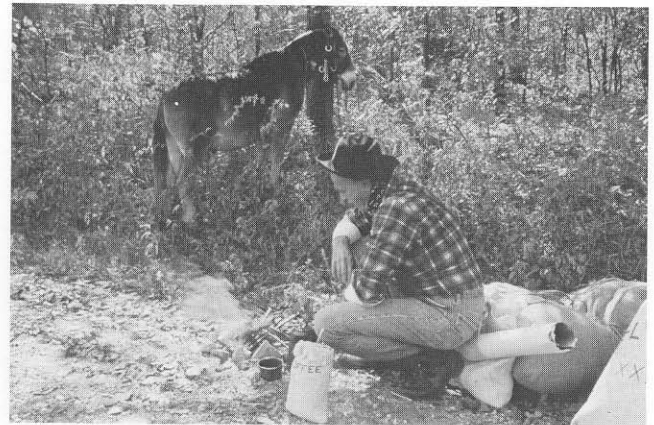
41. Most important, learn to prospect as you drive. Look around. You spend a lot of your time on the road. Check out every truck, truck stop and truck yard you pass. There's no tellin' when you might be passin' up a golden opportunity to make a sale or establish a new account.



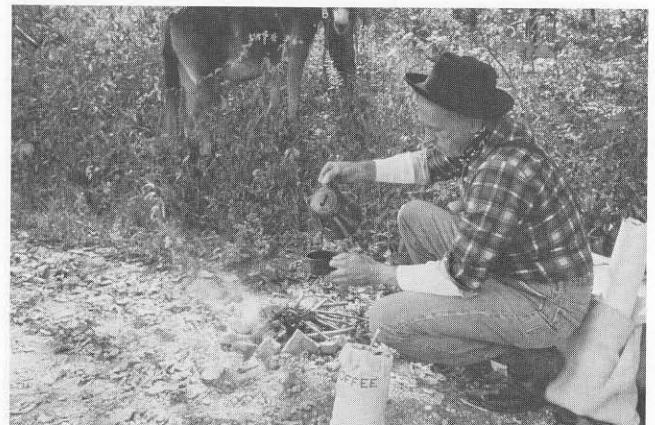
42. **MIKE:** Okay, so I use the phone book, the newspaper and all my contacts to find out where to go. Once I get there who do I see? The last time I called on a prospect, I spent over an hour giving him one of the best sales pitches of my career only to find that he wasn't the one who makes the final buying decision.

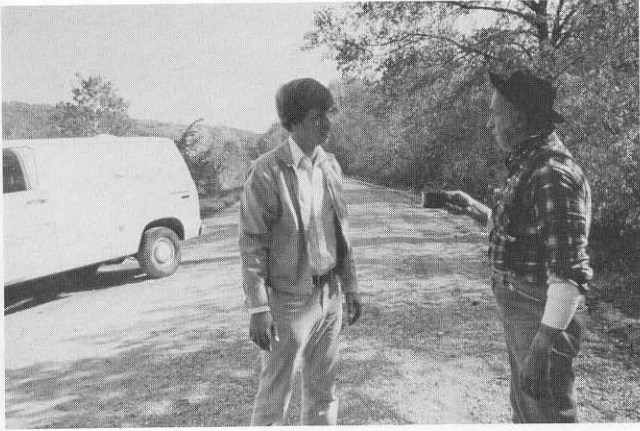


43. **DIGGER:** Remember, Mike, you're a prospector. You have to do a little digging to find the right person to call on. You've got to make darn sure that you're talking to the right guy or you'll be wasting your time and his.



44. You don't want to pan too far upstream or downstream. You'll get the best results if you talk to the feller that makes the buying decisions.





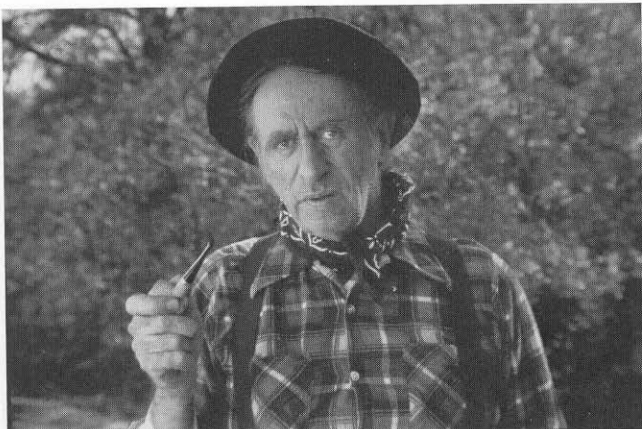
45. It could be the maintenance supervisor, the purchasing agent, the parts manager, the shop foreman, or even one of the senior mechanics. You'll do a far sight better if you take the time to make sure that you're talking to the right person.



