



PARTS PRO SALESMAN



CLASSIC EDITION #4



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Professional Parts Salesman

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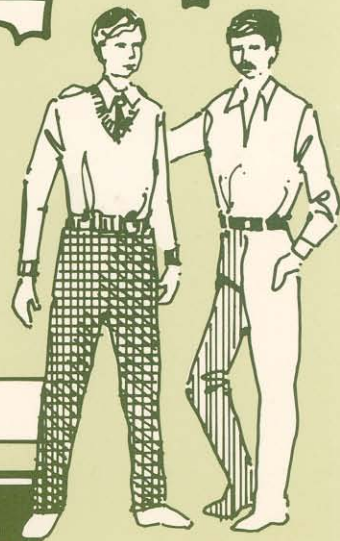
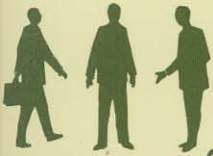
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Part

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Selling Benefits



FOREWORD

This program is designed to help both novice and veteran partsmen improve their basic sales ability. Although the situations presented here involve an outside parts salesman, the principles are equally applicable to counter sales as well.

The technique of selling benefits is essential to an effective sales presentation. It is neither the features nor the advantages which interest the customer. In every case, it is the benefits which sell the product, and it is the salesman skilled in demonstrating those benefits who is destined to succeed.

1. The Professional Parts Salesman - Part 4 Selling Benefits.



2. **JIM:** I'm **losing** a darn good customer...Boy, I blew that one...What...a...Disaster!!



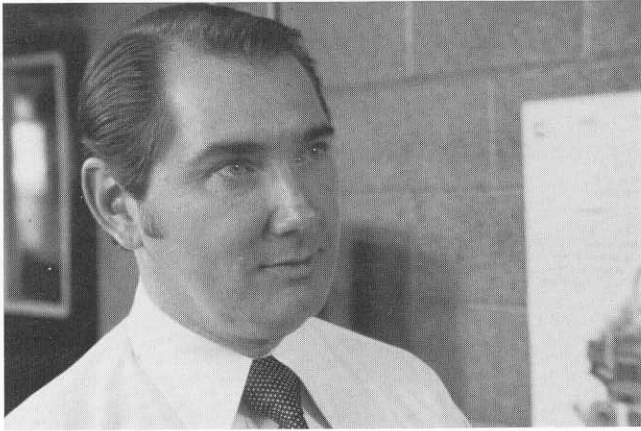
3. **JIM:** Hi, Lou. How's business these days?

LOU: Not bad, Jim. What brings **you** over here today?

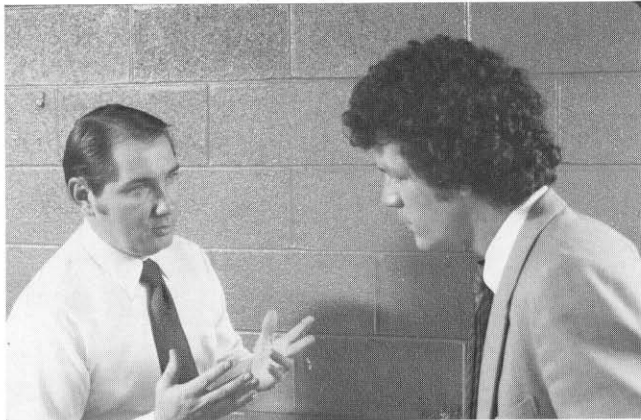


4. **JIM:** Well, I was in the area...and...ah...thought I'd see if you needed any Cummins parts. I mean, it's been a while...and I haven't heard from you...



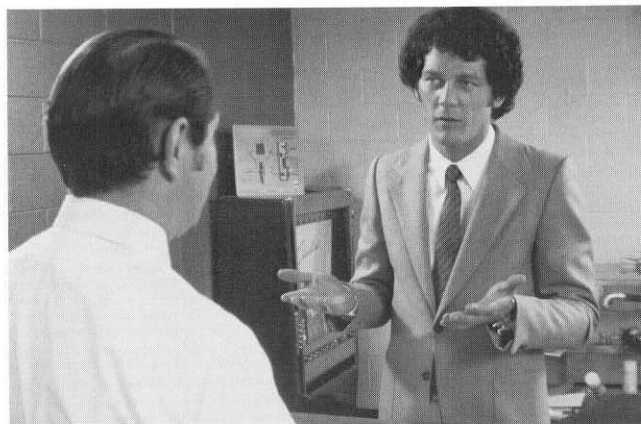


5. **LOU:** I'm really not in the market today, Jim. To be quite honest, we're thinking about trying out some **other parts.**



6. **Now**, give me a chance to explain! A couple of your competitors have shown me what looks to be the same parts for less money.

Jim if you were me, you'd want to try 'em too.

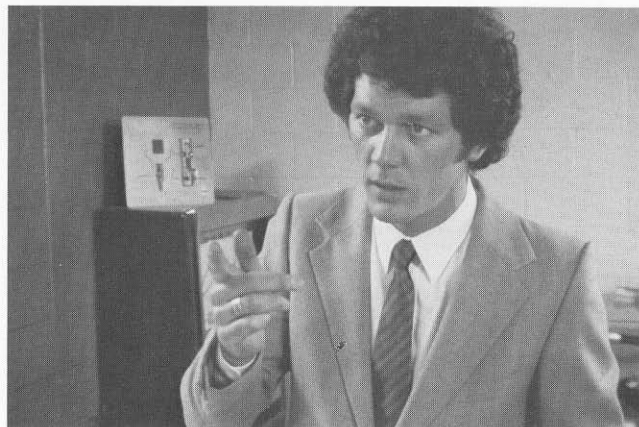


7. **JIM:** But, Lou, you've been a good customer for years. Haven't you been happy with Cummins parts?

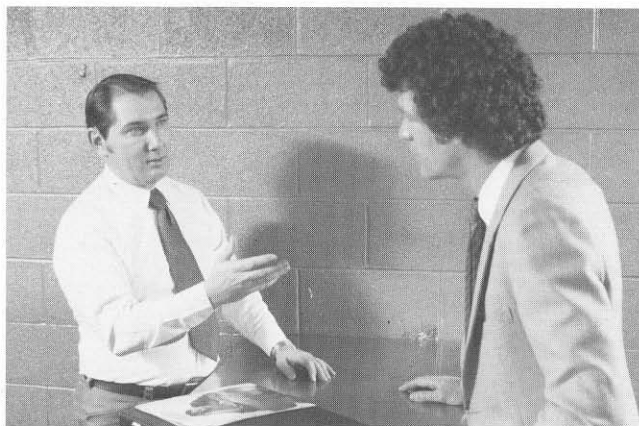


8. **LOU:** Sure I have...you know that. Business is good, but it can always be better...and cutting costs will certainly help the bottom line.

9. **JIM:** Lou, Cummins parts are designed specifically for Cummins' engines and...



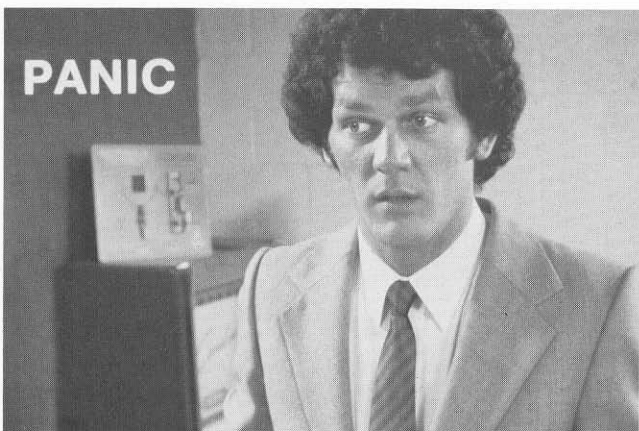
10. **LOU:** Jim, I really don't have the time to talk now. Call me sometime and we'll talk about it then.



