



PARTS PRO SALESMAN



CLASSIC EDITION #12



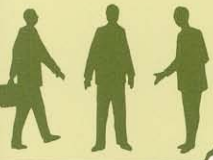
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Professional Parts
Salesman

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6 7 8 9 10
11 12 13

Selling Against
Competitive Parts




FOREWORD

This program is designed to aid the outside sales person in handling most objections encountered when selling Genuine Cummins Parts versus gypo parts. Many of the tools provided to help overcome customer objections may also be effectively used by counter men and phone salesmen.

This program and the tools mentioned to combat competitive parts are only a partial answer. The final measure of success rests with you, the sales person, and your drive, product knowledge and ability to close the sale. Remember, customers buy benefits.

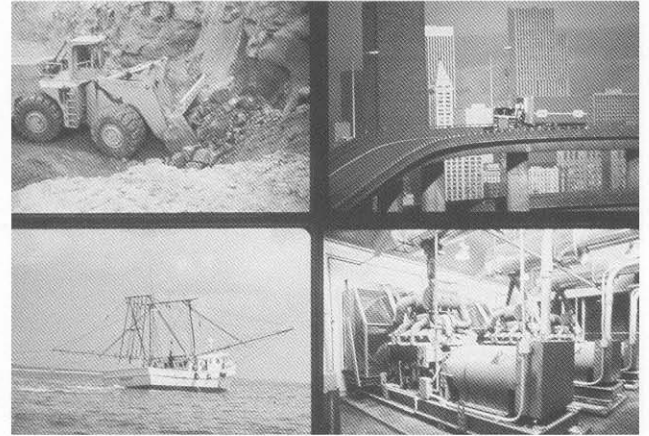
1. Selling Against Competitive Parts



Selling Against Competitive Parts


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Cummins Engine Co.

2. For more than sixty years Cummins has been a leader in heavy-duty diesel engines, and today our engines are known throughout the world for their superior quality and performance.



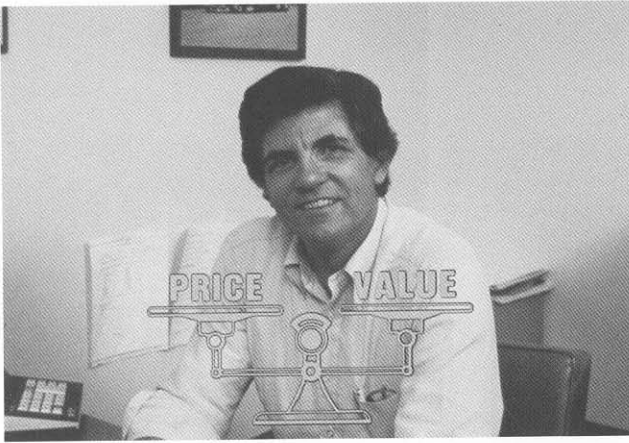
3. As in any industry, it is the leaders who are most frequently copied and imitated by the competition.

- Engine = sum of its parts
- Same durability and reliability

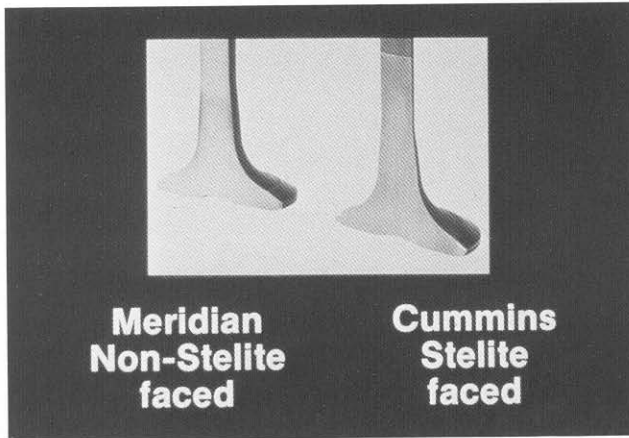


4. Over the years, our competition has been most successful in the area of aftermarket parts, and recently they have been gaining a bigger and bigger share of our parts business.

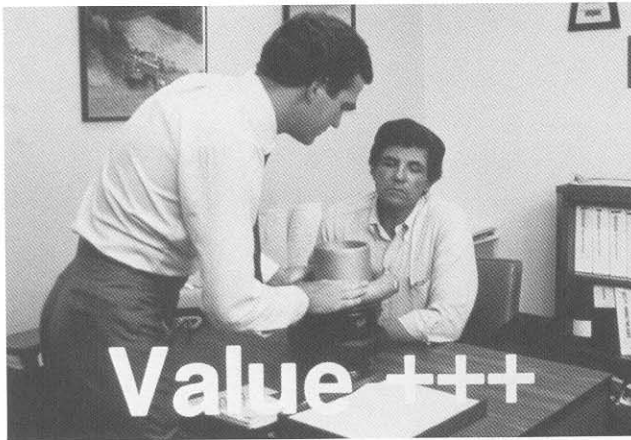




5. In most cases, the competition has grown by offering a lower price to an increasingly cost conscious market. They have been convincing customers that their "Will Fit" parts are as good as Cummins with the same features for less.



6. There is no doubt that the competitive parts cost less. The question is why? And as Cummins parts salespeople, our challenge is to plant that question in the customer's mind.