46. **MIKE:** All right, let's say that I do discover a new prospect, and suppose that I do find out who I should see. How do I get in to see him?



47. Every time I make a cold call, it seems that the prospect's either tied up in a meeting or out of town on business. Once in a while, I even get the feeling that he's actually trying to avoid me.



48. **DIGGER:** Gadzooks, boy! There ain't no trick to gettin' in to see the man. He's got to come home to roost sometime.

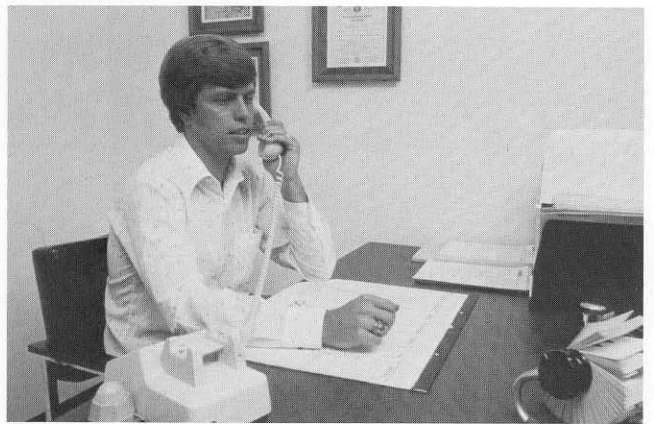
49. If he's not in when you call, leave your business card with his secretary, and get her personal promise to have him call you.



50. When you get back to your office, send him a brochure or some other direct mail piece that will arouse his interest.



51. Then as soon as you're sure he's received it, call and ask for an appointment.



52. Of course, if you think he's trying to avoid you, there's a lot to be said for boldly knocking on his door. After all, courage and determination are two of the prospector's most important virtues.



Be Persistent



53. Once you do get in to see him, don't expect to make a sale on your first visit. High-pressure selling is sure to turn him off. Instead, try to learn as much as you can about the man and his business.



54. Remember you're on new ground. Take the time to check out the terrain, and get the lay of the land.



55. Find out what kind of Cummins equipment he has and learn as much as you can about the nature of his business and his personal interests.



56. Listen to his problems, and try to be as knowledgeable and helpful as possible.

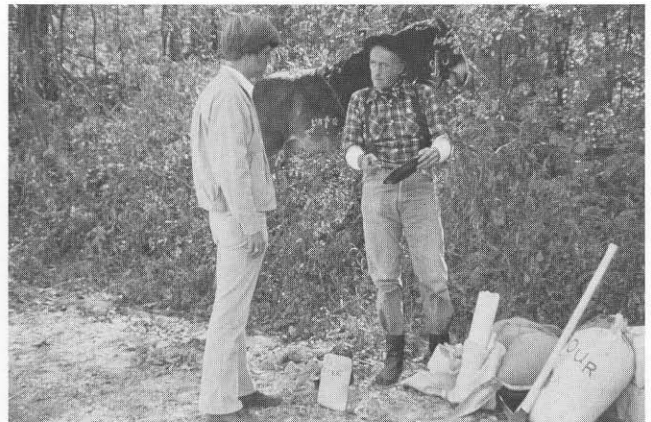
57. When you can suggest a product that will help to solve one of his problems, that's the time to close the sale.



58. Hey, Mike, see this here pannin' sieve? It used t'be my pappy's. Have I told you about my pappy?



59. No? Well my pappy was the best prospector that ever panned a mountain stream. California...Alaska...any place there was gold, he'd been there. Taught me everything I know about prospecting, he did.



60. Anyway, even though he preferred the open country, Pappy always used t'say that one of the best places to look for gold is where its been found before. Good logic don't ya think?





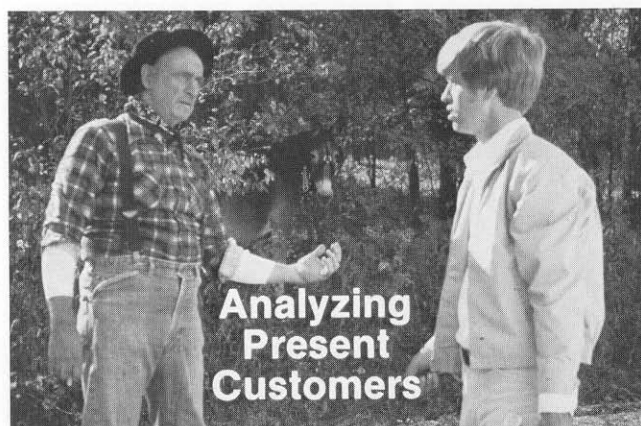
61. **MIKE:** Why yes I...I suppose so. But what does that have to do with me?



