



PARTS PRO SALESMAN



CLASSIC EDITION #8



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Professional Parts Salesman

1 2 3 4 5
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Basic Telephone
Technique



FOREWORD

A large percentage of all parts business is conducted over the telephone, and the way those calls are handled is a major factor in closing the sale and attracting future business.

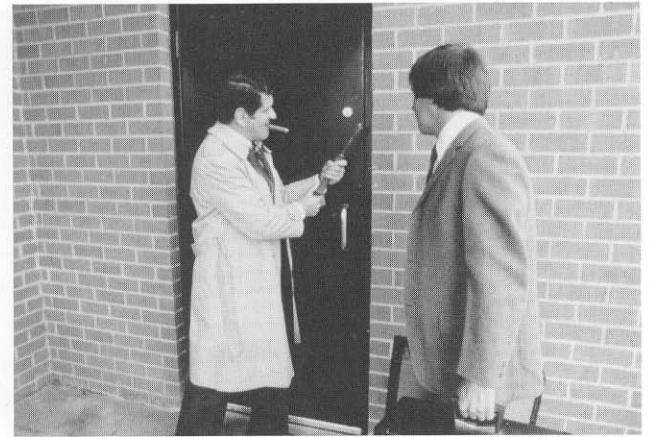
This program is designed to illustrate the importance of using good telephone technique and outlines the basic principles involved. However, the task of developing that technique falls upon you, as a salesman.

By making a conscientious effort to practice on each and every call, you will achieve an effective telephone style and presence that will be welcomed by your customers, enhancing your image and encouraging repeat business.

1. The Professional Parts Salesman - Part 8
Basic Telephone Technique.



2. Inspector Michaels dressed in a trench coat as he prys open the door.



3. Louie falling down.



4. **INSPECTOR:** SSShhhh! Be quiet! You'll give us away.
LOUIE: Sorry. It's... It's just that I'm nervous.
INSPECTOR: Come on! Over here!





5. **LOUIE:** Are you sure you know what you're doing?

INSPECTOR: Of course! It's simply a matter of connecting these two leads to the correct pair of terminals.



6. **INSPECTOR:** Like so.

PARTSMAN #1: That part has been superseded by number three million thirty-nine nine twenty-five. I've got several in stock. Would you like for me to set one aside for you?

INSPECTOR: There, just as I told you.



7. **INSPECTOR:** Now all that remains is to set up the recorder, and we're in business.



8. **LOUIE:** But what...what...what if someone comes in?

INSPECTOR: Relax, Louie. It's not as if we're actually spies.

9. **INSPECTOR:** If someone should discover our whereabouts, a proposition I find highly unlikely, we'll simply show them our credentials and explain that we're on a special assignment from the factory to monitor telephone usage and record samples for detailed analysis.



10. **LOUIE:** Well, when you put it that way it is justified, but I still feel like we're eavesdropping.



11. **INSPECTOR:** Louie, when you've been doing this sort of thing as long as I have, it becomes a matter of routine. Why I've been doing this for so long that I fancy myself something of an expert on the subject of telephone calls. It's really quite interesting.



12. **LOUIE:** So, what's there to know about talking on the telephone? All you have to do, is do it.

INSPECTOR: Well, to begin with, telephone communication is totally different from talking to someone face-to-face.





13. **INSPECTOR:** There are no facial expressions...no gestures, to help you convey your message.



14. **INSPECTOR:** When you use the telephone, you are forced to rely solely on your voice. And, if you're not sincerely interested in helping your customers, your voice will give you away.



15. **LOUIE:** But, if you can't see me, how do you know whether or not I'm sincere?

INSPECTOR: By the tone of your voice. By what you say and how you say it. A caller doesn't have to be a detective to know how you feel; he just has to listen.



16. **INSPECTOR:** You see, Louie, when you're talking on the phone, your voice creates an image in the other person's mind, a kind of mental picture of what you and your company are like. That's why our mission here is so important.

17. RRIINNGGG!!!

RRIINNGGG!!!

RRIINNGGG!!!

PARTSMAN #2: (in a very slow, disinterested voice, muffled by the cigarette hanging from his mouth) Parts. Whatcha need?

CUSTOMER #1: Hello! I need a set of...

PARTSMAN #2: Hold on.

CLICK (Salesman puts caller on hold) (PAUSE)

CLICK

PARTSMAN #2: Okay... you... were... say'n?

CUSTOMER #1: (Somewhat annoyed) Yes, I need a set of cam followers for an NTC-290.