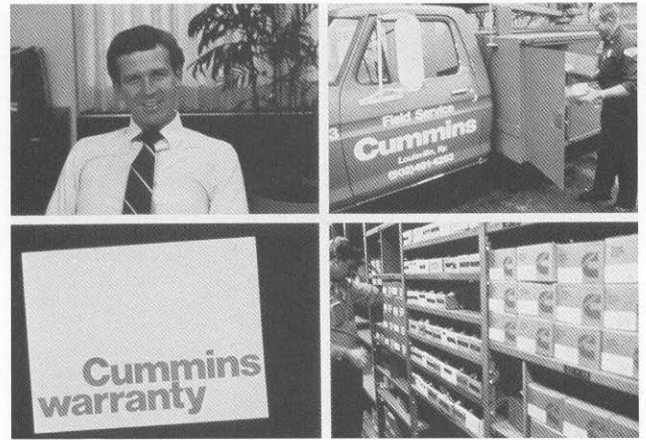
7. We must convincingly demonstrate each of the specific features and benefits that make Cummins parts a better buy.

- Matched to your engine.
- Full core acceptance.

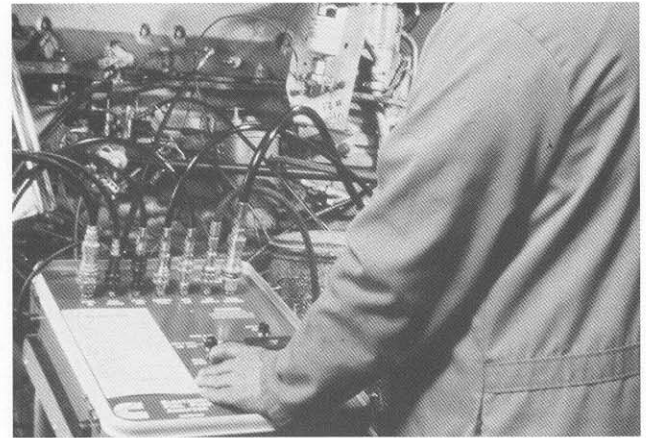


8. Although our initial cost is often higher, in the long run Cummins New and ReCon parts offer the lowest total cost with the strongest product support in the industry.

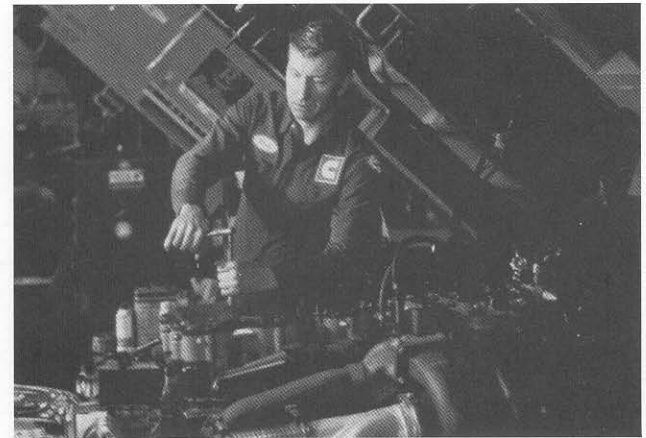
9. In addition to the convenience and efficiency of a single source of supply, Cummins has a worldwide parts and service network and a superior warranty with uniform guidelines not subject to local interpretation.



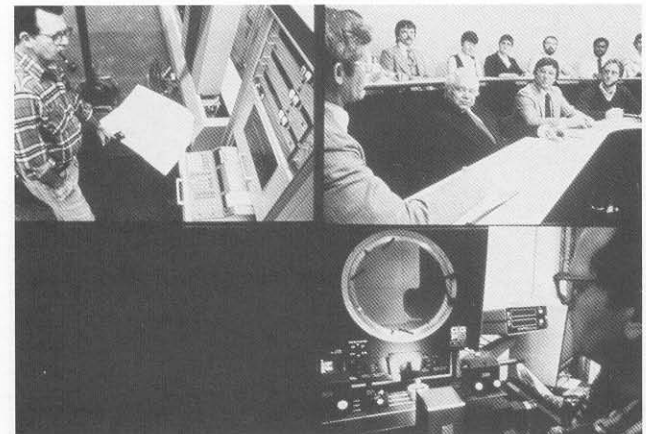
10. But, to accomplish any task, you need the right tools. After all, a mechanic doesn't set out to overhaul an engine with only a crescent wrench and a screwdriver.

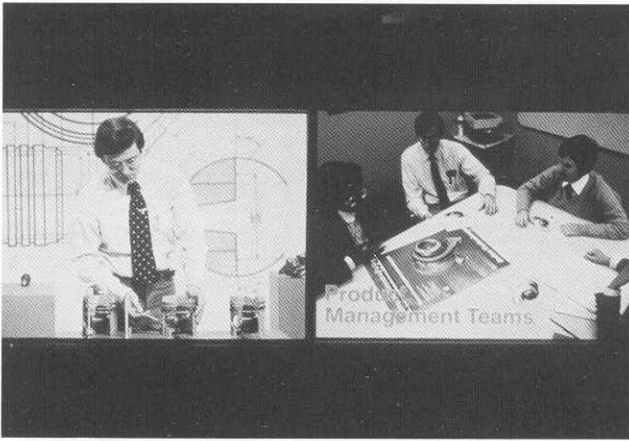


11. In the same way, you cannot effectively sell against the competition without the right tools.

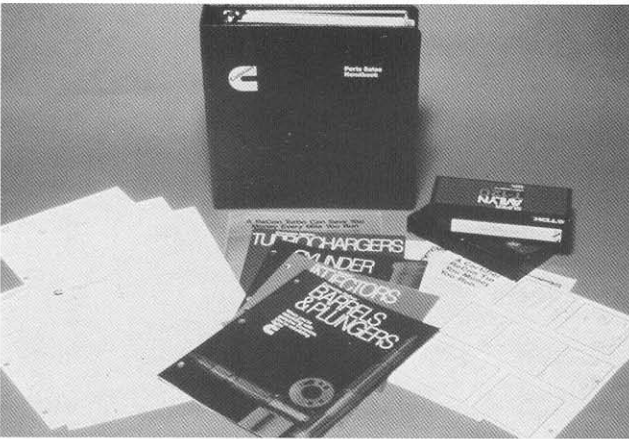


12. As a key member of our parts marketing team, we have assembled a group of engineers dedicated solely to testing and evaluating competitive parts for the specific needs of our parts sales efforts.