62. **DIGGER:** Look Mike, in an established territory like yours, all the rich claims have long since been worked. Most of those who need your parts are probably already your customers. Right?

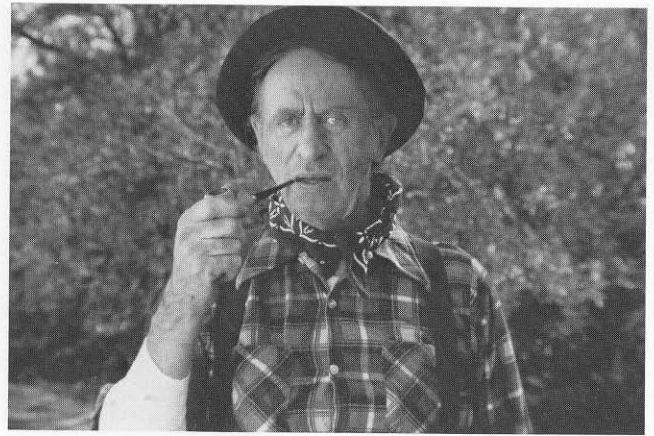


63. **MIKE:** Exactly! That's why it's so hard to find new accounts. But if I'm already selling to them, how are my existing accounts going to help me increase my parts sales?



64. **DIGGER:** Great leapin' horny toads, Mike! Even old Betsy here can see that not only do your present customers represent the bulk of your sales, they also represent your greatest sales potential.

65. Try expanding your existing accounts. Get them to buy more Cummins parts.



66. **MIKE:** That's easy for you to say, but lately most of my customers seem to be buying less, not more. How am I supposed to get them to buy more parts when their own business is down?



67. **DIGGER:** Well if things are slow, why not take the time to help them reorganize their stock, or help them implement a better system of inventory control? Not only is it good customer relations, but while you're at it you'll be able to point out where their stock is low and even suggest additional items that they should inventory.



68. Show them how they can save time and money, reduce downtime and improve their service by stocking certain items rather than ordering them only when needed.

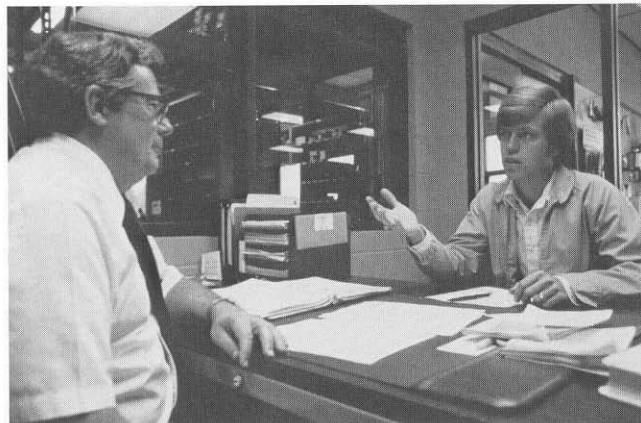




69. You can also help them by identifying obsolete parts which they can return for credit.



70. Give them some sales literature on why they should use Cummins parts, and in return they might even give you a few leads on other customers you could call on who could use Cummins parts.



71. Try to help your customers wherever you can. Remember, the more business they do, the more parts you're going to sell.

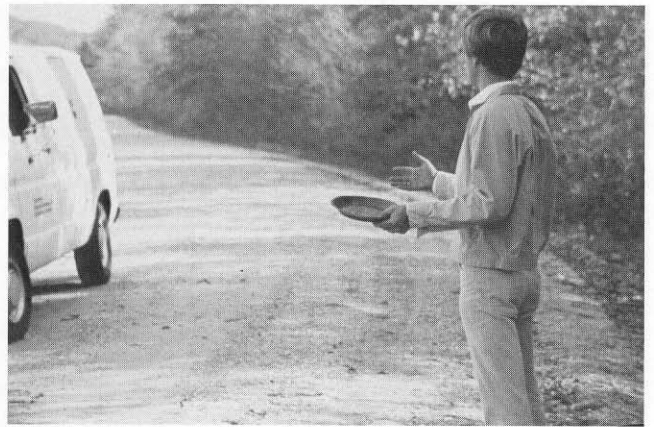


72. Well Mike, looks like old Betsy and I got you out of that rut. Now the rest is up to you. Come on Betsy. We'd better be going.

73. **MIKE:** Wait a minute Digger. You almost forgot your pan.