11. **JIM:** I just don't know what I'm doing wrong! HELP!



12. **NARRATOR:** Have you had this happen to you? It's not at all unusual.

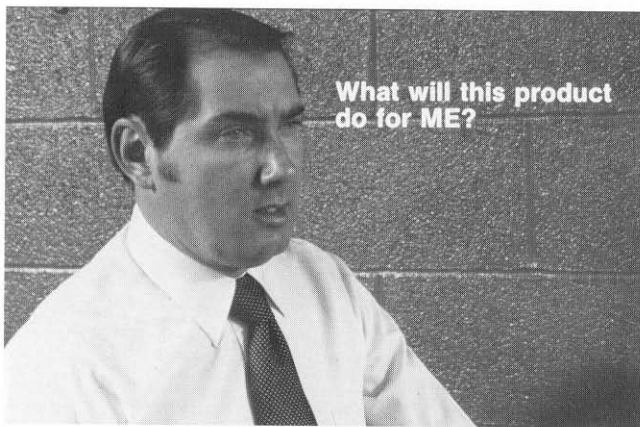




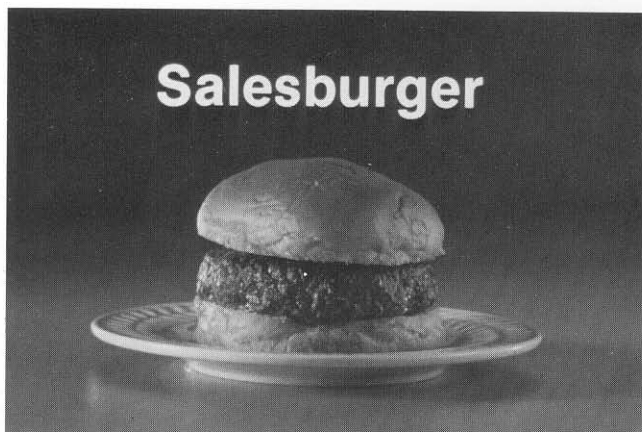
13. Once a customer, always a customer doesn't always apply. Often you have to continue working just as hard to keep a customer, as you do to land a new account.



14. Every customer...or prospect **wants**, and is even **eager**, to buy. It's your job to provide solid reasons for them to buy...and, in particular, from Cummins.

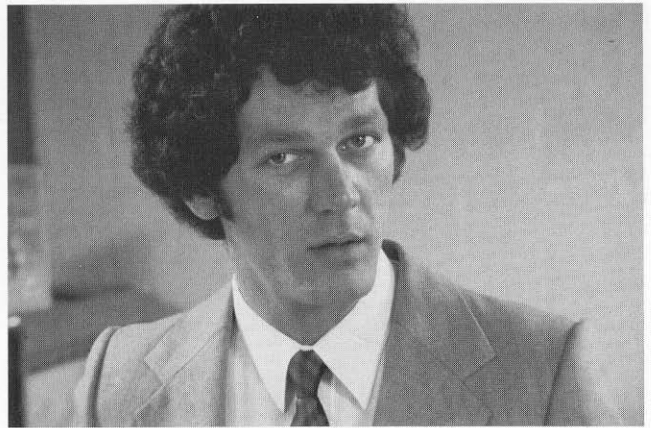


15. As a professional parts salesman, keep in mind that your customer's motivation is based **solely** on self interest. While you are with him he's asking himself "What will this product do for me?"

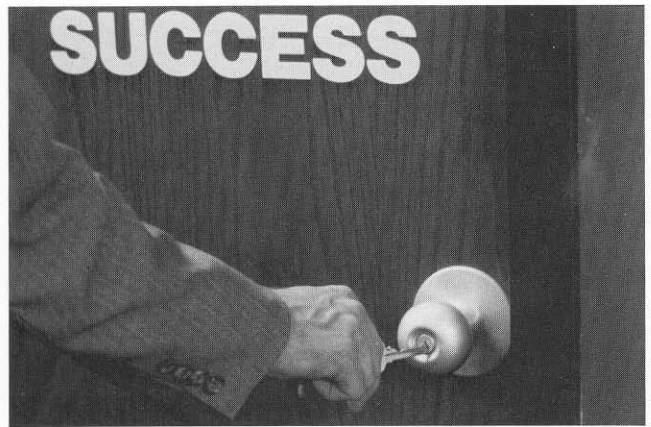


16. What you need to do is build some Salesburgers!

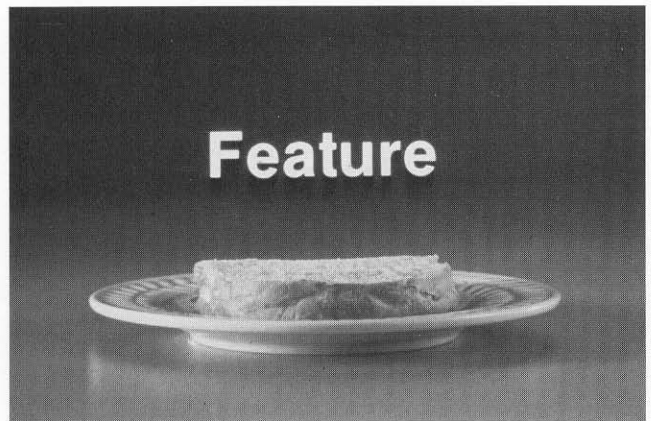
17. **JIM:** Salesburgers???? What are you talking about????



18. **NARRATOR:** The Salesburger may sound funny... but it represents the fundamental key to successful selling.



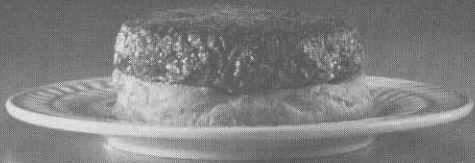
19. The bottom half of the bun is the **FEATURE** — in this case Cummins' parts. It is up to you to thoroughly describe the function and design of all of the products you are selling.



20. If you have actual parts or visual aids, your explanation will make more sense to your customer — as well as aid in your presentation.



Advantages



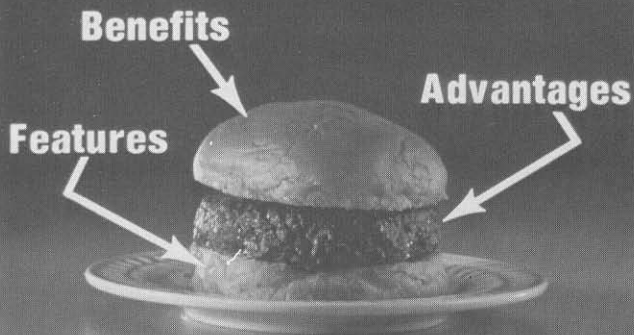
21. The patty represents the **ADVANTAGES** of your feature. Here's your opportunity to delve into the big pluses of Cummins' parts.

Nowwwwwww you're building real desire in your customer for...