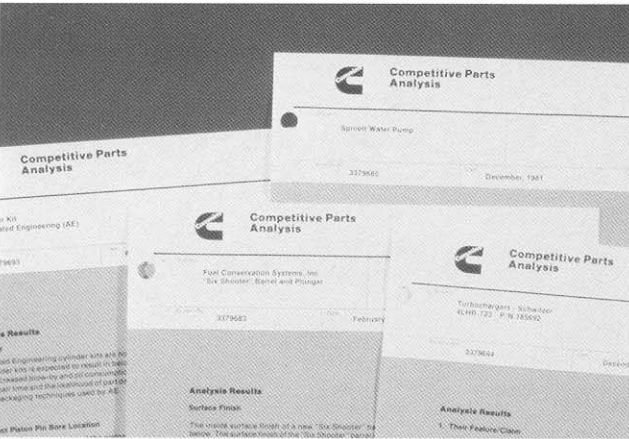




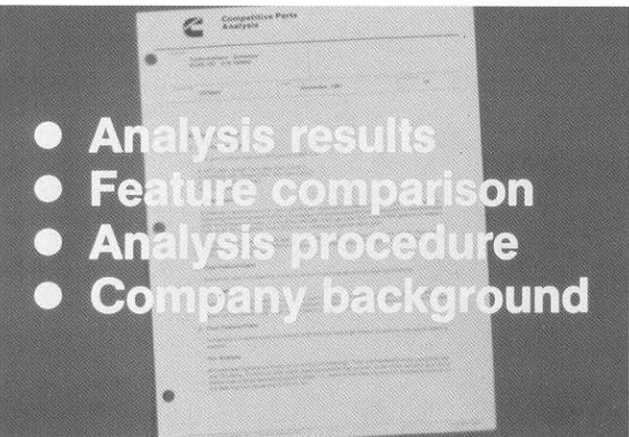
13. By taking their results and translating them into practical marketing language of benefit to the customer, we have developed some very useful tools for you, the Cummins Parts Salesperson...



14. ...tools to help you outsell the competition with thoroughly documented feature-to-feature comparisons.

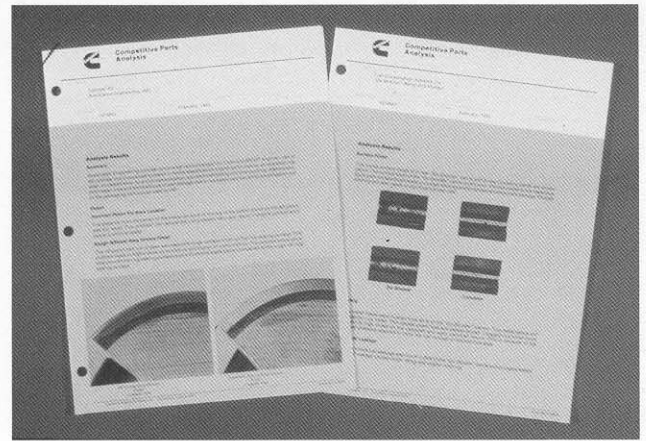


15. First and foremost are the Competitive Parts Analysis Bulletins which zero in on individual competitive parts.

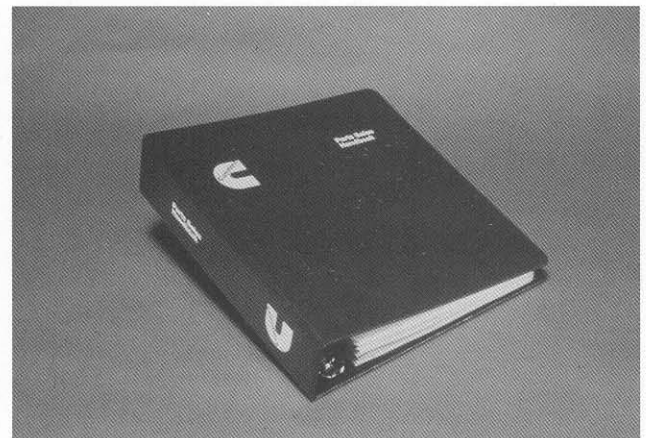


16. Each of these bulletins contains a clear, concise summary of the analysis results, direct feature comparisons and analysis, a description of the analysis procedure, and a brief discussion of pertinent background information about the manufacturer.

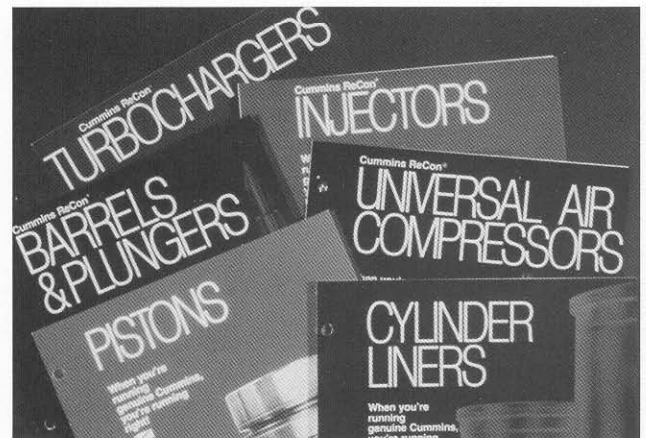
17. Frequently illustrated with photographs and charts, these Competitive Parts Analysis bulletins are a convincing tool in face-to-face selling.