PARTSMAN #2: Let... me... look CLATTER (Sound effects of receiver being dropped on the counter)

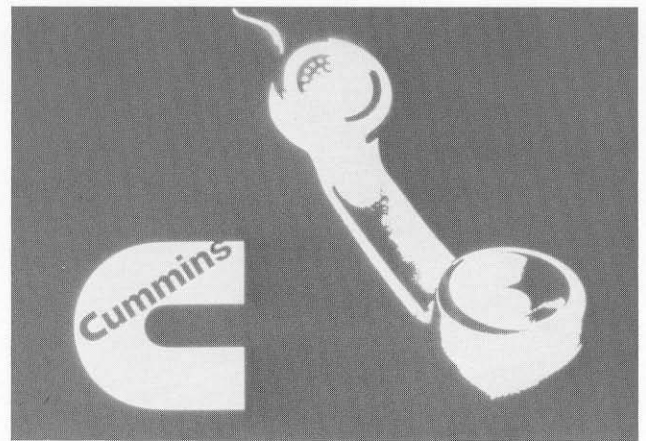
(PAUSE)

PARTSMAN #2: (Faintly in the distant background) Hey, Bob! You want'a go bowling tonight?... Great!... You want'a tell Bruce and Larry?... Okay!

(PAUSE)

PARTSMAN #2: (To the customer) Nope, we're out. Sorry.

CLICK... MMMMMMMMMMMMMMMMMMMMMMMMMMMMMMM



18. **INSPECTOR:** Louie, did you hear that? It was frightful! Absolutely frightful!

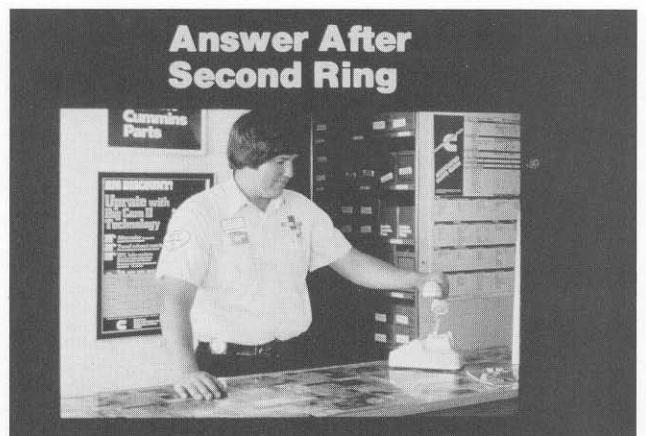
LOUIE: Well... he didn't sound very friendly or helpful.

INSPECTOR: Why, he did just about everything wrong he possibly could.



19. **INSPECTOR:** To begin with, he let the phone ring too long. He should have answered it after the second ring. Letting it ring longer gives the impression that you're not interested in the caller's business.

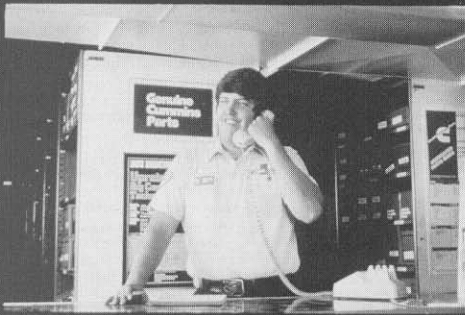
LOUIE: But, why not pick it up on the first ring?





20. **INSPECTOR:** Waiting until the second ring gives both you and the caller a chance to get ready. If you answer too quickly, you may actually startle the caller, causing him to hesitate or stumble. Instead of rushing to grab the phone, use those first two rings to prepare yourself and to plan what you're going to say.

Extend A Greeting



21. **INSPECTOR:** When you answer the phone, the first thing you should do is to extend a pleasant greeting.

LOUIE: Like "Good Morning" or "Good Afternoon?"

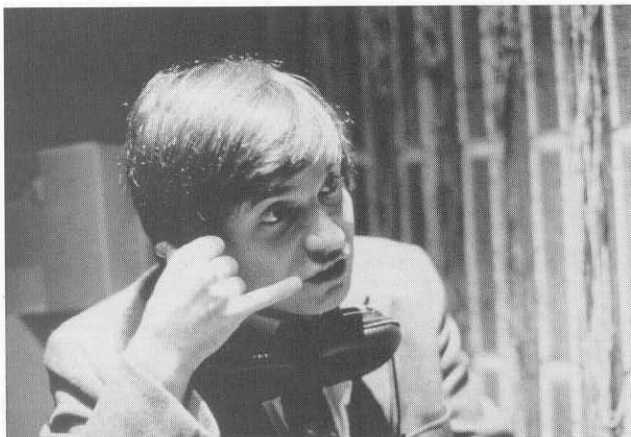
INSPECTOR: Exactly!

- Identify Your Department
- Give Your Name



22. **INSPECTOR:** Then, you should identify your company or department, and give the customer your name. Customers like to know who they're dealing with, and it makes your service seem more friendly and personal.

