



PARTS PRO SALESMAN



CLASSIC EDITION #7



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Professional Parts Salesman

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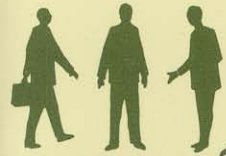
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Counter
Salesmanship

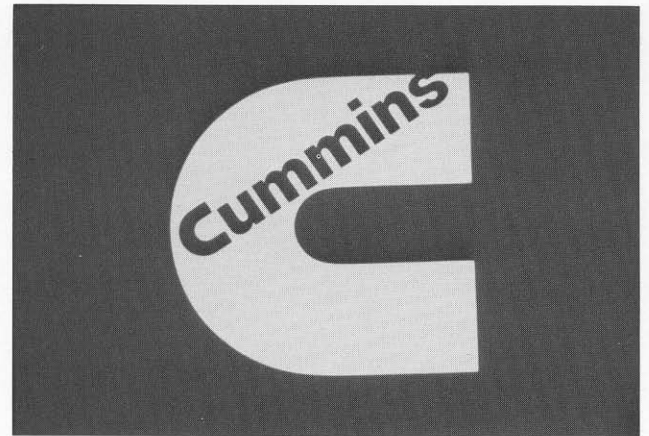


FOREWORD

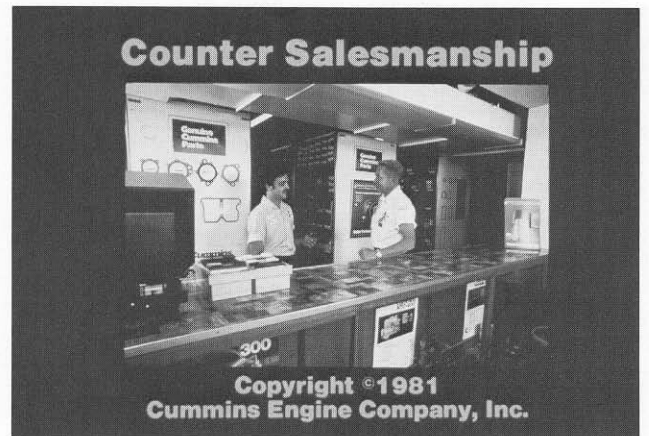
This program provides a brief overview of the skills required to be a Professional Parts Counter Salesman. It is designed to serve as both a primer for new countertermen and a valuable review for those with more experience.

Although the principles outlined here are basic, they play an essential role in most parts counter sales. Your challenge is to try them, to put them to the test where it really counts, at the parts counter. If you apply these principles successfully, not only will you sell more parts, but you will enjoy the personal satisfaction and sense of achievement that comes from a job well done.

1. Logo



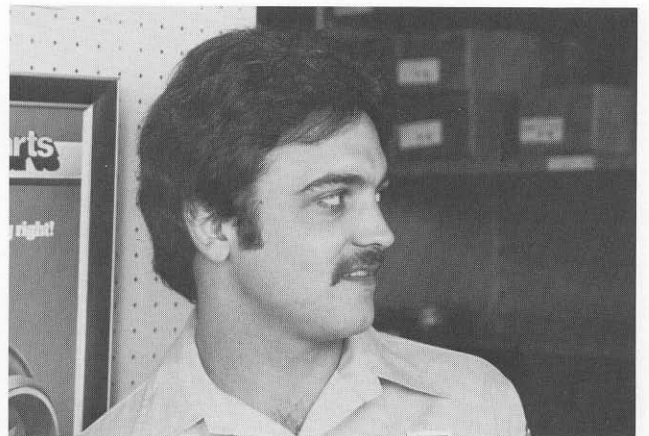
2. The Professional Parts Salesman — Part 7 Counter Salesmanship.



3. **DICK:** Okay, Brad! This is it. Your first day of being promoted to the parts counter. How d'ya feel kid?



4. **BRAD:** Well, kind'a nervous I guess. After all, it's a big responsibility. Are you sure I'm ready for this?





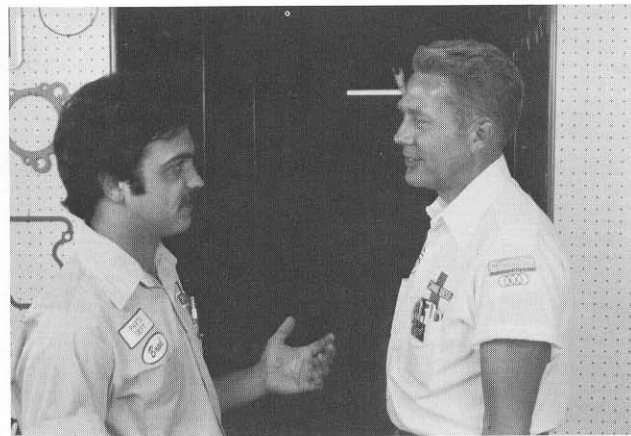
5. **DICK:** Why of course you are. We've been through it all before.

BRAD: I know, but I'm still scared.



6. **DICK:** Well, maybe a little review will help. Okay, one more time. As a parts counterman, what business are you in?

BRAD: Selling.



7. **DICK:** Selling, huh? Not the parts business?

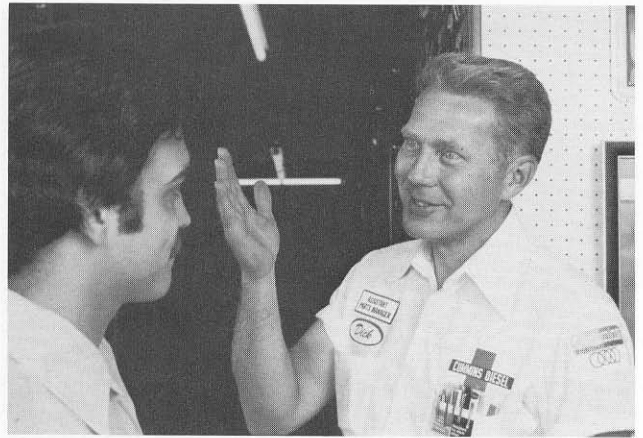
BRAD: No, a real counterman does more than just take orders for parts. He's an experienced sales professional.



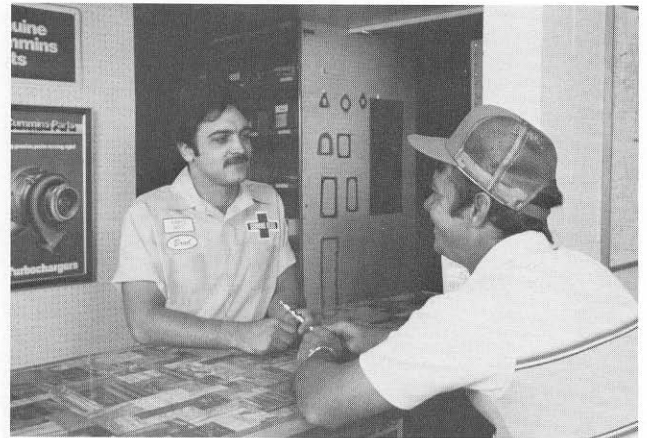
8. **DICK:** And what is it that you sell?