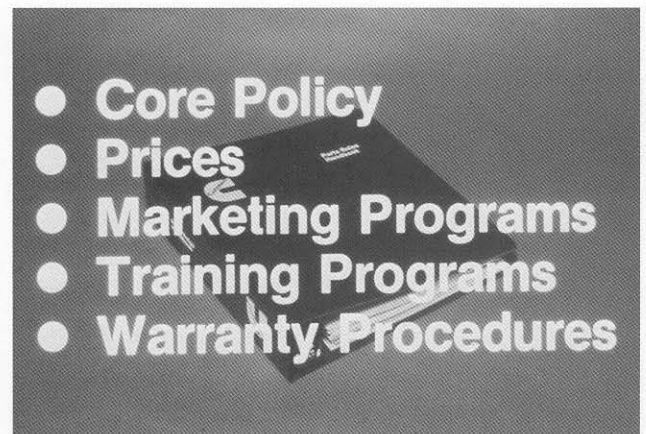
18. To help you organize your competitive parts information, we have assembled this "Parts Sales Handbook" which not only contains a complete set of Competitive Parts Analysis bulletins,

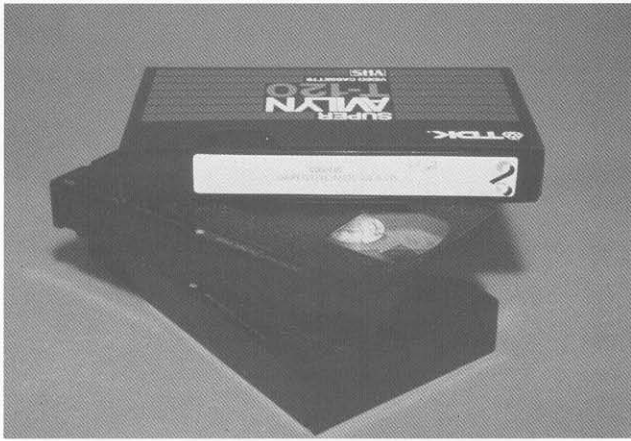


19. ...but also detailed feature-benefit stories, outlining the advantages of Genuine Cummins New and ReCon parts.

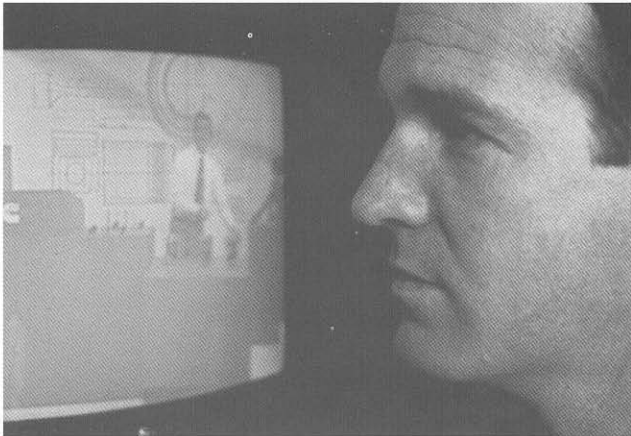


20. Plus...valuable information concerning: Core Policy, Prices, Marketing Programs, Training, and Warranty Procedures...useful in a variety of day-to-day sales situations with both new and existing accounts.





21. In addition to the "Parts Sales Handbook", we are producing a series of one hour video tapes presenting hard hitting analysis of competitive parts which will prove to be a valuable resource for enhancing your own product knowledge.



22. By studying the "Parts Sales Handbook" and the video tapes, you will not only increase your knowledge of competitive parts, but you will also improve your credibility.

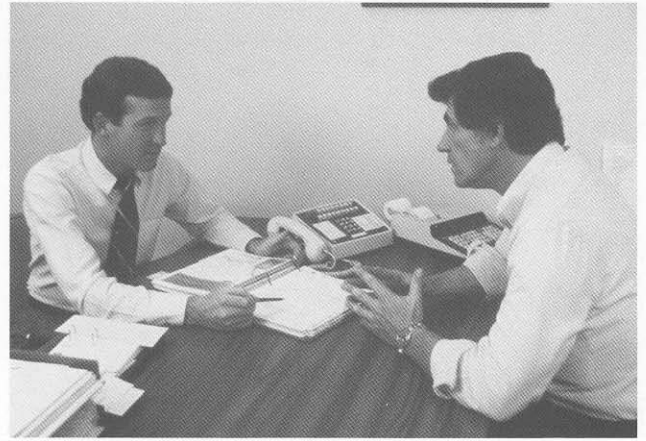


23. After all, it's a lot easier to gain your customer's confidence when you **KNOW** what you're talking about.



24. It's not necessary to memorize the entire handbook. Your parts knowledge will grow as you use it. Familiarity is the key.