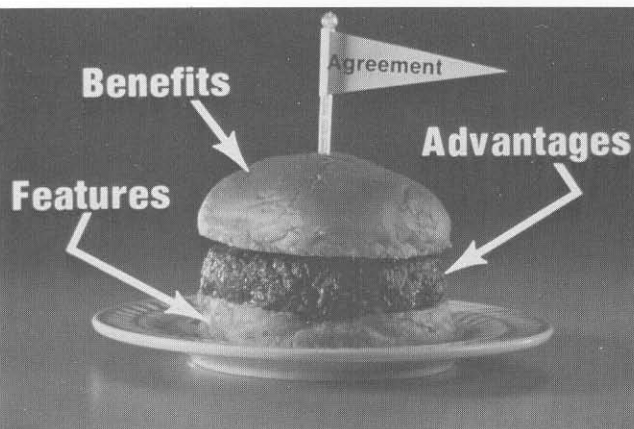
Benefit



22. ...The **BENEFIT!** The benefit is the result of the advantage. Your customer wants to know what benefits **he** derives from his investment. The **BENEFIT** is the reason why your customer is listening to you — **and** the reason why he will buy.



23. And, finally, get the prospect to agree that he **wants** and **needs** the advantages and benefits that Cummins can provide him.

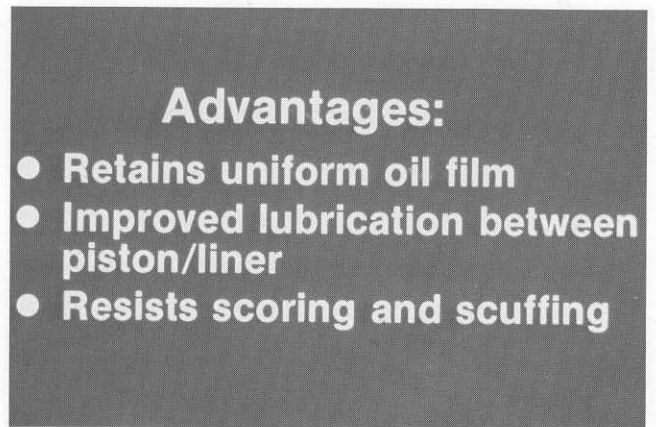


24. Top your Salesburger with the toothpick of Prospect **AGREEMENT**. Features...Advantages...Benefits... and...Agreement. A Deluxe Salesburger!!

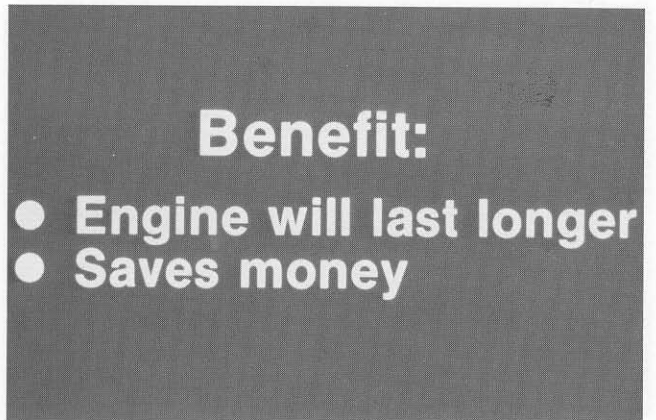
25. Here's an example: The **feature** is Cummins CeCorr finish on the piston...which is easily identified by the small grooves parallel to each other around the skirt of the piston.



26. The **advantages** are that this finish retains a better, more uniform oil film for improved lubrication and cooling between the piston and liner. Also, as a result of these important characteristics, Cummins' pistons resist scoring and scuffing.



27. The **benefit** to your customer is that his engine will last much longer — which saves him from premature investment in replacement parts and the cost of downtime.

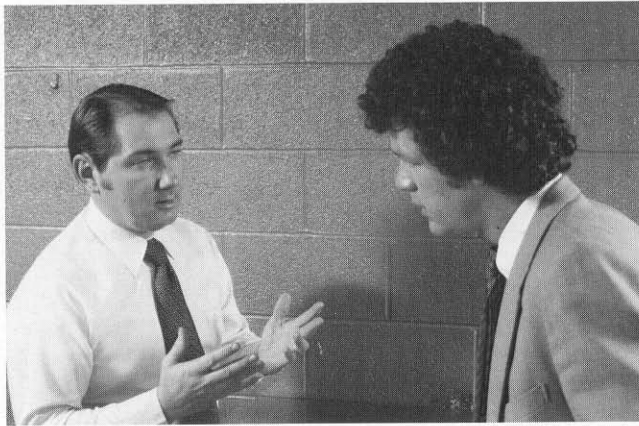


28. And finally, get him to **agree** that Cummins' CeCorr finish will really benefit him.



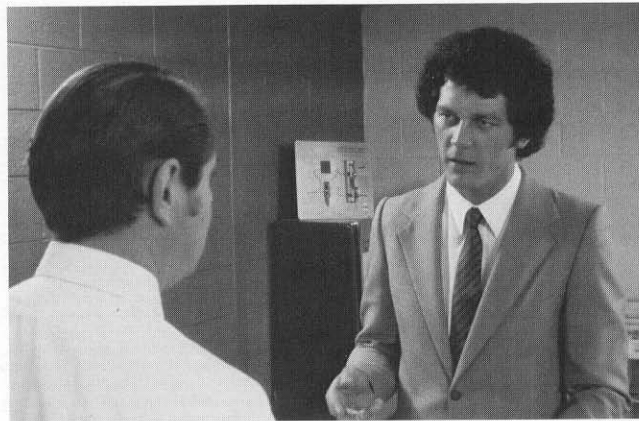


29. Let's see how Jim **might** handle his situation...Now ...using the Salesburger method...

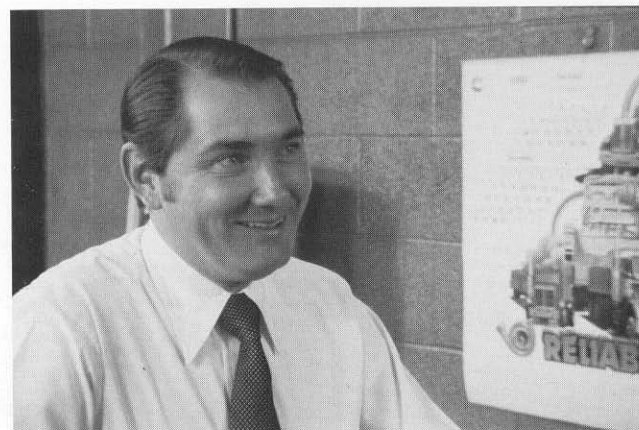


30. **LOU:** To be quite honest, we're thinking about trying some **other parts**.

A couple of your competitors have shown me what looks to be the **same parts for less** money. Jim, if you were me, you'd want to try 'em out too.



31. **JIM:** Possibly you're right, Lou...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?

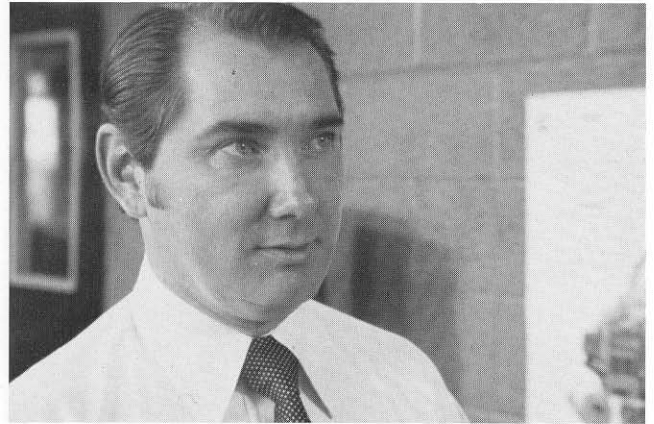


32. **LOU:** Exactly! Never thought I'd hear **you** say that...