23. **LOUIE:** (Mimicking a Partsman) Good Morning! Parts Department. Louis speaking.



24. **INSPECTOR:** That's good, but don't stop there. Draw him out. Ask a question, and let him speak.



25. **LOUIE:** (Mimicking) Good Morning! Parts Department! This is Louie. May I help you?



26. **INSPECTOR:** That's it. But, remember to smile when you speak, and you'll find that it's reflected in your voice.



27. **LOUIE:** Inspector, during that phone call, did you notice the way he put the customer on hold? He didn't even ask; he just cut him off.

INSPECTOR: Why Louie! How observant! I do believe you're beginning to see the importance of developing good telephone technique.



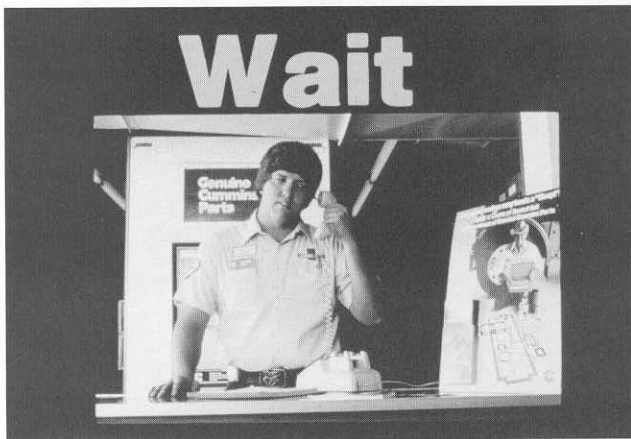
- Ask Permission
- Keep It Short
- Apologize



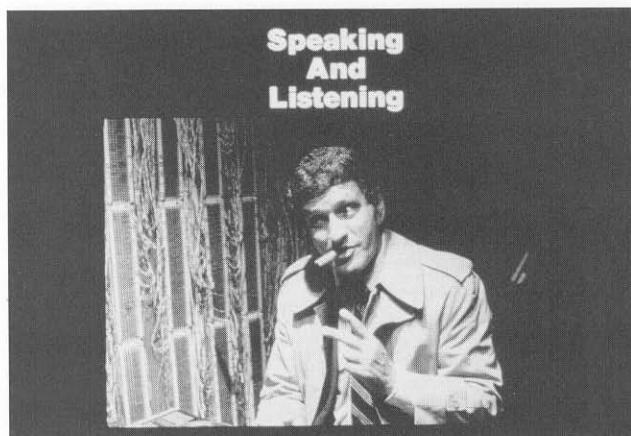
28. **INSPECTOR:** Whenever you have to put a customer on hold, first ask permission, and keep it short. When you do get back, always apologize for being tied up.



29. **INSPECTOR:** In many cases, it's better to take the customer's name and number so you can call back in a few minutes after you have taken care of your other customer or located the correct parts.



30. **INSPECTOR:** And always, always wait for the customer to hang up first. You don't want to cut him off, and you certainly don't want to miss a sale.



31. **INSPECTOR:** When you've listened in on as many phone calls as I have, you'll be well aware of the importance of developing two basic telephone skills: the art of speaking and the art of listening. Play back some of that tape and we will listen to four speaking mistakes.

32. **TAPE:** (Very Loud) Parts. Whatcha need?

INSPECTOR: That's too loud! If you were to answer the phone like that, you'd undoubtedly break the poor fellow's eardrums.

TAPE: (Very Softly) Parts. Whatcha need?

INSPECTOR: That's too soft, Louie. I can't hear it.



33. **TAPE:** (Very Fast) Parts. Whatcha need?

INSPECTOR: That's too fast. How do you expect someone to understand what's being said? Slow it down!

TAPE: (As recorded, very slow) P..A..R..T..S....
W..H..A..T..C..H..A..N..E..E..D..?

INSPECTOR: That's too slow, Louie.

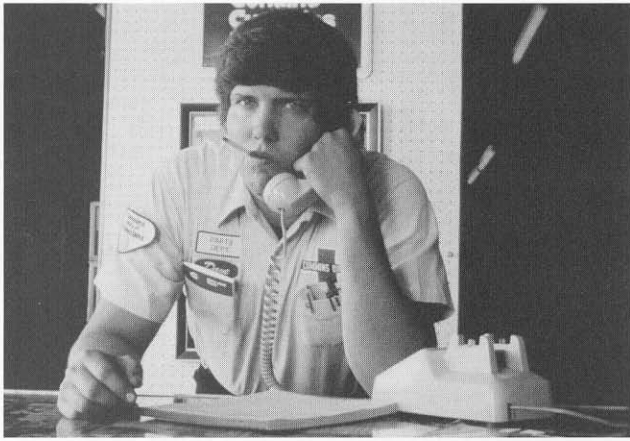


34. **INSPECTOR:** When you're talking on the phone, try to talk in a conversational voice that is easy to listen to, and easily understood, about the same speed and volume as you use when talking to a customer across the parts counter.