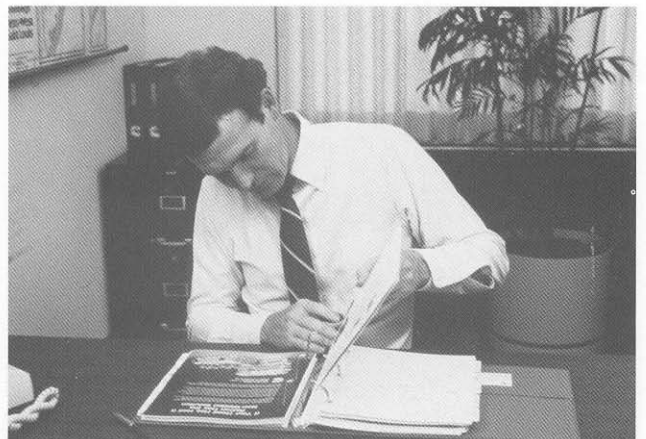
25. Remember, you are going to be using the handbook with the customer, and all of the information you need is right there, at your finger tips for easy reference.



26. So, it's important that you feel comfortable with the handbook, and that you can locate the information you need, when you need it, without paging back and forth or fumbling around in front of the customer.

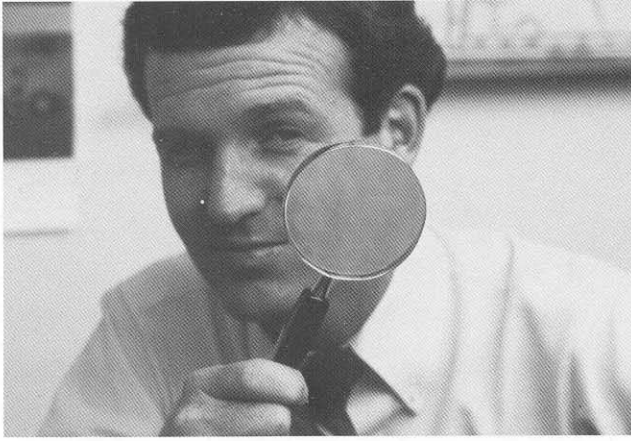


27. Most importantly, don't forget to build up your "Parts Sales Handbook" with sales literature, additional competitive information, or anything else you feel that you might need...



28. ...particularly information concerning other valuable sales benefits such as: your local credit practices, parts inventory, delivery, warranty support, and core exchange policy.

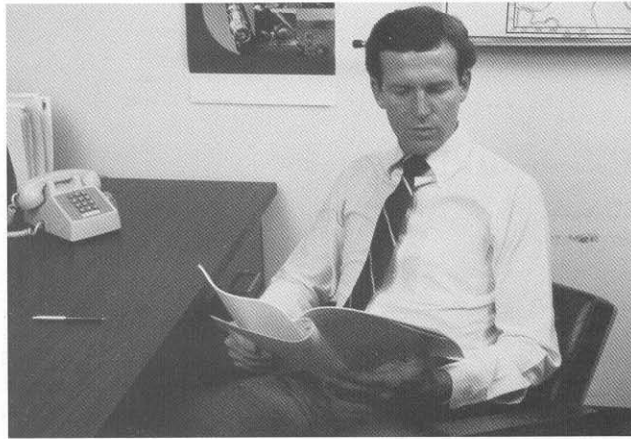




29. Remember! One of the best ways to anticipate and prepare to handle objections is by learning all you can about the customer...what he's buying, how much he's buying, from whom he's buying, and why.



30. Check your account profile cards and sales records, and try talking to your other customers and salesmen.



31. You should also spend time learning about the competition. Read the competitive literature, and even talk to their sales reps.

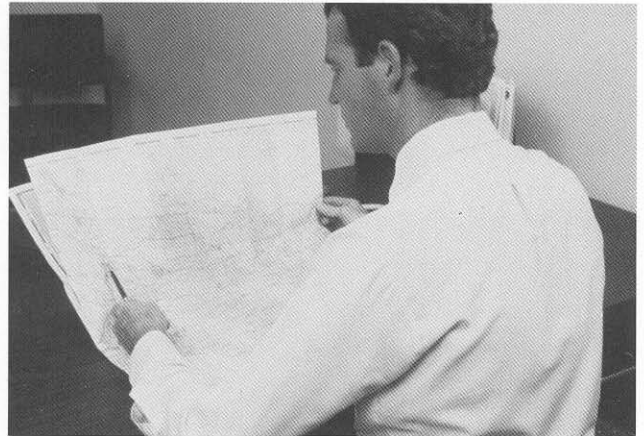


32. Then, based on what you've learned, set your sales goal by determining what parts you intend to sell, and make your preparations accordingly.

33. Be sure to prioritize your calls, and plan your travel to minimize driving time.



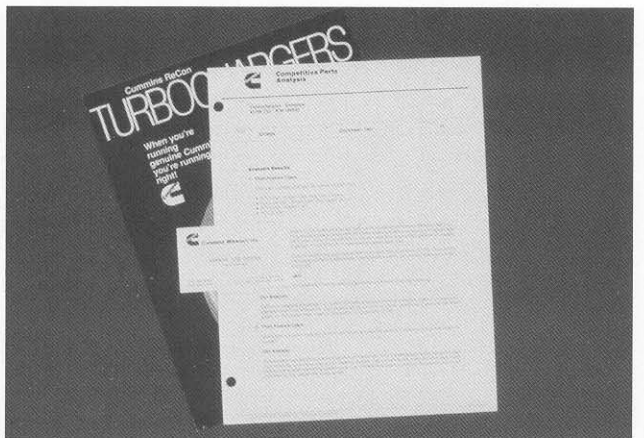
34. Then phone each of your prospects to set up an appointment for the day you will be in that part of your territory.