BRAD: I sell myself, my distributorship, and Genuine Cummins Parts.

9. **DICK:** That's quite an impressive product line. Just what do you mean by selling yourself?



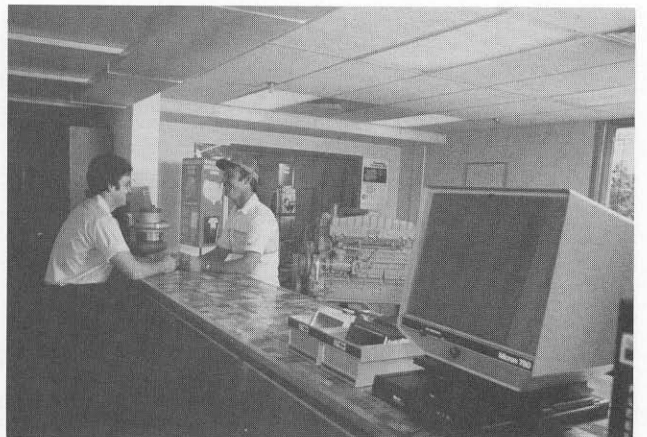
10. **BRAD:** As a salesman, my attitude and appearance are extremely important.



11. **BRAD:** A clean, neat appearance builds the customer's confidence in me as a professional partsman. It implies that I know what I'm doing and that I'm worthy of his trust. The customer knows he can rely on my judgment because I look like a pro.

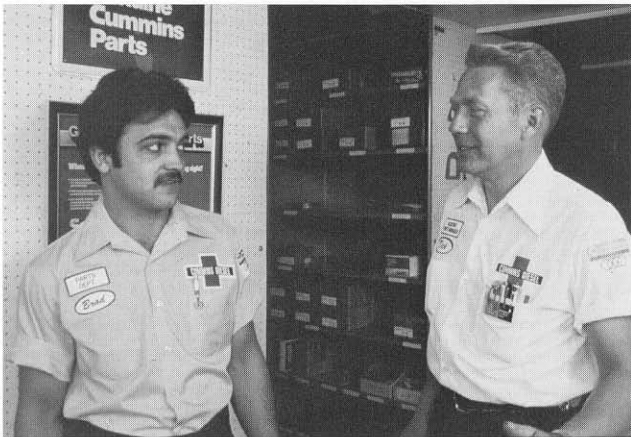


12. **BRAD:** Attitude is equally important. Customers come to the parts counter because they want personal service. They want someone to take an interest in them and their parts problems.

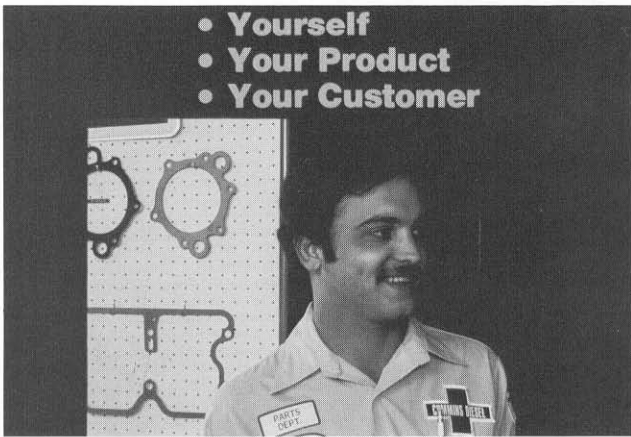




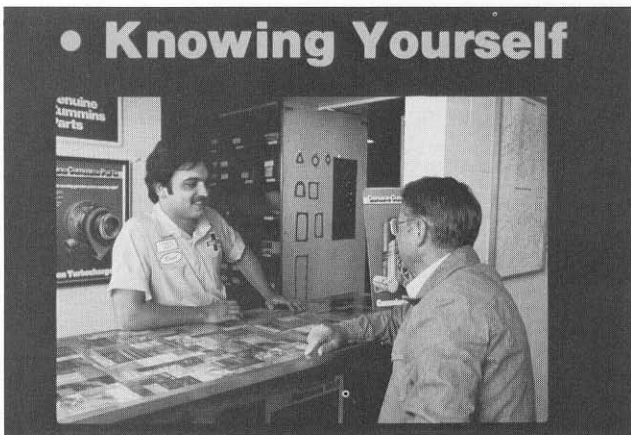
13. A Professional Parts Salesman shows both concern for his customer's parts problem and appreciation for his business. A good parts salesman always thanks the customer for the sale, even if it's only a few dollars.



14. **DICK:** That's very good, Brad. Now, what are the three things that every Professional Parts Salesman has to know?



15. **BRAD:** As a Professional Parts Salesman, you have to know yourself, your product, and your customers.



16. **BRAD:** Knowing yourself means a lot of things. Like knowing when you're in a bad mood or just feeling grouchy so you can compensate and still be pleasant with your customers.

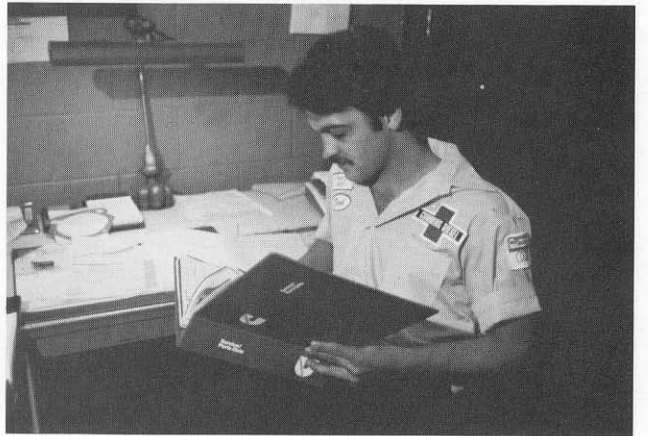
17. **BRAD:** Knowing yourself also means an honest awareness of your own strengths and weaknesses, coupled with the knowledge of how to best present yourself to your customers.



18. **DICK:** That's right. For example, no one likes a boastful or talkative salesman. So give the customer a chance to talk. Listen to his problems. Remember, the emphasis is on servicing the customer. (Pause) What about knowing your product?



19. **BRAD:** Oh, I know the product all right. I read every Service/Parts Topic, Service Bulletin, Fact Sheet and any information available on competitive products. Why, I even read the literature that marketing sends out.



20. **DICK:** You have to do more than just read the literature. Not only do you have to learn the important features of the product, but you have to know how those features will benefit the customer.



**Features Add Value
Benefits Give Reason To Buy**

21. **DICK:** Features add value to the product, but benefits give the customer a reason to buy.



22. **DICK:** Take this piston for instance. What are some of the important features and benefits?