35. **INSPECTOR:** Another critical factor to keep in mind is the distance between your lips and the phone. Too far and your voice sounds weak and shallow. Too close and it becomes garbled. For the best results, you should always keep the mouthpiece about 3/4 of an inch away from your lips.





36. **INSPECTOR:** You should also be careful not to talk with cigarettes, candy or chewing gum in your mouth, and never eat or drink while talking on the phone.



37. **LOUIE:** Well, there's certainly more to talking on the telephone than I realized. But, what about listening? Surely, anyone can do that.



38. **INSPECTOR:** No, Louie. You'd be surprised. Listening involves a lot more than just letting the customer speak. After all, if you remain silent, how is the caller going to know that you understand him or even if you're still there?



39. **INSPECTOR:** Listening involves the careful art of sprinkling the conversation with reassurances. In a face-to-face conversation, you might simply nod your head, but in a phone conversation you must use sounds.

LOUIE: Uh huh!

40. **INSPECTOR:** Often, a reassurance is nothing more than a positive interjection or a short affirmative reply.

LOUIE: Um hum!

INSPECTOR: At other times, it is appropriate to repeat the important facts of the conversation to show that you have received them correctly.

LOUIE: You mean repeating what the caller said so he knows that you understand.

INSPECTOR: Exactly!

RRIINNGGG!!! (Sound effects of phone)



41. RRIINNGGG!!!

PARTSMAN #1: Good Morning! Parts department! This is Bob. May I help you?

CUSTOMER #2: Hello, Bob. This is Dick over at South Side Freight. I'm trying to overhaul one of our 350's, and I'm short a couple of things. If I give you the part numbers, could you send'em right over?

PARTSMAN #1: Sure thing, Dick. What do you need?

CUSTOMER #2: Well for starters, how about six cylinder kits, part number three-O-one-forty-six-O-two.

PARTSMAN #1: Uh huh!

CUSTOMER #2: One set of main bearings, number AR-seventy-one-ten.

PARTSMAN #1: Yes.

CUSTOMER #2: Twelve rod bearings, number two-O-three-six-sixty.

PARTSMAN #1: Twelve rod bearings, number two-O-three-six-sixty. Okay!

CUSTOMER #2: And, I need a pan gasket number fifty-eighty-three.

PARTSMAN #1: All right, is there anything else?

CUSTOMER #2: Yes, I also need a new 185° thermostat and seal.

PARTSMAN #1: Is that all?

CUSTOMER #2: I think that should do it.

PARTSMAN #1: How about a gasket for the suction tube?

CUSTOMER #2: No, I can use the old one.

PARTSMAN #1: Are you sure you want to do that? Once the old gasket is disturbed, it won't form a perfect seal. Not only will you run the risk of contamination, but if it should leak the cost of the lost oil would certainly outweigh the price of the gasket.

CUSTOMER #2: All right, give me the gasket too.

PARTSMAN #1: Fine, Dick! Is there anything else you need? How about ReCon heads and head gaskets?

CUSTOMER #2: No, you did the heads a couple of months ago, but I do need a head gasket set.

PARTSMAN #1: Okay, then that's six cylinder kits, one set of main bearings, twelve rod bearings, and one 185° thermostat and seal, a pan gasket, a gasket for the suction tube, and a cylinder head gasket set.

CUSTOMER #2: You've got it.

PARTSMAN #1: All right! Let me check to see that we have all these items in stock and I'll call you right back.

CUSTOMER #2: Great! Thanks a lot, Bob. Bye!





42. **INSPECTOR:** Not bad, not bad at all.

LOUIE: Wait a minute Inspector. You lost me.

INSPECTOR: Louie, were you not paying attention? His voice, the volume, the clarity, the speed, the tone, even his listening and reassurance to the customer was very good. As we continue to monitor, I want you to pay close attention to these items.

LOUIE: Yes, Sir.