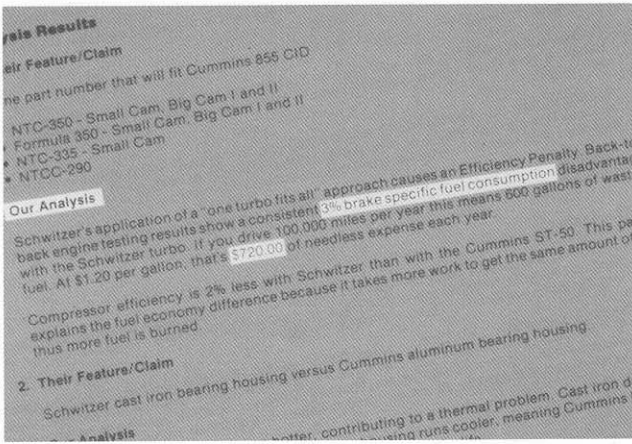


35. In the event that the customer isn't in or doesn't have time to see you when you arrive, leave some sales literature or a copy of an appropriate Competitive Parts Analysis with your business card, and make another appointment.

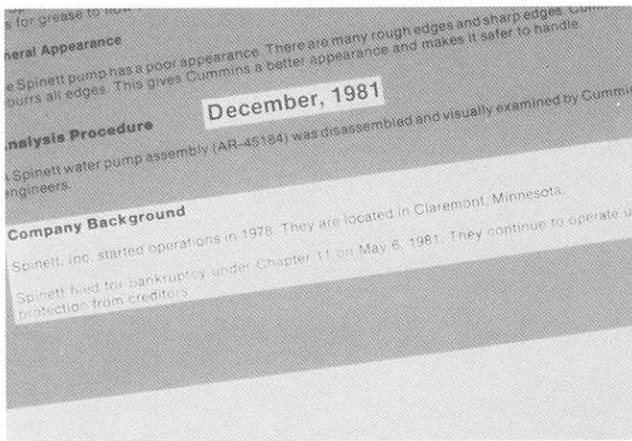


36. An effective way to begin your sales call is by using a fact sheet or a Competitive Parts Analysis to grab the customer's attention. Then you can walk him through a step-by-step comparison of competitive features and benefits, being sure to zero in on those benefits in which the customer shows the greatest interest. Your Competitive Parts Analysis bulletins make it easy.

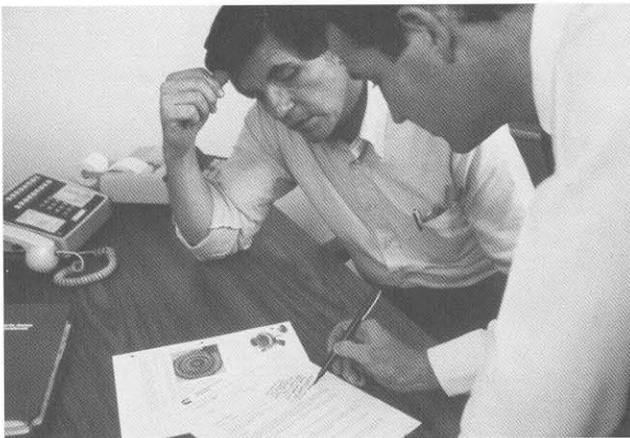




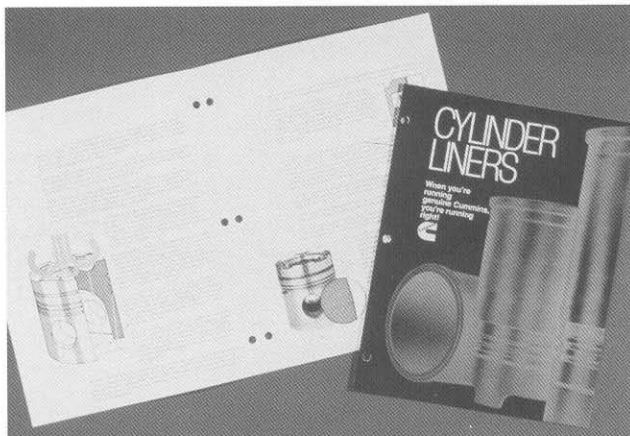
37. If the customer is primarily interested in fuel economy, you can point out just how much extra fuel the inefficiency of the competitive parts is actually costing him,



38. ...or if he's interested in availability and warranty support, you can add some pertinent information about the competitive manufacturer and emphasize our world-wide service network.

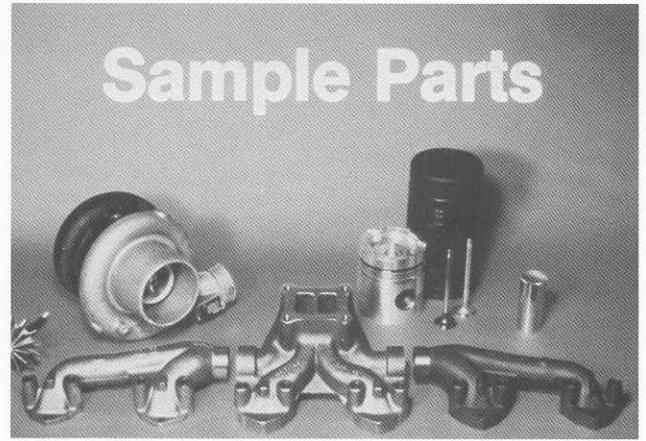


39. Sometimes, the Competitive Parts Analysis will help you to quantify your statements with facts and figures, and at other times you will have to rely on your ability to plant a seed of doubt that the price/value scale is not in balance.