23. **BRAD:** Well... it's got a CeCorr finish!

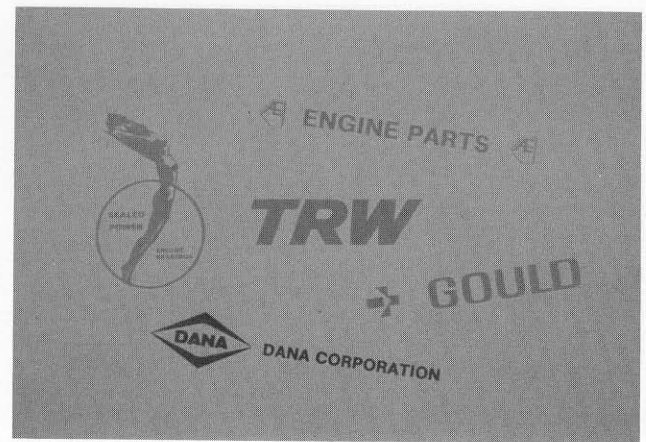
DICK: Okay! The CeCorr finish is a feature. What's the benefit?

BRAD: Better oil distribution between the cylinder liner and the piston.

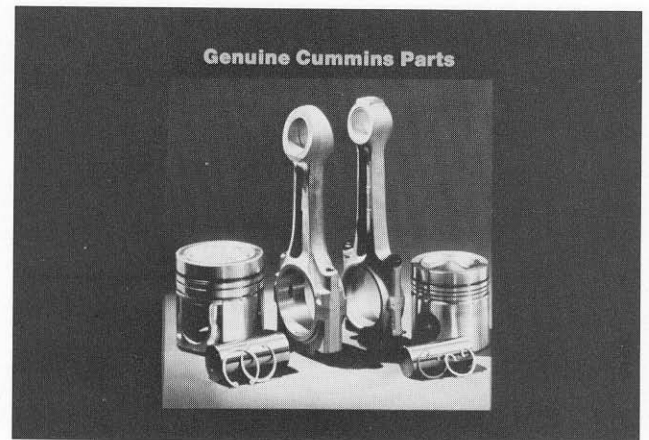


24. **DICK:** No, that's an advantage. It's a direct result of the feature. A benefit is what the product will do for the customer, such as saving him money through reduced downtime and longer engine life.

25. **DICK:** Not only do you have to know your own parts, but you need to know the competition as well. Their strengths and weaknesses. What features they're promoting and the advantages and benefits of each. Most of all, show how Cummins out-performs the competition.



26. **DICK:** No matter who the competition is, remember you're selling Genuine Cummins Parts...built by Cummins for Cummins engines...the same or better quality than the parts originally used to build the engine.

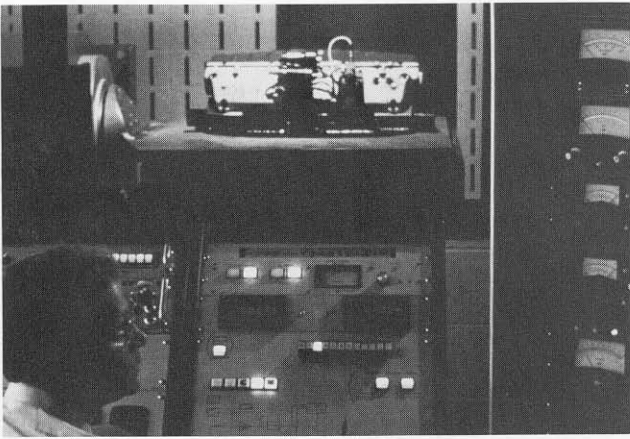


27. **BRAD:** Wait a second, Dick. How can the replacement part be better than the original?

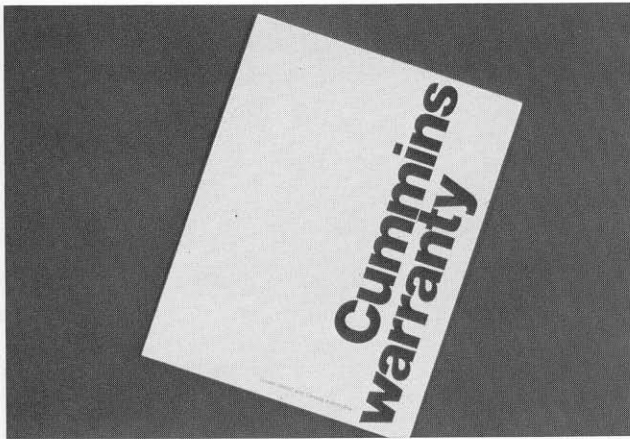


28. **DICK:** Cummins' extensive research and engineering activities frequently result in product improvements. This continuing effort provides the customer with a durable product and lower overall operating costs. Cummins incorporates these advancements in both original and new replacement parts. That's why we have superseding part numbers.

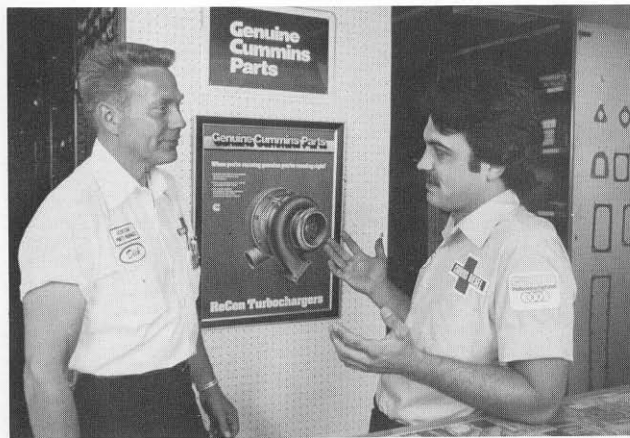




29. **DICK:** No one knows our engines better than the people who design and build them. Cummins' continuous inspection and exhaustive testing assure that all of our parts adhere to the most rigorous design and manufacturing specifications.



30. Plus, Cummins' warranty covers the entire engine, not just the part itself. If a competitive part fails, who's going to pay for the progressive damage?



31. **BRAD:** Wow! I never thought of it like that before. When you consider Cummins' longer service life and warranty coverage, why would you buy anything else?

DICK: Right!

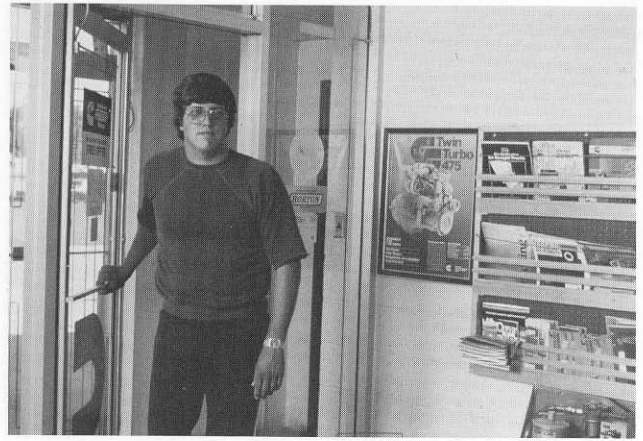


32. **DICK:** Well...customers buy for a lot of reasons. Which brings us to the third thing that every Professional Parts Salesman should know.