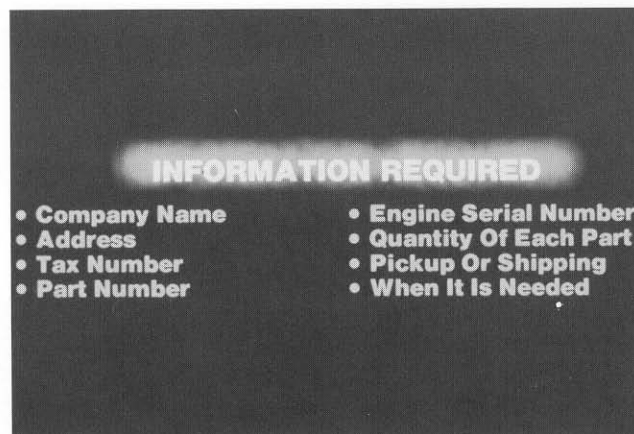
43. **INSPECTOR:** Like a detective, the successful Partsman is a trained investigator. Skilled in the tactful art of interrogation, he has learned to ask probing questions, questions designed to uncover all of the necessary information.

LOUIE: I'm not sure what you mean. Could you be more specific?

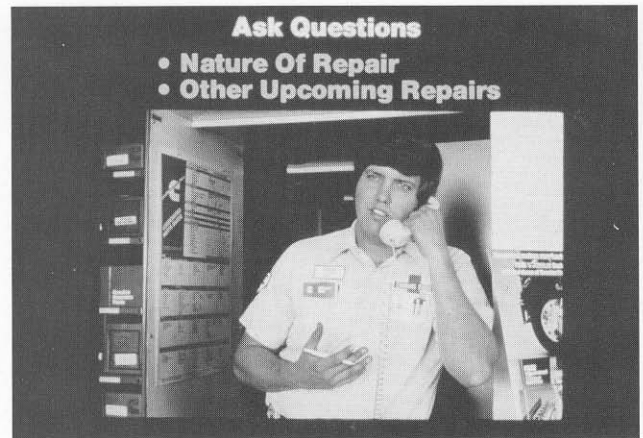


44. **INSPECTOR:** Well, one of the very first things you must do is to get the caller to divulge his name. Referring to your customers by name flatters them. It makes them feel important, and it makes your service seem much more personal.

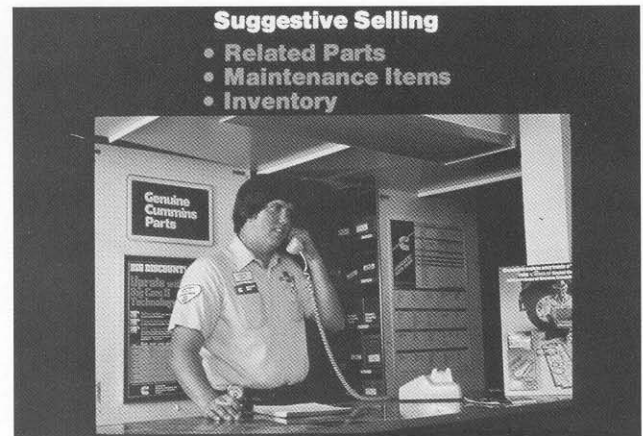
45. **INSPECTOR:** After the customer has revealed his identity, a good partsman nails down the facts of the case: Who, What, Where and When.



46. **INSPECTOR:** But a good partsman doesn't stop there. He goes on to ask probing questions about the nature of the repair, and any other repairs the customer will be making soon.



47. **INSPECTOR:** Asking questions enables the partsman to define the customer's needs so that he can try to expand the order by suggesting additional parts: related parts needed to complete the repair properly, standard maintenance items, and extra parts to establish an inventory for future repairs to save the customer extra trips, reduce out-of-stocks, and eliminate unnecessary downtime.



RRRIINNGGG!!! (Sound Effects of Phone)

48. RRIINNGGG!!!

PARTSMAN #1: Good Morning! Parts Department. This is Bob. May I help you?

CUSTOMER #3: This is Pete over at Confederate. Listen, you guys sent me this rebuilt fuel pump, and the whole thing must be calibrated wrong. I spent all morning fiddling with the darn thing, I've tried everything I can think of, but I just can't get it to work right. Now, I want to know what you're going to do about it!

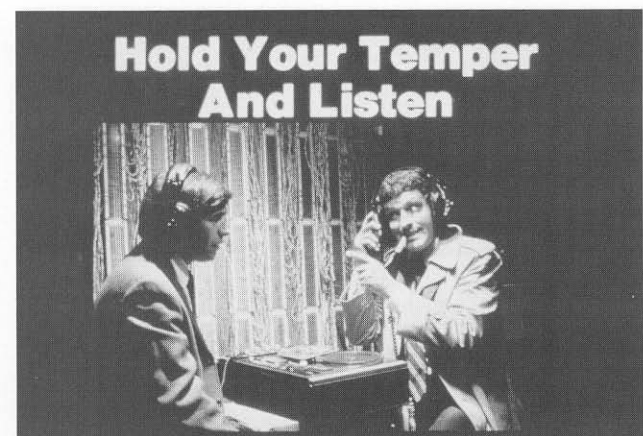
PARTSMAN #1: Sorry, Pete, that this happened, but we will take care of you. Let's see just what the problem is first. Why don't you give me the part number of the pump, pump code and the serial number of your engine too. I'll look up the order, and we'll start from there. Okay?