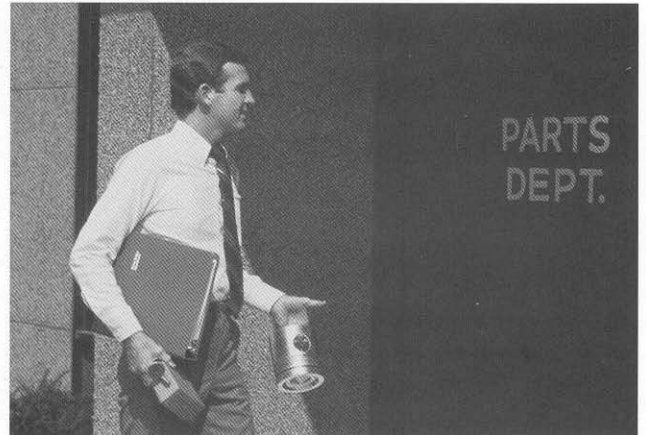


40. Sales literature is an excellent supplement to your Competitive Parts Analysis. It's a valuable tool for underlining your point and holding your customer's interest.

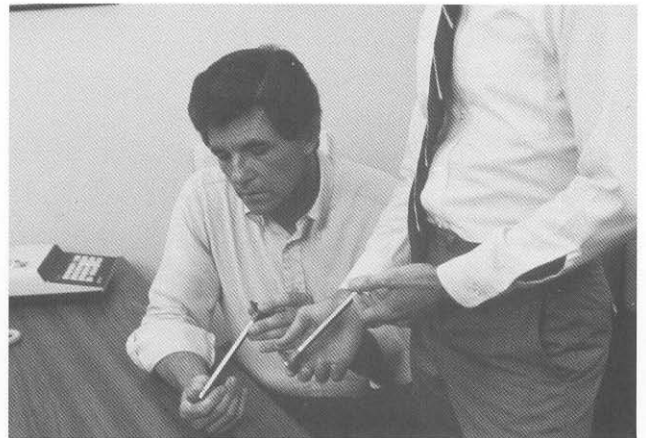
41. Whenever you're comparing features, there's no stronger evidence than...SAMPLE PARTS.



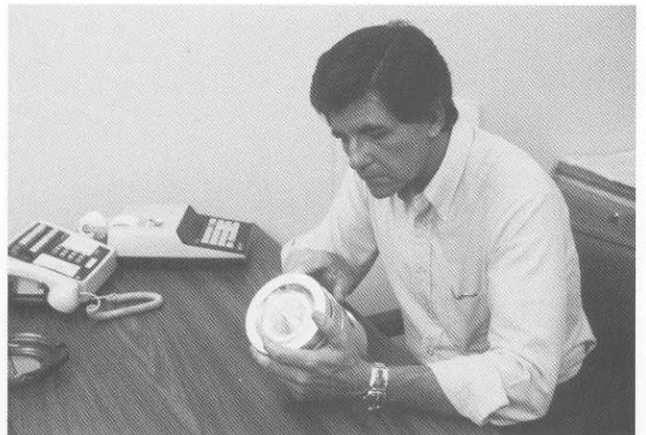
42. Yes! Sample parts **ARE** heavy, bulky, and hard to carry, but it's worth the extra effort.



43. Side-by-side comparisons are often quite revealing.



44. Sample parts give the customer something tangible that he can see and feel.

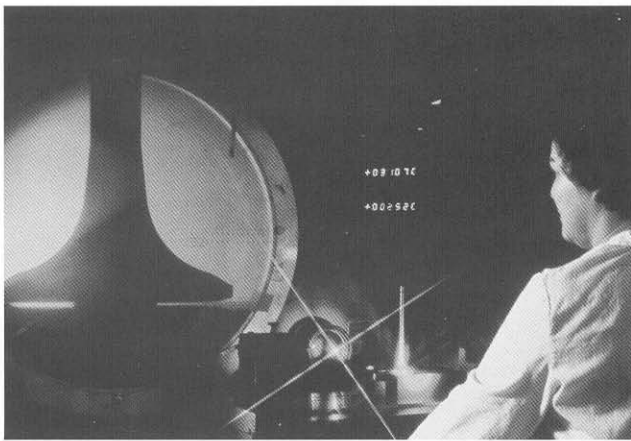




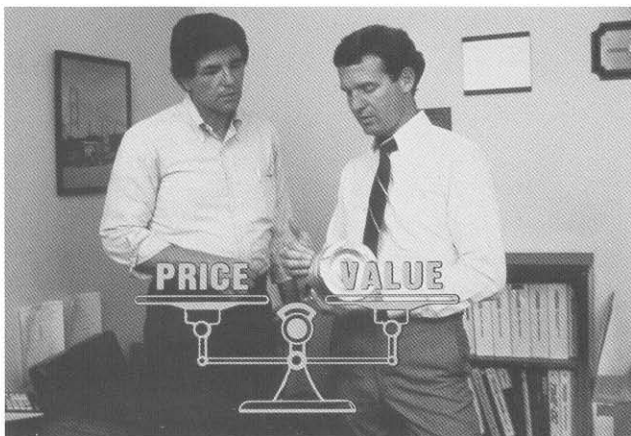
45. Then, when your Competitive Parts Analysis refers to a visible difference, the evidence is right there, and the customer can see for himself.



46. Always try to anticipate the customer's objections, and be prepared to tackle them head-on.



47. If the objection is related to quality, talk about Cummins years of experience and our extensive research and engineering facilities.



48. Point out specific quality features and relate them to important customer benefits such as fuel economy, longer part and engine life, or reduced downtime and maintenance costs.

49. Whenever necessary, consult your Parts Sales Handbook for specific information to support your statements. But in all cases, remember not to insult the customer's intelligence by implying that he is using a bad product. Instead show why Cummins parts are better in terms of quality, durability and reliability.