33. **JIM:** Well, Lou, that's really why I'm here — to save you money!



34. **LOU:** I know your products cost more, Jim. So, how can you save me money?

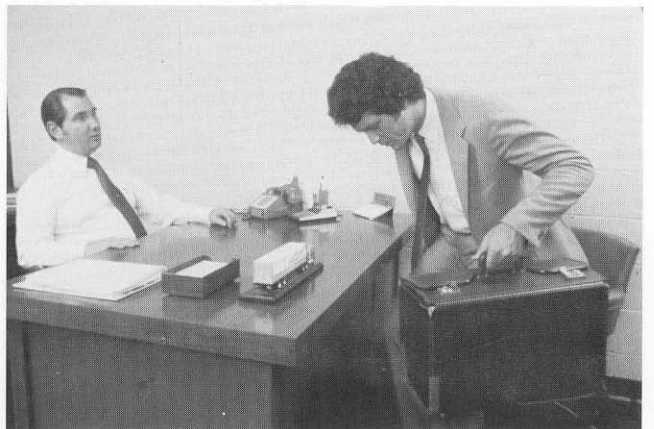


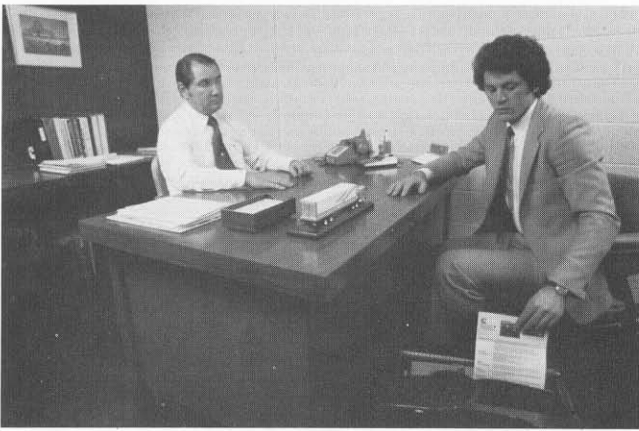
35. **JIM:** If I can have a few minutes of your time, I'll show you. Believe me, it'll be worth your while.

LOU: O.K. C'mon in my office.



36. **LOU:** Now, then...let's save me some money. What-ya-got?

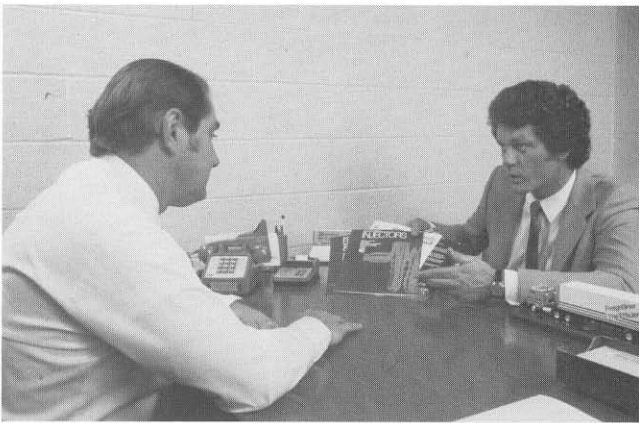




37. **JIM:** Well, Lou, you mentioned that some competitive parts appeared to be the same as Cummins products. Let me show you some little differences that'll make a **big** difference in the profitability of your operation.



38. **LOU:** O.K. Shoot! As long as I can save money, I'll listen.



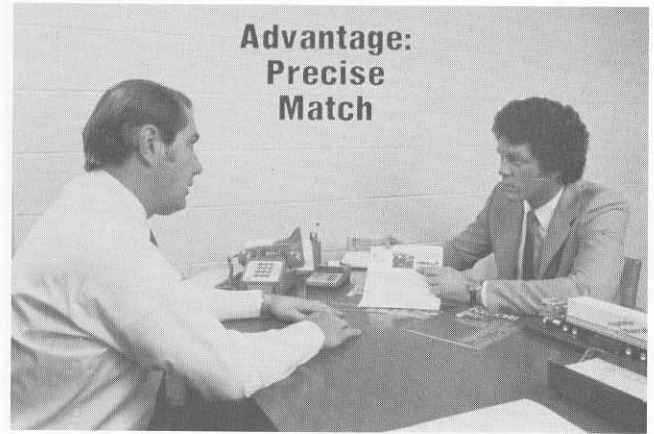
39. **JIM:** As you know, Lou, manufacturing diesel engines is Cummins' **only** business...So, our engineers spend all of their time designing and improving Cummins engines and engine parts.



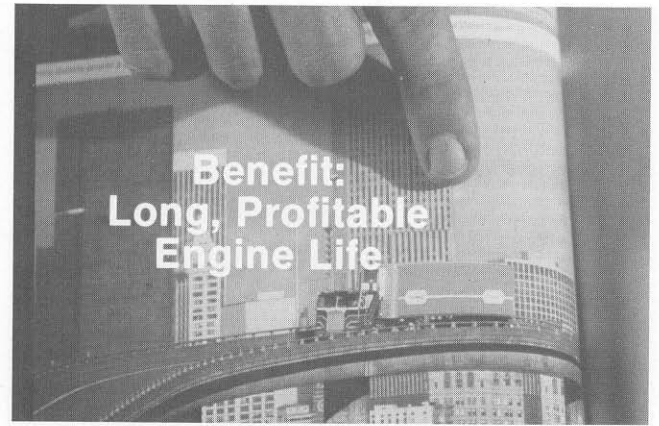
40. The design of our parts is continually being perfected — through creating new technology and...developing better materials.

Only Cummins parts meet the **EXACT** requirements and specifications that are so critical to the performance of your engines.

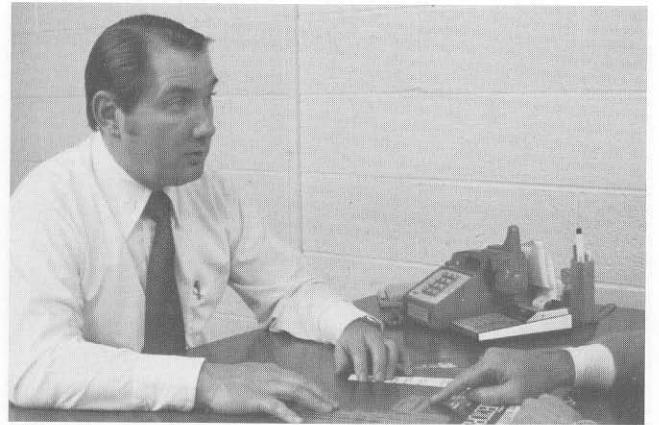
41. Our controlled testing procedures ensure that **every part** is engineered to operate properly with the other parts of the engine.