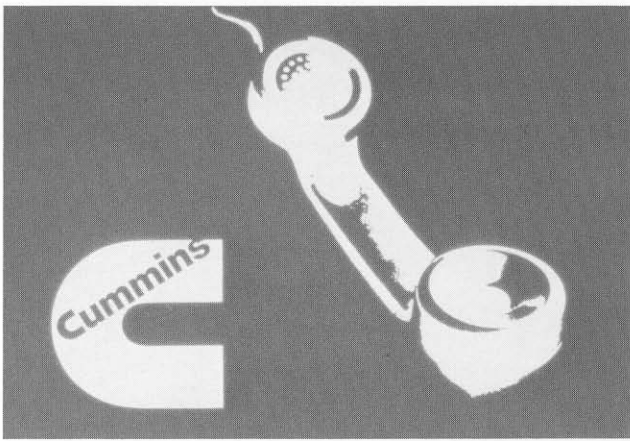


49. **INSPECTOR:** Now that's the way to handle an angry customer. Hold on to your own temper. Count to ten if you have to. Many times the customer has good reason to be upset.

Listen to his complaint and try to work it out. Remember, indirectly your customers pay your salary. They deserve a sympathetic ear.

RRRIINNGGG!!! (Sound Effects of Phone)





50. RRIINNGGG!!!

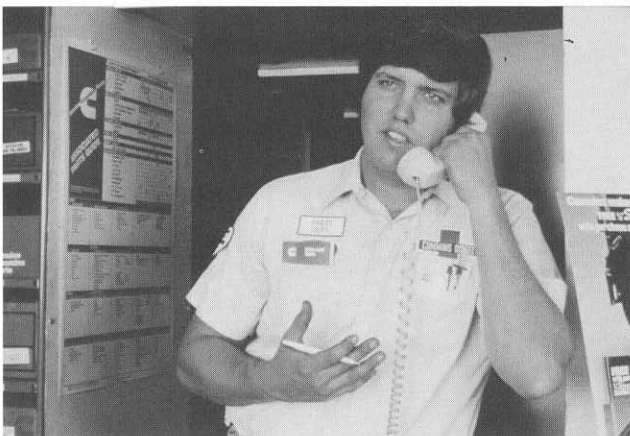
PARTSMAN #1: Good Morning! Parts Department! This is Bob. May I help you?

CUSTOMER #4: Hello, I'm out here at the truckstop on route one eleven. I'm not exactly sure what the problem is, but if I describe it to ya, do ya think you can send me the parts I need to fix it?

PARTSMAN #1: Well, what seems to be the trouble?

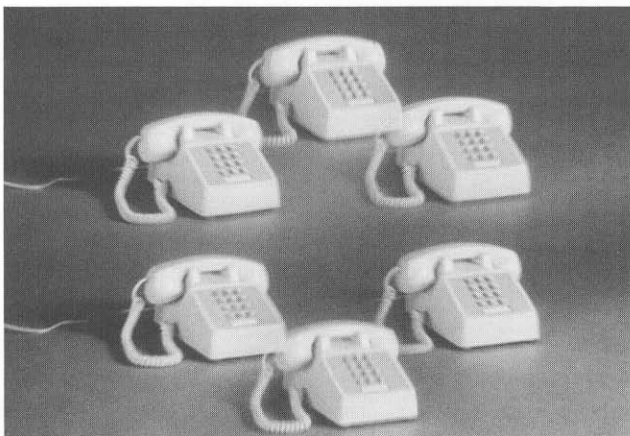


51. **INSPECTOR:** The trouble is that the parts counterman should avoid trying to diagnose the problem over the phone, and suggest transferring him to the service department. He's missing an opportunity to sell the benefits of his service department.



52. **PARTSMAN #1:** Hmmm! That sounds pretty serious. Rather than my trying to guess what's wrong, why don't I transfer you to our service manager and he can arrange for a tow or have one of our top mechanics to come out and repair your truck. That way you'll not only have the right parts, but they'll be installed by our trained technicians. Plus you'll have the protection of our nationwide warranty.

CUSTOMER #4: All right! Let's do it.



53. RRIINNGGG!!!
RRIINNGGG!!!

PARTSMAN #1: Good Morning! Parts Department! This is Bob. May I help you?

RRIINNGGG!!!
RRIINNGGG!!!

PARTSMAN #2: Good Morning! Parts Department! Dan here. May I help you?

RRIINNGGG!!!
RRIINNGGG!!!