BRAD: His customers?

DICK: Right!

33. **DICK:** Of course you can't know everyone who walks through the door, but it is extremely important that you learn as much about each customer as you can.



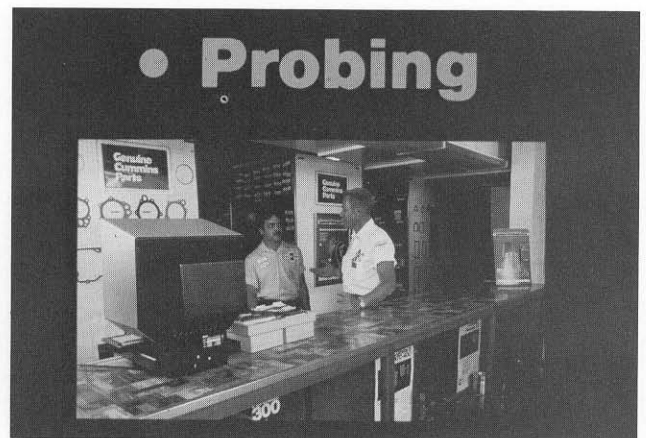
34. **DICK:** The more you know about the customer, his business and his equipment, the better you will be able to help him, and the more parts you will be able to sell.



35. **DICK:** The way you learn more about your customers is through probing.

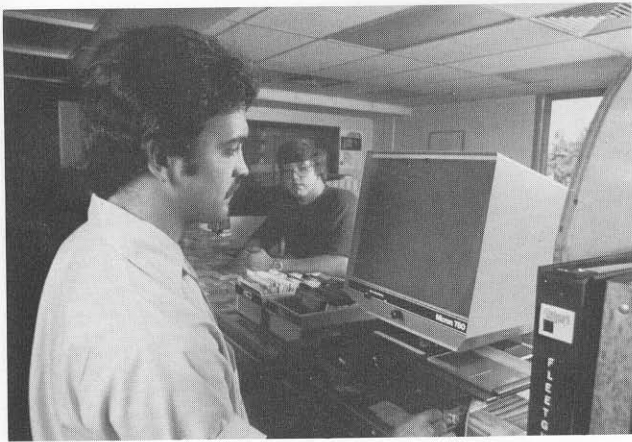
BRAD: You mean asking them questions?

DICK: Well, sort of.... Probing is asking questions with a purpose, questions designed to draw out information.

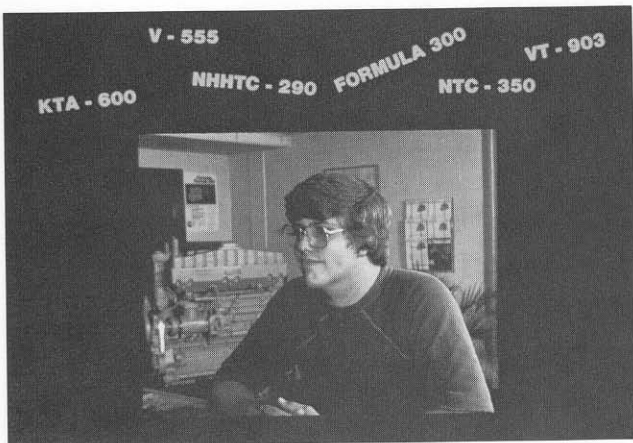


36. **DICK:** But, before you start probing, begin by learning the customer's name, and use it as often as possible in the conversation. Using the customer's name makes your service seem more personal. People like to be called by name. It makes them feel important.

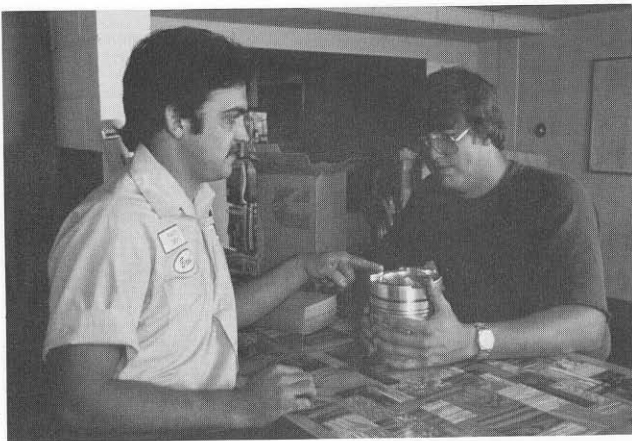




37. **DICK:** After you learn the customer's name, start with broad general probes and then zero in with more specific follow-up probes. For example, as you take care of the customer's order, ask about his business.



38. **DICK:** Find out which engines he's got, and what he's running them in. Find out how old they are and how they're performing.



39. **DICK:** Remember, recommending the right part to solve his problem is the best way to make a sale.

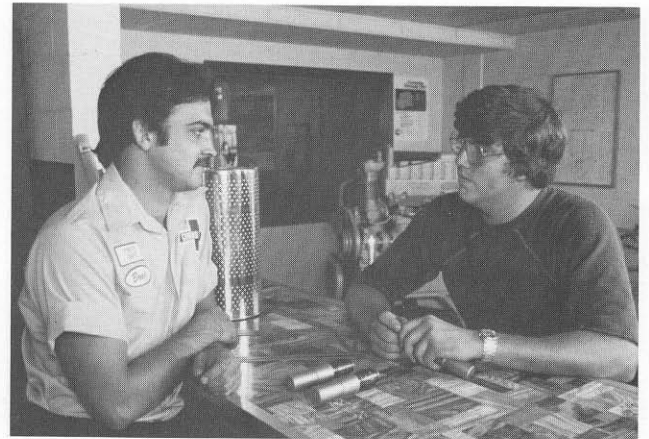


40. **DICK:** If the customer is having serious or persistent engine trouble he could need an overhaul, a rebuild, a ReCon exchange,

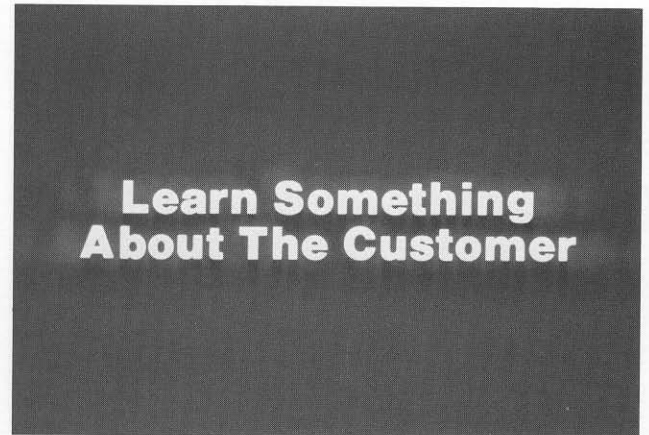
41. **DICK:** ...or it could be an opportunity for you to sell the benefits of our factory-trained service department. You might even call in the shop foreman to discuss the problem with the customer.