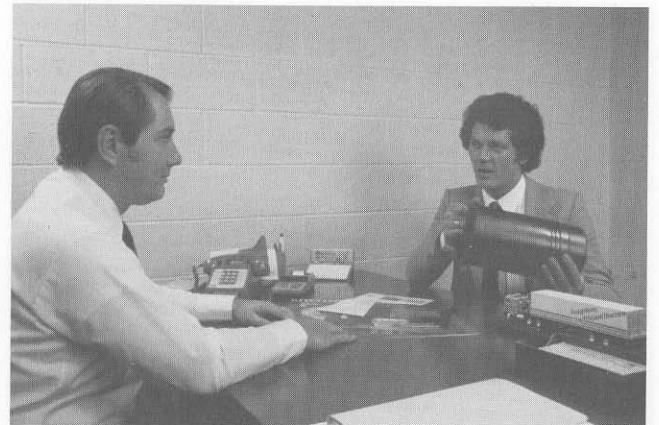
42. I guess what I'm trying to say, Lou, is that **only** Cummins parts can give you the longest and most profitable engine operation. You want the best performance out of your equipment, don't you?

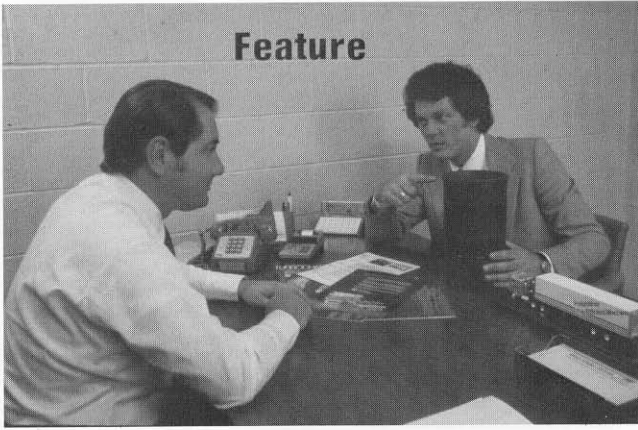


43. **LOU:** That goes without saying, Jim...But, just what **exactly** makes your parts better than your competitor's?



44. **JIM:** I'm glad you asked... Hmmm... Let's start with the cylinder liner.

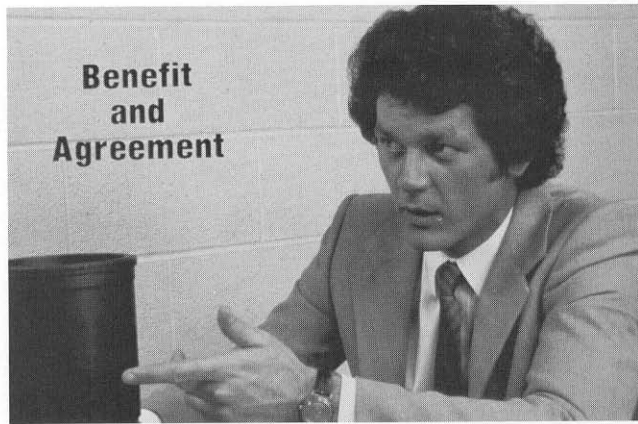




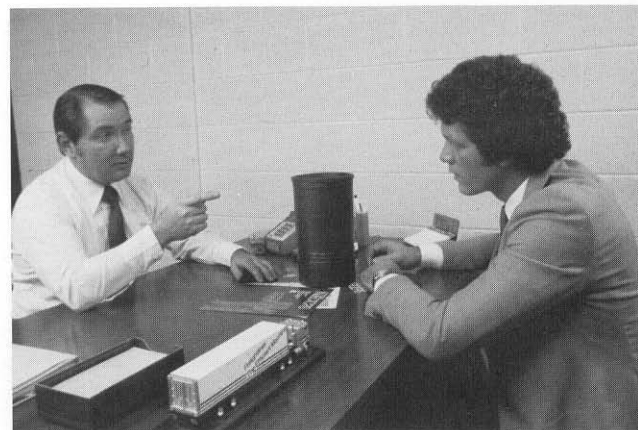
45. Take this bead on the liner flange...it provides a precise seal for the combustion chamber by embedding itself into the head gasket.



46. **Without** the proper embedment your engine could lose compression and inevitably lose power.

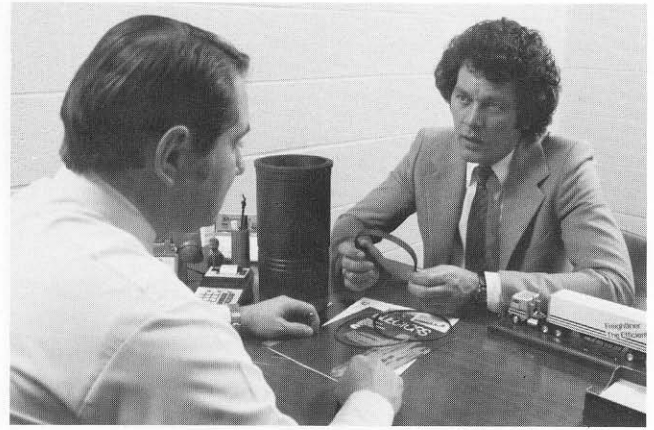


47. Again, Lou, with Cummins, you are **assured** that each part is matched to the engine and to each other. And that means **reliability**...and long life! Make sense?

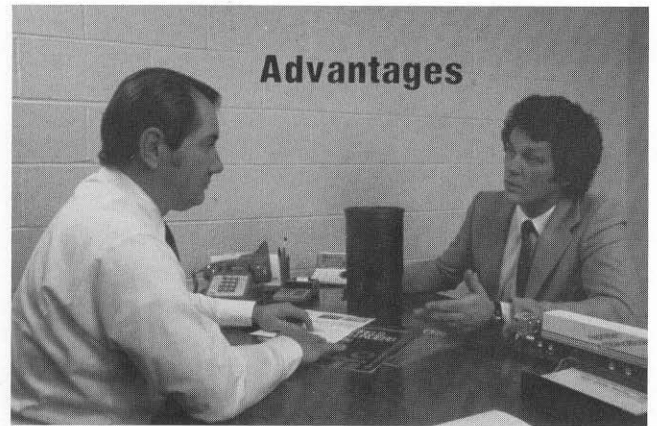


48. **LOU:** Ah-hah. We can't afford to lose power on our long hauls...so, what else you got?

49. **JIM:** Look at this liner crevice seal — our engineers designed it to maximize the sealing surface and protect the other liner o-rings from foreign material. And because of its special anti-corrosion material make-up, it resists all types of commercial antifreezes.



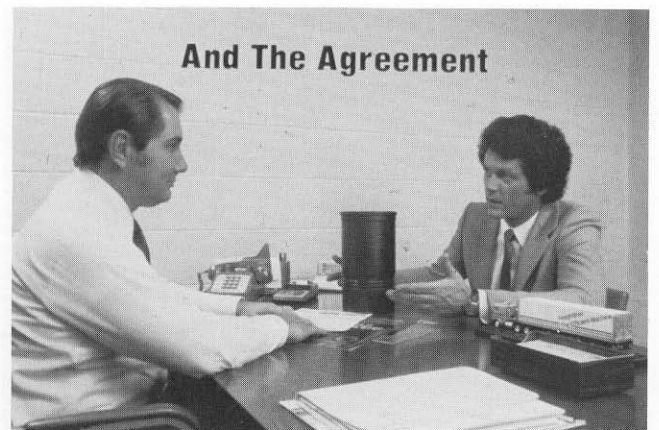
50. Also, with better resiliency and tolerance control, your liner crevice seal will last longer...