PARTSMAN #3: Good Morning! Parts Department. This is Bruce. Can I help you?

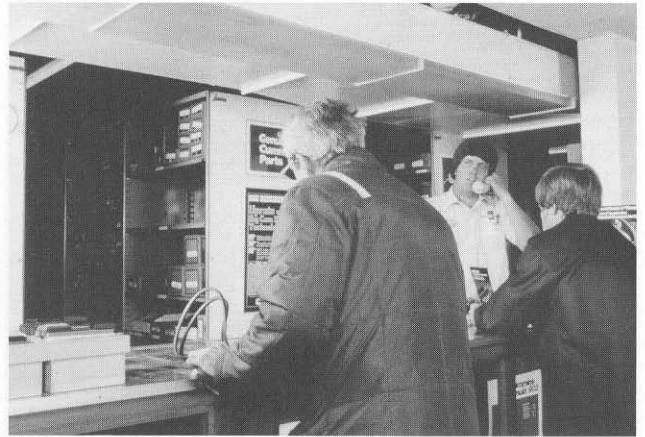
RRIINNGGG!!!
RRIINNGGG!!!

PARTSMAN #4: Good Morning! Parts Department. This is Henry. May I help you?

54. **INSPECTOR:** You see, the ringing telephone is very insistent. Like an alarm, it conveys a sense of urgency. It demands to be answered.



55. **INSPECTOR:** And, the counter customer is often forgotten.

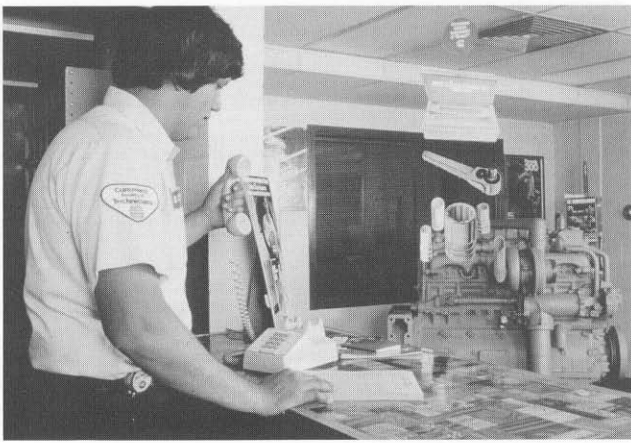


56. **INSPECTOR:** When this happens to you, politely ask the telephone customer if you could return the call. If that isn't agreeable, ask the counter customer if you could take the phone order, or involve someone else to help you.

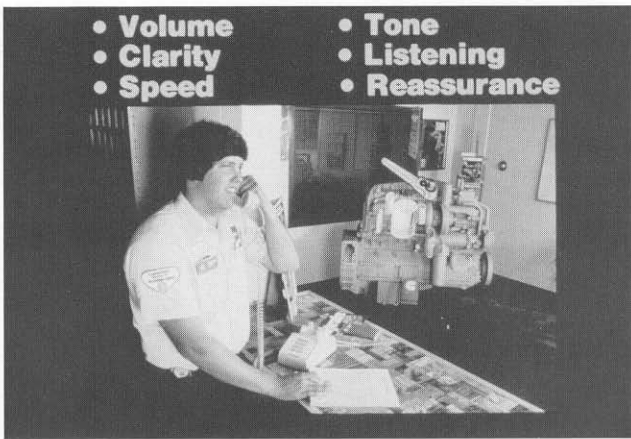


57. **LOUIE:** Gee, Inspector! I had no idea that there was so much involved in just using the telephone.





58. **INSPECTOR:** First you have to know how to answer it,

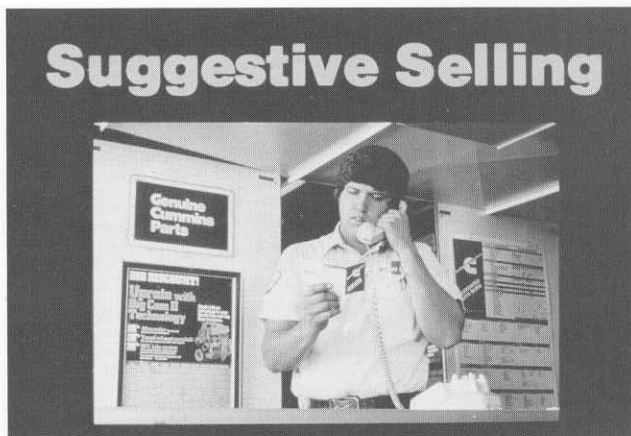


- Volume
- Clarity
- Speed
- Tone
- Listening
- Reassurance

59. ... and then you have to remember the six basic elements of a good telephone personality.