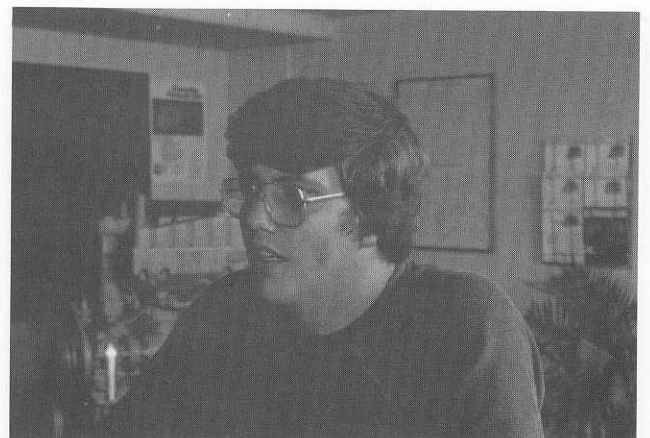
42. **DICK:** Learning the customer's equipment and service schedule enables you to recommend regular maintenance items that the customer will need. Not only can you save him an extra trip for injectors, filters, gaskets or oil, but you can increase your own parts sales as well.



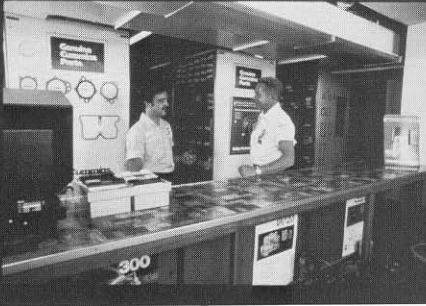
43. But don't stop there. It's equally important to learn something about the customer himself — his hobbies and personal interests.



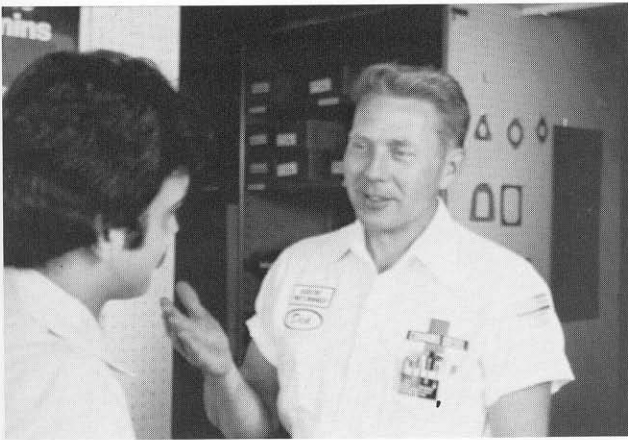
44. When people talk about their own interests, it puts the conversation on a more personal level. When talking about their hobbies, customers tend to relax and open up. Consequently, they're more likely to accept your sales suggestion. But, remember to always keep your probes non-threatening, and match them to your customer's personality.



- Name
- Business
- Equipment
- Service Schedule
- Hobbies
- Personal Interests



45. **BRAD:** Okay, so first I get the customer's name, and then through probing I learn all I can about his business, his equipment and his service schedule. And, I also try to find out his hobbies and personal interests. But Dick, with so many customers how do you keep them all straight?



46. **DICK:** Well you see Brad, it's not so much a matter of memorization, and it's not something you can learn the first time a customer approaches the counter. It takes time to gather a personal history on each customer. It requires that you take a sincere interest in your customers and get to know them better. It's part of the challenge of being a Professional Parts Salesman.

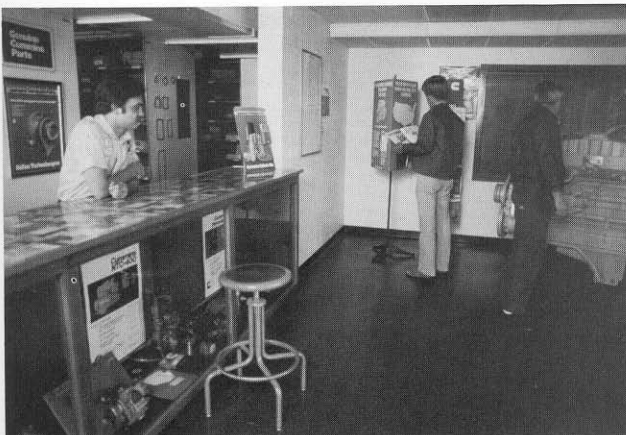


• Merchandising

47. **DICK:** Now. Let's talk about merchandising.

BRAD: Merchandising?

DICK: Yes, merchandising... actively selling and promoting your product.



48. **DICK:** In the parts business, people generally expect that the customer will buy what he needs, no more and no less. However, in actual practice just the opposite is true. For example, the effective use of floor displays and point-of-sale materials has a significant impact on retail sales. Floor displays should be prominently located near the parts counter so that your customers can comfortably browse around the displays while they are waiting to be served.

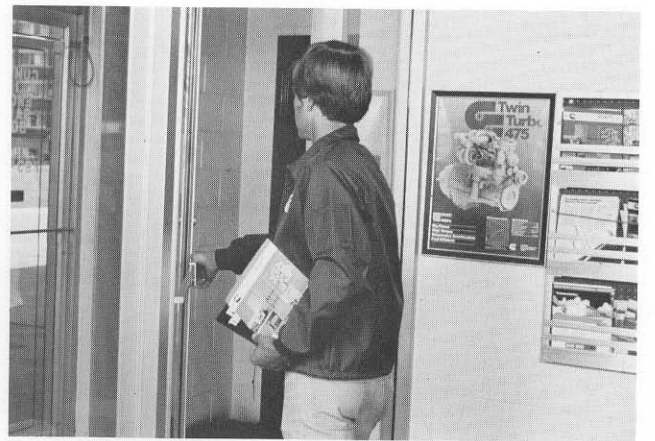
49. **DICK:** Banners, posters and signs attract attention and draw customers to the display. They can also be used to highlight particular products and to reinforce the Cummins name.



50. Brochures also help to increase retail sales. They inform the customer about the product, and present a strong feature/benefit story.