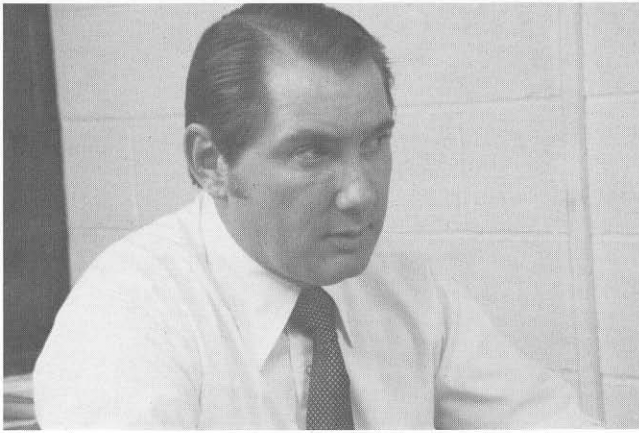


51. ...So your costs for repair and replacement will be greatly diminished.

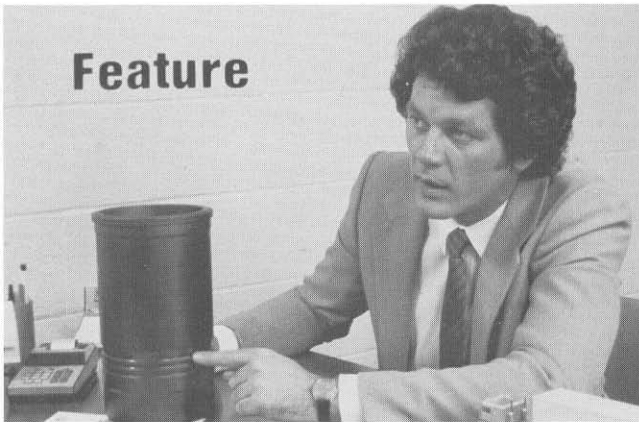


52. Less downtime would sure help business, wouldn't it?



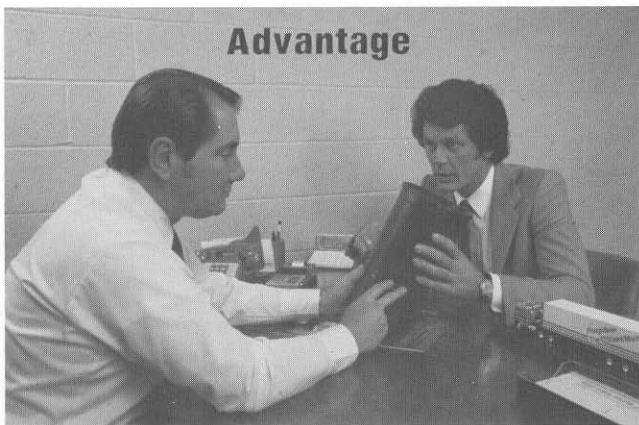


53. **LOU:** It makes all the difference in the world. When we experience downtime, the entire business suffers. Those trucks **must** operate at top efficiency!



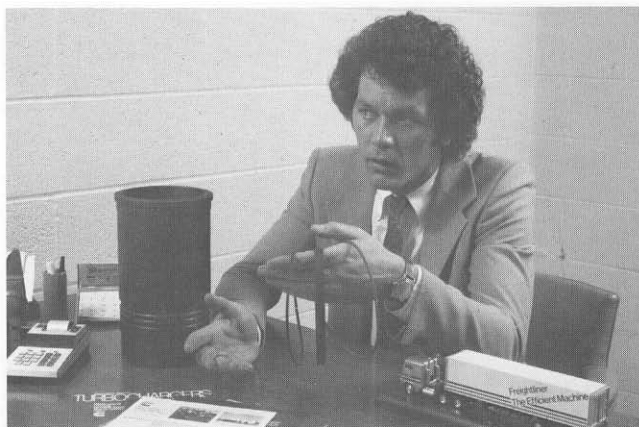
54. **JIM:** Let me show you some other things that'll make a big difference to your operation here.

Notice these grooves...If they aren't precision machined to meet the **exact dimensions** of the crevice seal and o-rings, you can count on having problems.



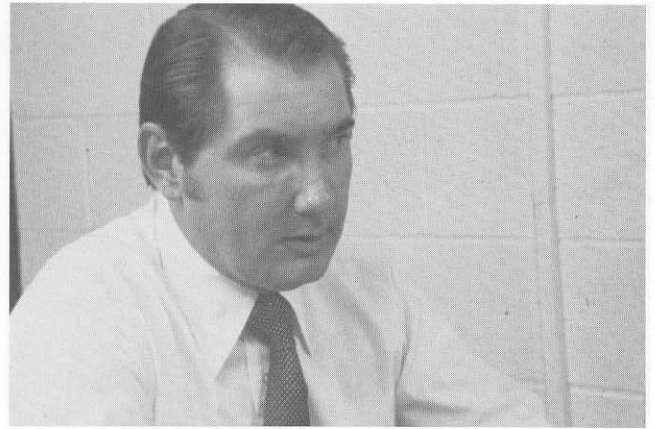
55. If the grooves are too small, liner distortion becomes a major problem...and leads to increased oil consumption and piston scuffing.

Or, 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!



56. 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, Lou.

57. **LOU:** 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!



58. **JIM:** You're absolutely right. They **do** meet some general requirements...

...**However**, only Cummins' parts meet those **critical** specifications that only **Cummins** could know how to meet.

Hmmmmmm...let me show you what I mean.

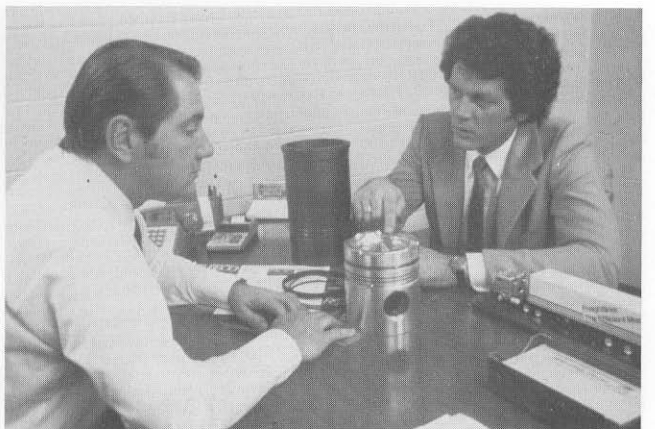


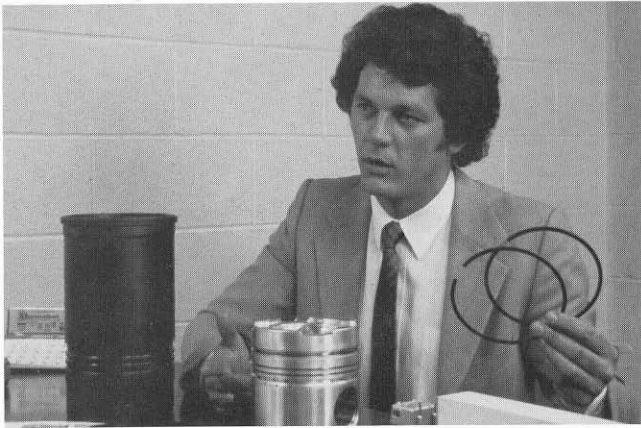
59. The very **best** component design and material strength is necessary to make a key element like this piston.

Cummins' pistons are cast from a durable aluminum alloy and are weight-matched and balanced to within ...plus or minus half an ounce.



60. Within this **critical** weight balance, your engine is protected against excessive vibration. Without it, you run the risk of poor performance and...ultimately, shortened engine life.