74. Hey! Where'd he go? He was just here a second ago.

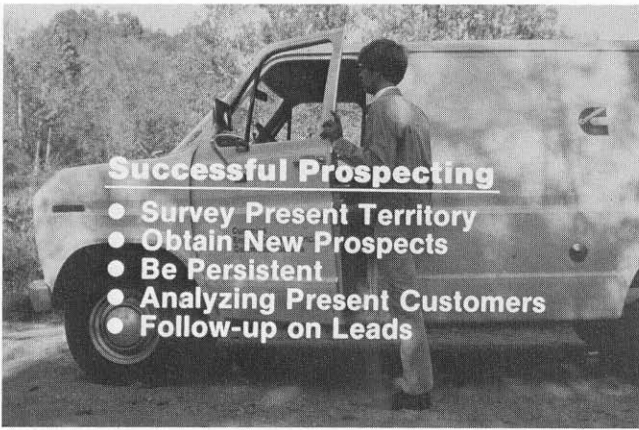


75. Digger, Digger Jones!

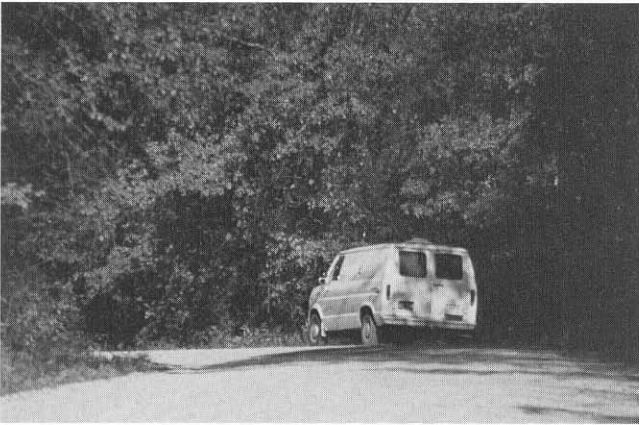


76. Well, I guess he's gone. I think I'll hang on to this. Who knows, it may come in handy. After all, I've got some prospecting of my own to do.

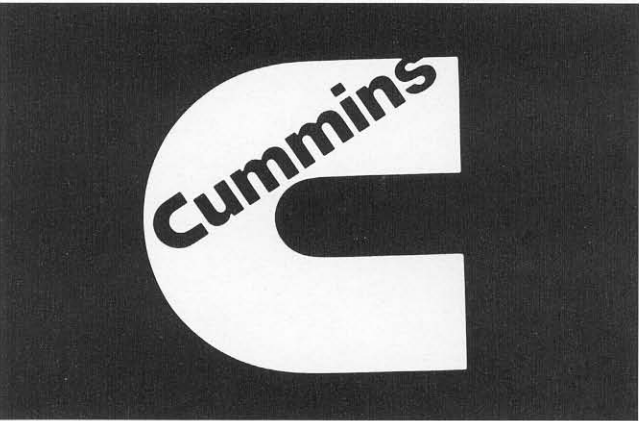




77. Mike climbing into van.



78. Van driving off down road.



79. Cummins Logo.

SUCCESSFUL PROSPECTING

Prospects are the most important people in a salesman's business life. He prospers by the customers he has, but, until he finds prospects who buy, he has no customers. Sales begin with calls on customers. That's why no salesman ever outgrows his needs for prospects.

Today's prospects are tomorrow's customers. Next to yourself, they are the most important people in your selling career. New business depends on new prospects, unless you can sell more to your present customers.

Prospecting is a lot like target shooting. Your salesmanship depends on your marksmanship. Since you want to get as close to the bullseye as you possibly can, you should aim at prospective buyers who can use your particular type of product or service. To determine the kind of prospects you want, study your present customers. Answer the following questions and you will find it easier to classify potential customers on the basis of your experience.

- Why do your present customers buy your product or service?
- How do they order it (in large or small quantities)?
- How often do they order (daily, weekly, emergency)?
- Are they cash or credit customers?
- What are their credit ratings?
- Where are your customers located?
- Are they in a concentrated area? Or in scattered areas?
- What companies are there in your territory who could use your product or service?
- What benefit or feature is there in your product that you could use to reach a new type of prospect?

The answers you get to the above questions will guide you in selecting names for your list of logical prospects.

Here are seven field-tested methods you can use to add more names to your list of prospects.

- Plan your work so that each day you pick up names of possible prospects for your product or service.
- Get leads from satisfied customers.
- Get permission to use the name of the man who gives you a lead.
- Whenever you make a sale to a prospect, ask him for names of others who might be interested in the same information you've just given him.
- Get your leads from noncompetitive salesmen.
- Get to know the people who have extensive influence in your territory, get leads from them.
- Look for leads in newspapers, magazines, trade journals.

As long as your job is to sell, you will never outgrow your need for prospective buyers.