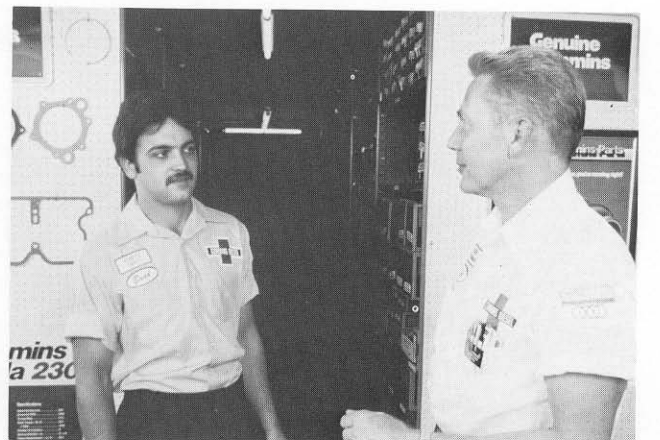


51. There's no better advertising than a brochure carried back to the customer's shop or office, so always make sure that there are plenty of brochures on the counter and nearby displays.

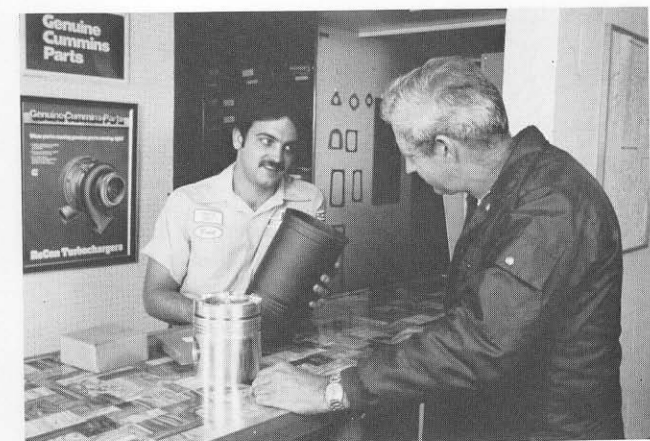
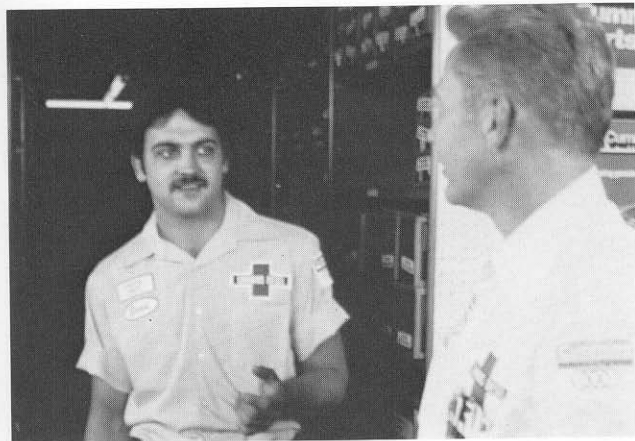


52. **BRAD:** All right! I can see how displays, posters and brochures help to increase sales, but what can I, as a counterman, do to sell more parts?

DICK: I'm glad you asked because I was just coming to that.



• Suggestive Selling



53. **DICK:** One of the most effective ways for you to increase your parts sales is through suggestive selling, that is expanding the order by recommending additional parts that the customer didn't originally request.

54. **BRAD:** But, how do I know what parts to suggest?

DICK: By knowing both your product and your customer.

BRAD: We talked about that before, but what does knowing your product and your customer have to do with suggestive selling?

55. **DICK:** Well, let's say a customer asks you for a new piston and a set of rings. What else is he sure to need?

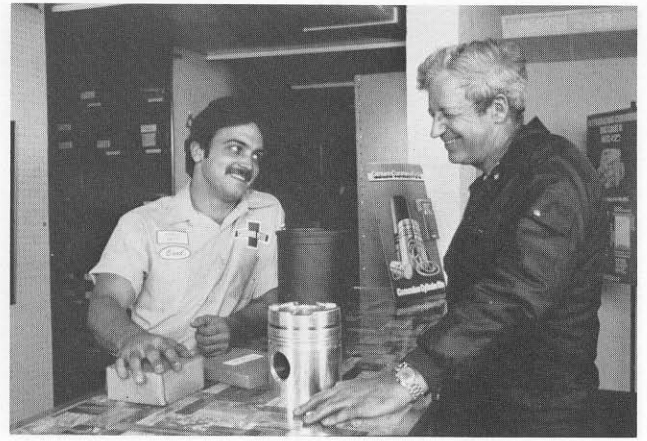
BRAD: Head and pan gaskets?

DICK: Right!

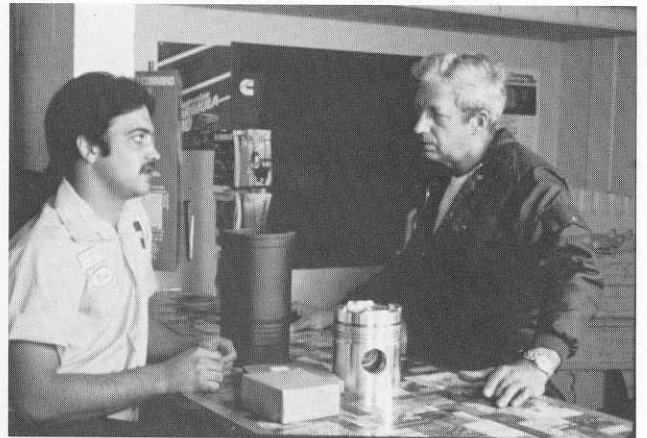
56. **DICK:** But, now stop and think. If he needs a new piston, isn't he likely to need a new liner too?

BRAD: Of course. What he should buy is a complete cylinder kit, which is really to his advantage, because buying the kit would be less expensive than buying each part separately.

57. **DICK:** That's the idea. By knowing your product, you can recommend all of the parts needed to complete the repair properly.



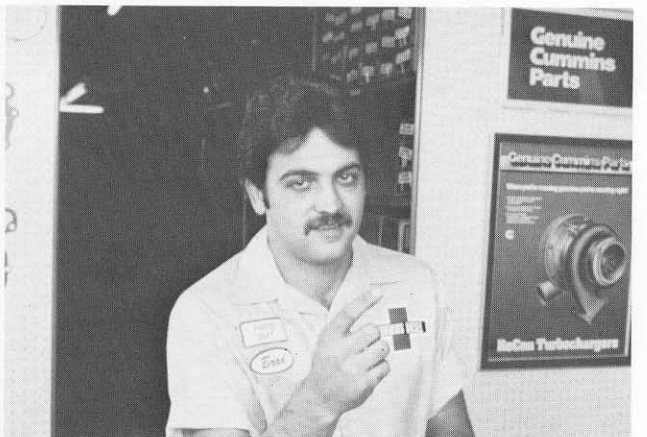
58. **DICK:** By knowing your customer, his business, equipment, and service schedule, you can also recommend standard repair and maintenance items.