61. Here's another example...These intermediate rings are used on your high-powered engines to work along with the top compression ring. They act as a backup seal against compression gas leakage.

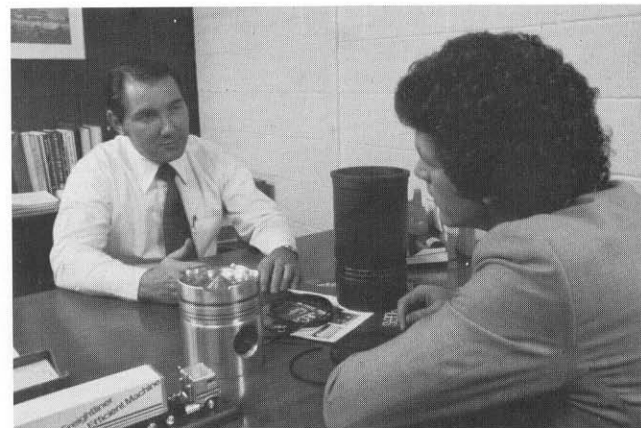


62. Cummins designed them with this keystone shape and **exact** 2° taper on the face to accurately maintain and control oil film on the liner wall.



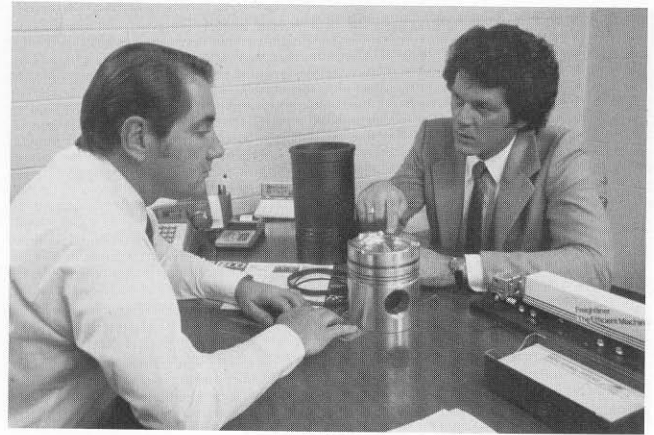
63. This assures you of maximum oil efficiency and adds longer life to your engine.

Who, but **Cummins'** engineers could design and test for such specific detail?



64. **LOU:** Well, I see what you mean there. But does it really make **that** big a difference?

65. **JIM:** There's no doubt, Lou! Take these valve pockets along the crown of the piston — these provide precise clearance between the valve and the piston.



66. This assures you 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.

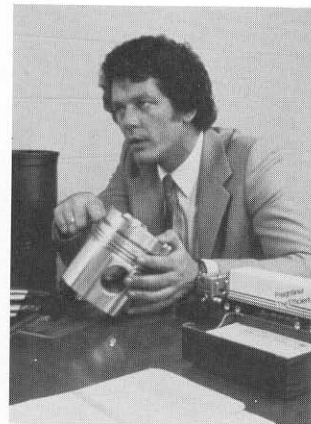
Also, be wary of competitive valves which may not provide the necessary clearance.



67. Also, take a look at this top ring groove...It has what we call a NiResist insert cast into the piston. This ring groove must be made of extra strong material to resist the pounding produced on the top ring by the firing pressure. So, Cummins reinforced it with a durable high nickel alloy insert.

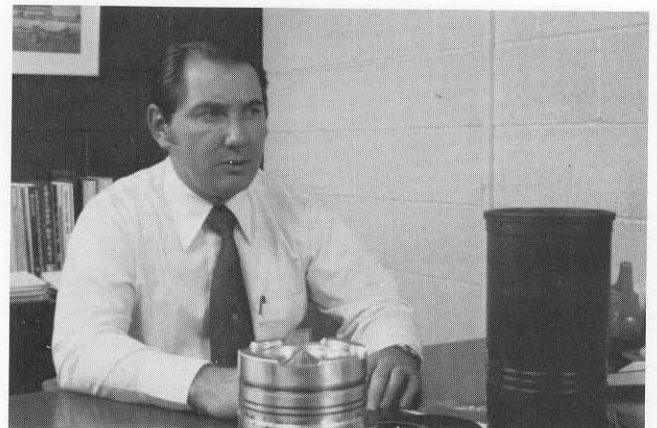
Not only does this provide additional resistance to heat, but it extends the piston life.

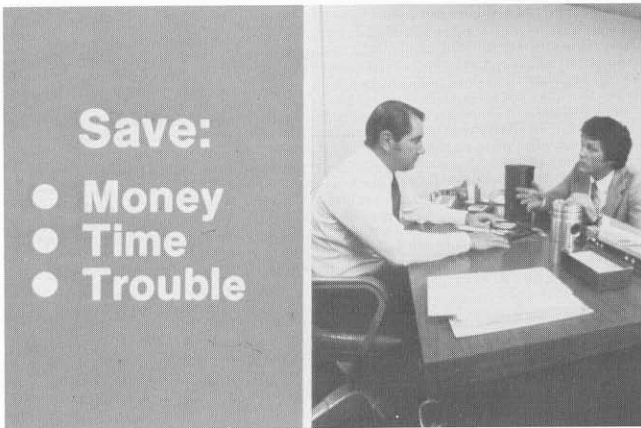
Do you see what I mean about savings?



68. **LOU:** Well...yes, I do. I guess I was just looking for a savings **today**.

JIM: If you purchased competitive parts today...you would definitely save money, **today**. But months from now, there is no guarantee.

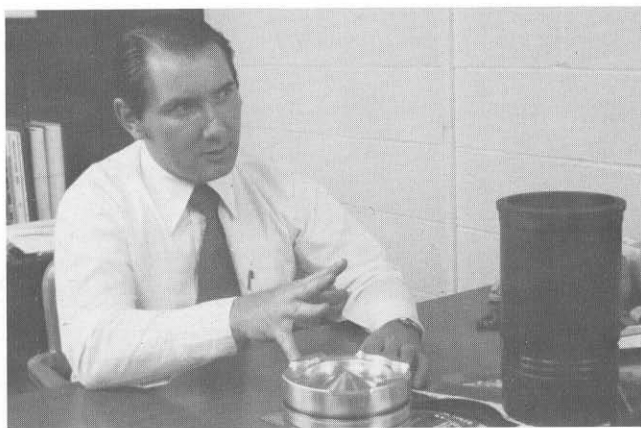




Save:

- Money
- Time
- Trouble

69. **JIM:** You are saving yourself not only **money**, but lots of time and trouble down the road.



70. **LOU:** Wait a minute...You mean to tell me that you can guarantee trouble free operation of my engine for the lifetime of these parts?

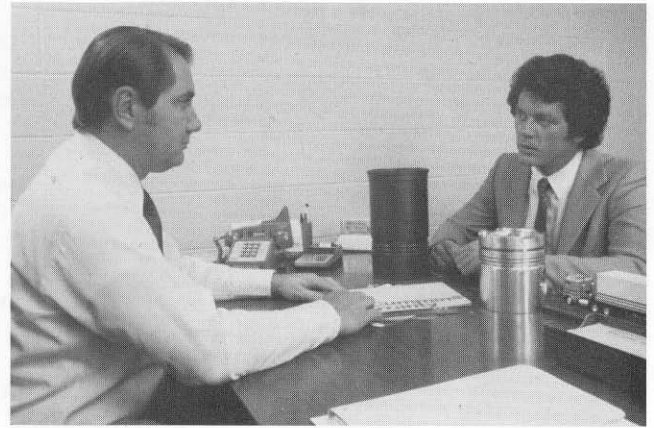


71. **JIM:** Lou, Cummins can't guarantee that you'll never have problems with your engines. But, we **can guarantee** quality-engineered parts specifically designed to offer you the best **possible** performance from your engines.