60. You have to show a sincere interest in the caller's parts problem, and listen hard.



Suggestive Selling

61. Getting all of the information right is a big priority...

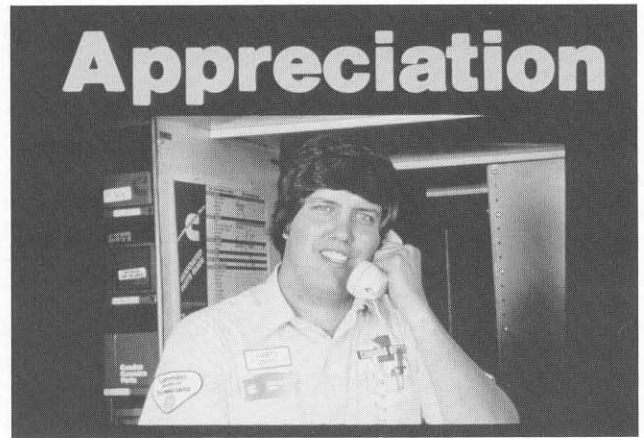
...but then you should ask some probing questions and try to expand the order by suggesting additional parts.

62. Taking the time to check your stock can prevent embarrassing problems.



63. And, showing a little politeness and appreciation goes a long way towards encouraging repeat business.

RRIINNGGG!!!

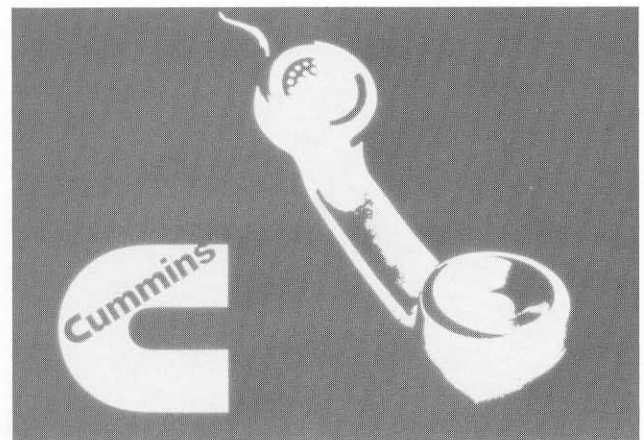


64. RRIINNGGG!!!

PARTSMAN #2: Good Morning! Parts Department!
This is Dan. May I help you?

VOICE: Hello! This is the Factory. Is Inspector
Michaels there?

PARTSMAN #2: Sure! He and Louie have been down in
the basement all morning listening in on all our phone
calls.

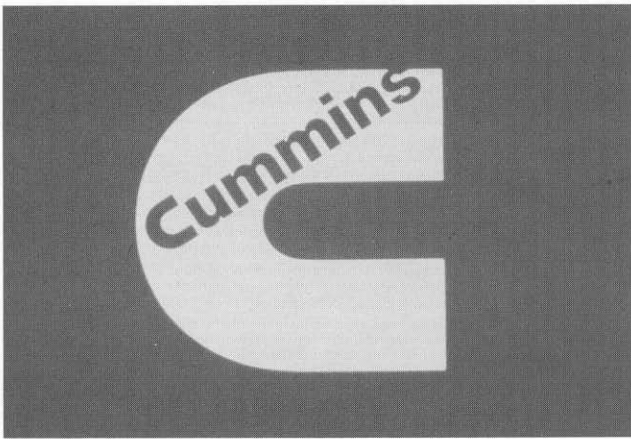


65. **PARTSMAN #2:** Inspector, are you there?





66.



67.



REVIEW

The customer judges you and your company by the sound of your voice.

Answer the telephone before the end of the second ring.

- Extend a pleasant greeting.
- Identify your company or department.
- Give your name.
- Ask a question.
- Let the caller speak.

REMEMBER

The 6 basic elements of a good telephone personality:

- Volume
- Clarity
- Speed
- Tone
- Listening
- Reassurance

Show a sincere interest in the customer's parts problem.

- Listen carefully.
- Avoid telephone diagnosis.
- Suggest a service appointment.

Get all of the necessary information.

- On new orders you need:
 - The customer's name and address.
 - The customer's tax number.
 - The part number.
 - The engine model and serial numbers.
 - The application.
 - The quantity of each part desired.
 - When it is needed.
 - Whether it is to be picked up or shipped.

Try to expand the order by suggesting additional parts.

- Related parts needed to complete the repair properly.
- To establish a parts inventory.
- To save extra trips for parts.

Never guess on stock.

- Always be sure. Take the time to check.
- Avoid customer dissatisfaction.

Be polite and show appreciation.

- Thank the customer for the order.
- Don't hang up until the customer does.

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