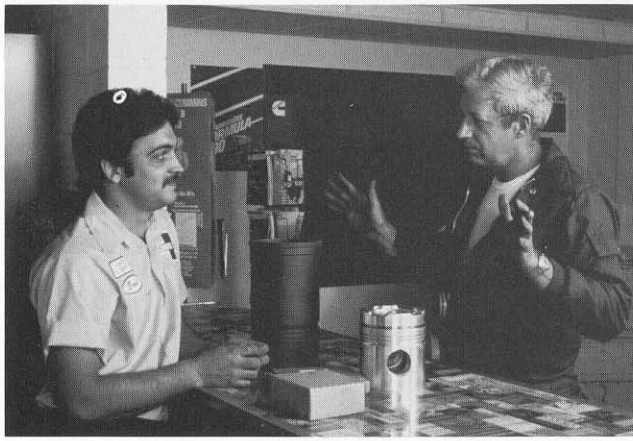


59. **DICK:** The secret to suggestive selling is to show a sincere interest in your customer's parts problem and to draw out additional information by probing.



60. **BRAD:** I get it. If I know my product and, through probing, I learn what the customer really needs, then the rest is easy.

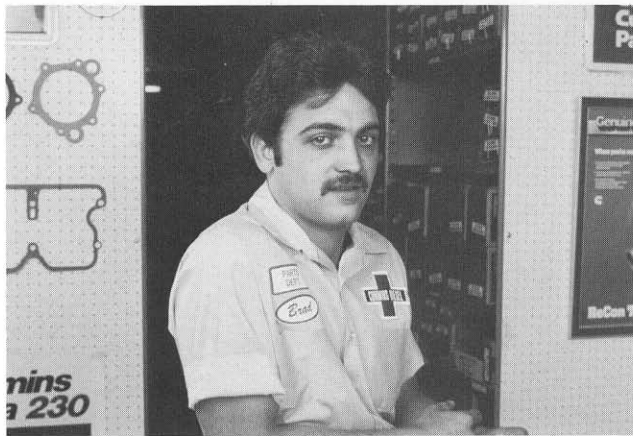




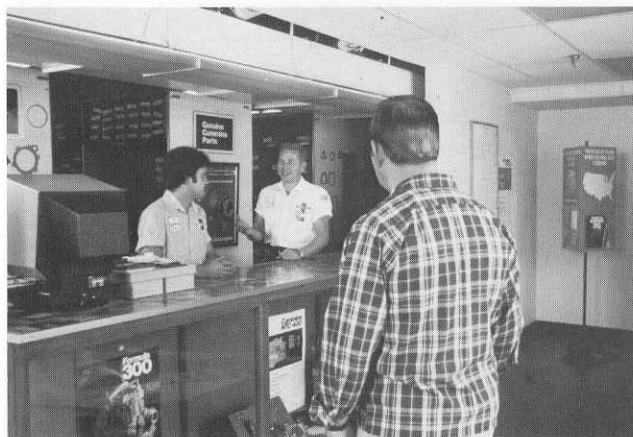
61. **DICK:** Well, yes and no. Just because a customer walks into your parts department doesn't guarantee that he's going to buy anything at all, much less the parts you suggest.



62. **DICK:** You have to help him. You have to take your customer by the hand and lead him to the point of buying. You have to make it so easy for him to buy that he almost has to say yes. That's what closing techniques are for, helping the customer to say yes.



63. **BRAD:** I remember... we had a training program on closing techniques, but I never had a chance to try any.



64. **DICK:** That's all right. Here comes your first opportunity.

65. **BRAD:** Good morning, Bud! How are you today?

BUD: Hi, Brad! Say, the last time I saw you, you were working on the dock. Movin' up in the world, aye?

BRAD: Yes, in fact this is my first day on the counter. What can I do for you?



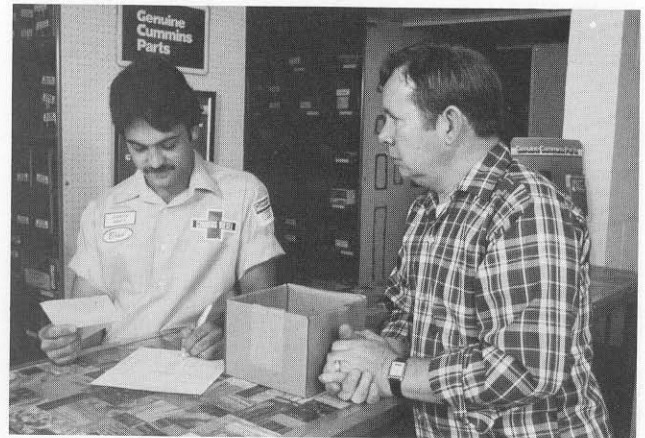
66. **BUD:** A couple of things, Brad. First of all, I need six ReCon injectors for my NTC-350. Here, I wrote down the numbers and all that.



67. **BRAD:** Doing a tune-up?

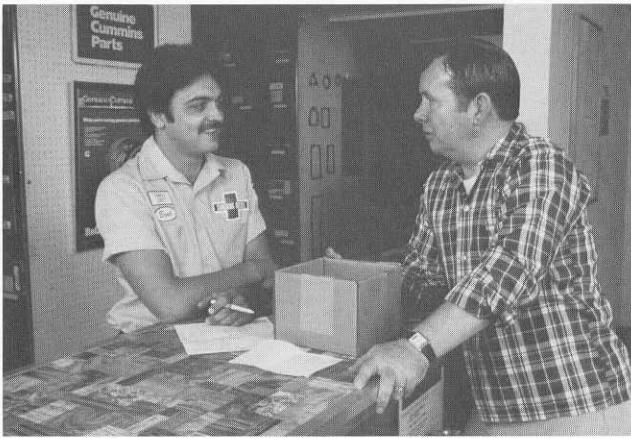
BUD: Yeah! I'm trying to keep all my trucks running right. Can't be too stingy with fuel these days.

BRAD: That's for sure...How are you fixed for gaskets?



68. **BUD:** Oh, that's right! I completely forgot. Give me a set of valve cover gaskets and a set of rocker box gaskets too. And, I guess I'll need an air crossover gasket.

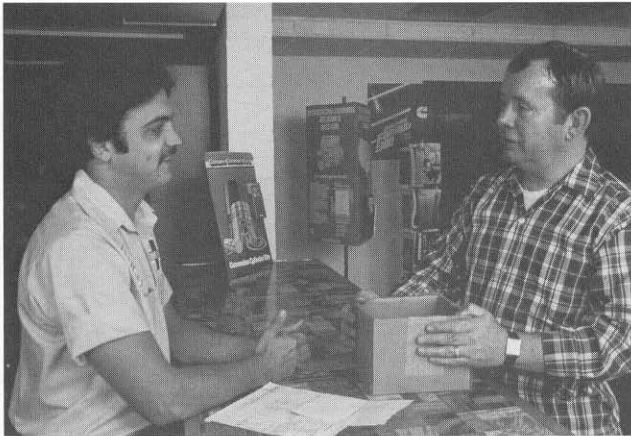




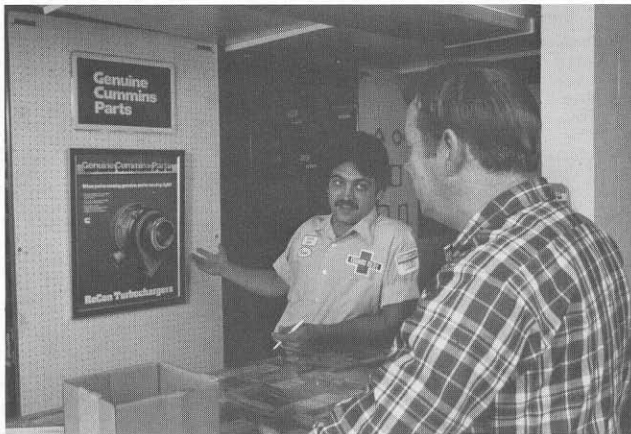
69. **BRAD:** All right! What about a new Rubber Elbow for your turbo?