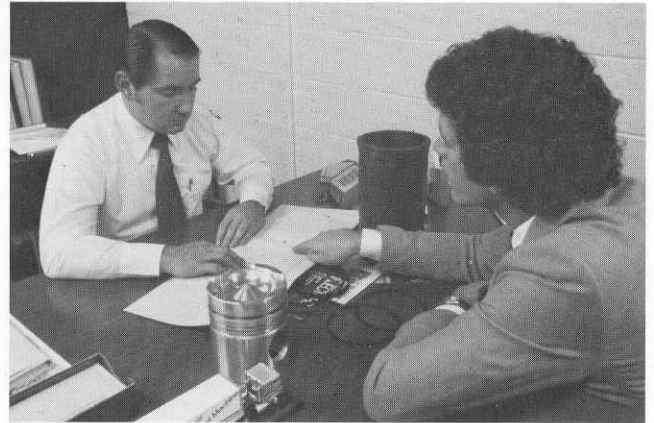


72. **And**, we stand behind our products with a strong warranty, plus our excellent service network with factory-trained mechanics, service and parts information and much, much more.

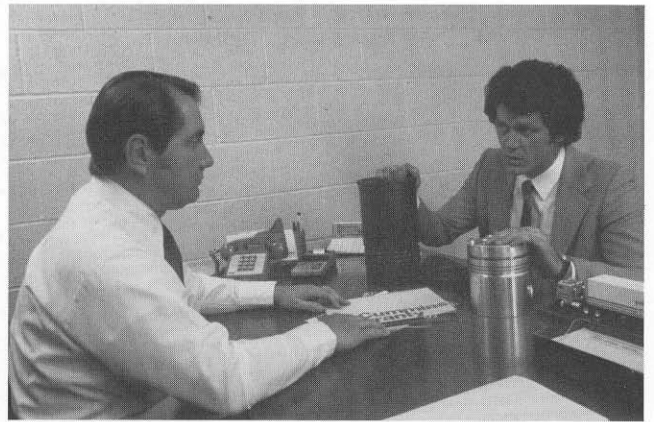
73. These are real pluses for you **now**, Lou, as well as months down the road, don't you think?



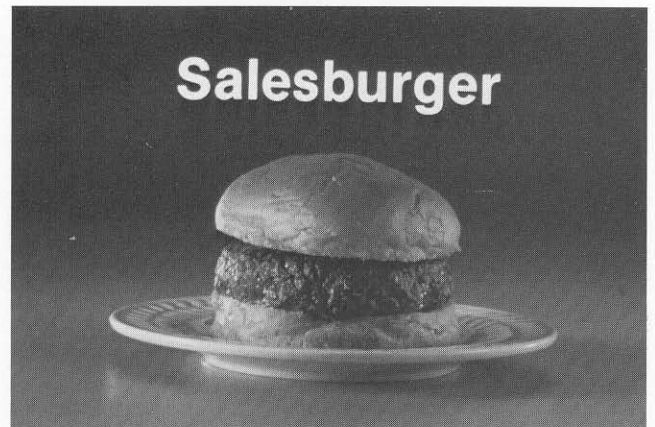
74. **LOU:** Yeah, I suppose you're right. I should have figured that **only** Cummins would make the best parts for their own engines...and...in the long run, I'll be saving money. I guess I can't afford **not** to buy from Cummins!



75. **JIM:** Lou, you've made a wise decision to stay with Cummins parts.
Now, when would you like them delivered?



76. **NARRATOR:** By building Salesburgers, you told the customer what **he** wanted to hear — "How to Save Money" — by telling him the Cummins advantages and how they will benefit him — in the short run **and** the long run.

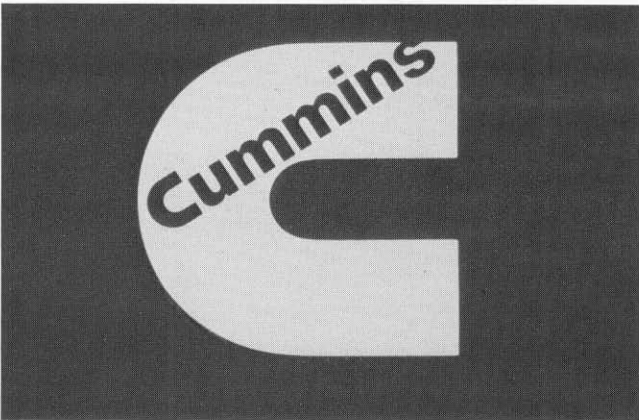




77. Now that you've convinced your customer to stay with Cummins parts, you've earned the right to ask for the order.



78. **JIM:** I did it. I did it!! I sold the benefits and saved the customer.



79. Cummins Logo.

REVIEW

The customer's motivation to buy is solely based upon self interest.

- A successful sale is built by demonstrating the benefits that the customer will derive from owning the product and by obtaining his agreement.

Feature — Advantage — Benefit

- Point out the important features of the product, explain the advantages that each feature offers, and show the customer how he will benefit.
 - A feature is any important or unique aspect of the product's design and construction.
 - An advantage is the reason why a particular feature is desirable.
 - A benefit is the value that the customer will receive because of the feature.
- The Cummins warranty, our experience, research, and engineering are built-in features of each of our products.
- The benefit of greatest interest to your customers is saving money.

Seek agreement

- If the customer is convinced of the product's benefits and if he therefore agrees that he wants or needs the product, he will in most cases agree to buy it.

Prepare your own feature-advantage-benefit analysis of the product that you are trying to sell.

EXAMPLE:

Product	Feature	Advantage	Benefits
Piston	CeCorr Finish	Better oil retention	Longer life Reduced downtime Lower maintenance cost
Piston	Matched and balanced	Reduced engine vibration	Longer life Reduced downtime Lower maintenance cost
Piston	NiResist insert	Reduced wear of top ring groove	Longer life Reduced downtime Lower maintenance cost
Piston rings	Keystone shape	Less oil consumption	Longer life Reduced downtime Lower maintenance cost
Cylinder liner	Bead on flange	Forms better seal Prevents power loss	Longer life Reduced downtime Lower maintenance cost
Cylinder liner	Crevice seal material	Resists corrosion, better resistance and tolerance control	Longer life Reduced downtime Lower maintenance cost

NOTES

...the customer's perception of value...
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Feature - Advantage - Benefit

- Point out the important features of the product, explain them, and show the customer how he will benefit.
- A feature is any important or unique aspect of the product.
- An advantage is the reason why a particular feature is important to the customer.
- A benefit is the value that the customer will receive from the product.
- The customer wants to experience the benefit of the product.
- The benefit is the greatest value to your customer.

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Product	Feature	Advantage	Benefit
Hydro	Lighter weight	Easy to carry	Reduces fatigue
Hydro	Matched and balanced	Smooth operation	Increases efficiency
Hydro	Lightweight	Easy to move up the slope	Reduces effort
Hydro	Lightweight	Easy to transport	Reduces cost
Hydro	Lightweight	Easy to store	Reduces space requirements
Hydro	Lightweight	Easy to use	Reduces training time
Hydro	Lightweight	Easy to maintain	Reduces downtime
Hydro	Lightweight	Easy to repair	Reduces repair costs

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