BUD: Yeah! The clamps are probably okay, but you'd better throw in the Elbow and an oil filter too.

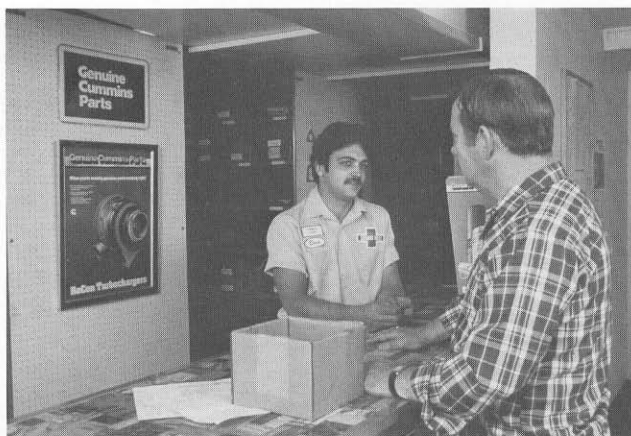
BRAD: Fine! Say how are your other trucks running?



70. **BUD:** Well, not so good. One of my other trucks had a cracked turbo housing and... well... a... I replaced it with a cheaper, competitive turbo figuring that I'd save a few bucks. But, since it's been on the road, the driver's been complaining about a lack of power, and frankly it's using more fuel than I'd hoped.



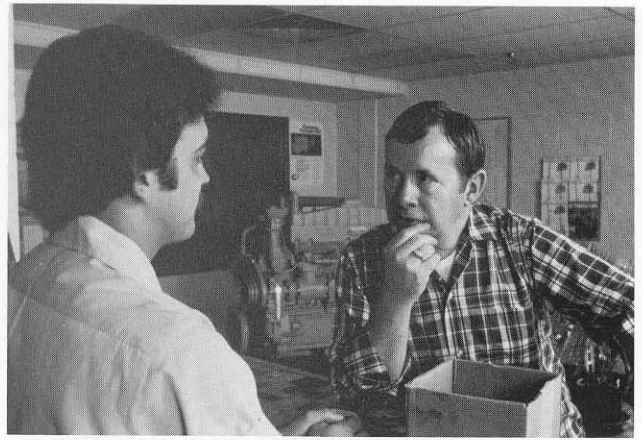
71. **BRAD:** Well, Bud, it sounds like a poorly matched turbo. Why don't you exchange it for a Cummins ReCon turbo specifically designed to match your engine?



72. **BUD:** I didn't think I could exchange competitive parts.

BRAD: Turbochargers are a special case, Bud. We accept competitive turbos because we want your Cummins engine to run at its best, and we know what a difference having the right turbocharger can make.

73. **BUD:** I don't know. The one I've got isn't that old, and it'd still cost some money. Maybe I'll wait.



74. **BRAD:** Whatever you want to do, Bud; but overall it would actually cost less to replace it now. The longer you wait, the more you'll have to pay for that extra fuel. Plus if the engine's not running right, it'll carbon up, and you'll be overhauling it a lot sooner than you expect.



75. **BUD:** Gee! I guess you're right. It would be cheaper to change it now, but that truck's out on the road.

BRAD: Well, why don't you take the turbo with you now, and I'll credit you for the exchange when you bring it in?



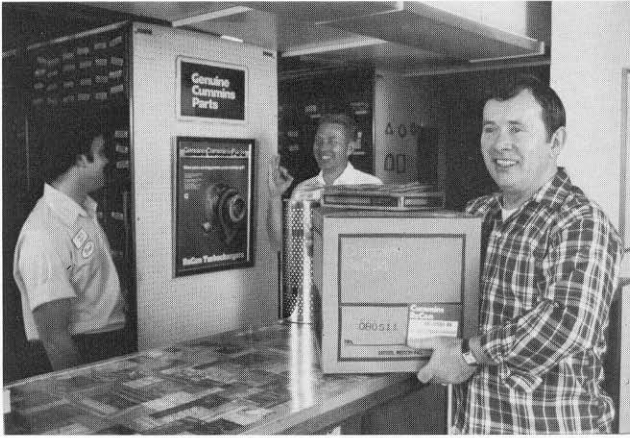
76. **BUD:** Hey! That's a great idea. That way I'll hardly have any down time. All right! I'll take it!



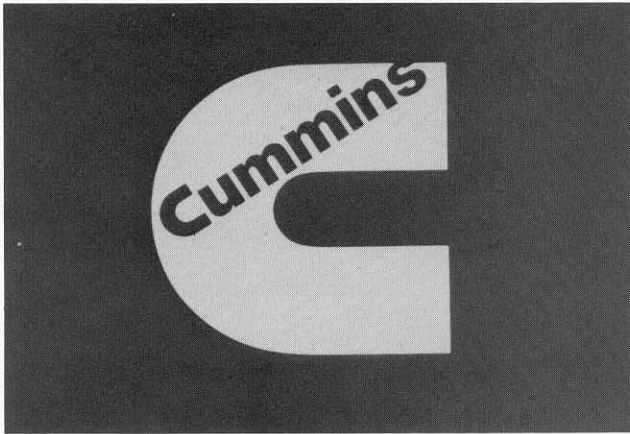
77. Bud and Brad shaking hands.



78. Bud leaving with an armful of parts while Bob gives Brad a pat on the back.



79. Logo



REVIEW

The successful parts counter salesman knows himself, his customers, his products, and his competition.

- He studies the product literature to learn more about the features, advantages, and benefits of each product.
- He asks probing questions to learn all he can about his customers and their business.

Most importantly, the Professional Parts Counter Salesman shows a sincere, personal interest in his customers and their parts problems.

Proper merchandising through the effective use of floor displays, banners, posters, and brochures enhances the appearance of the parts department and helps to increase overall sales.

Suggestive selling is the key to increasing sales and helping to assure greater customer satisfaction. The Professional Parts Counter Salesman always suggests:

- Related parts needed to complete the repair properly
- Standard maintenance items to save the customer extra trips
- Parts for upcoming repairs
- Extra parts to build the customer's inventory and to reduce down time.

Cummins Engine Co., Inc.
Columbus, Indiana 47201
Bulletin No. 3387179