50. And, don't forget to use third party references and testimonials for added support.

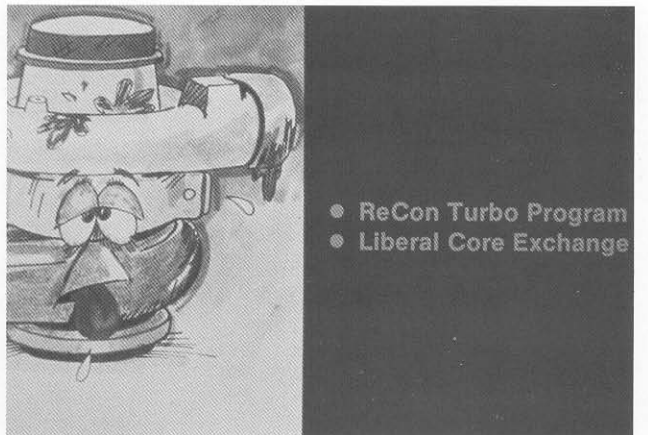


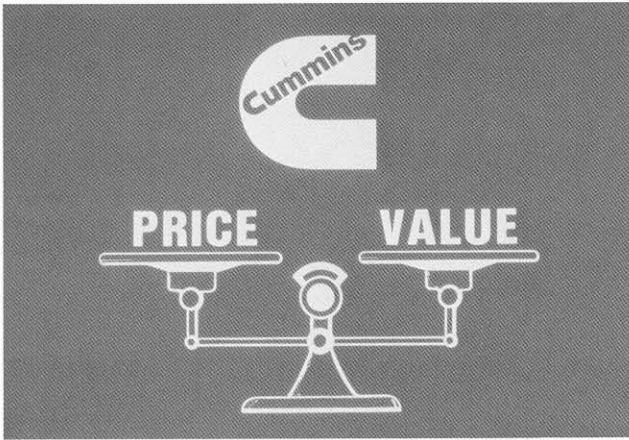
51. If the objection is one of price, stress the lower total cost of Genuine Cummins New and ReCon parts.

(Liberal core exchange, non-style for style, uprate, warranty, and nationwide service outlets.)

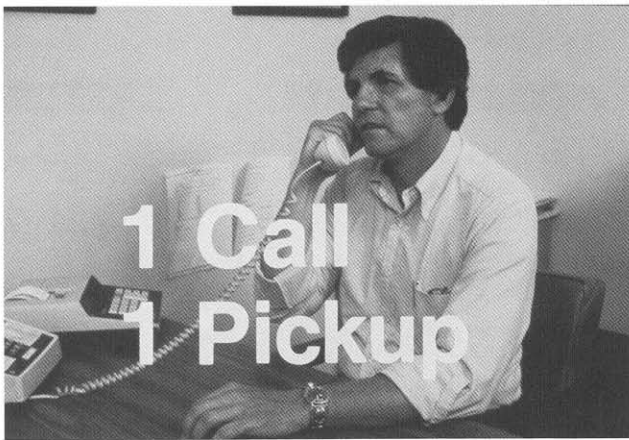


52. Show your customer how our marketing programs and liberal core exchange program actually results in a lower cost for many items.





53. And, emphasize the added value of doing business with Cummins.



54. Not only do we offer the speed, efficiency and convenience of one-stop shopping,

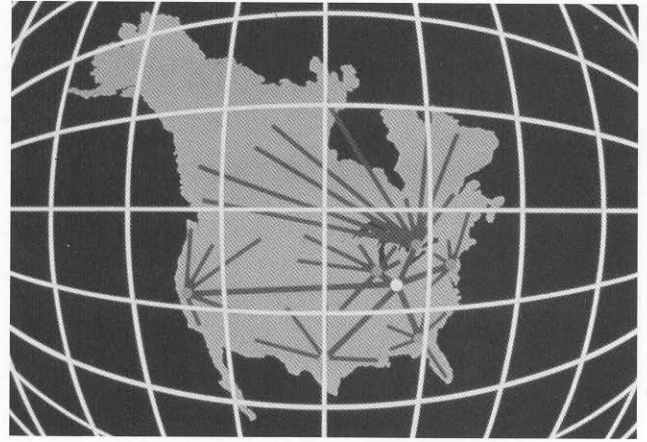


55. but our large local inventory and rapid delivery mean greater parts availability.

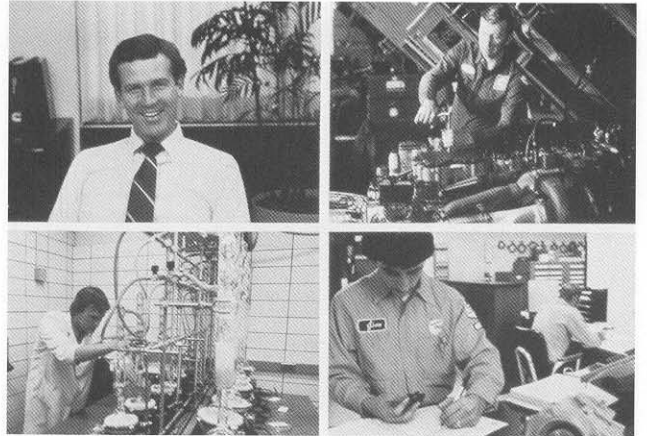


56. Get out your pencil and show 'em how Cummins superior warranty can save him real money.

57. ...and be sure to mention how our nationwide distribution network provides both parts and service with uniform warranty coverage anywhere in the United States.



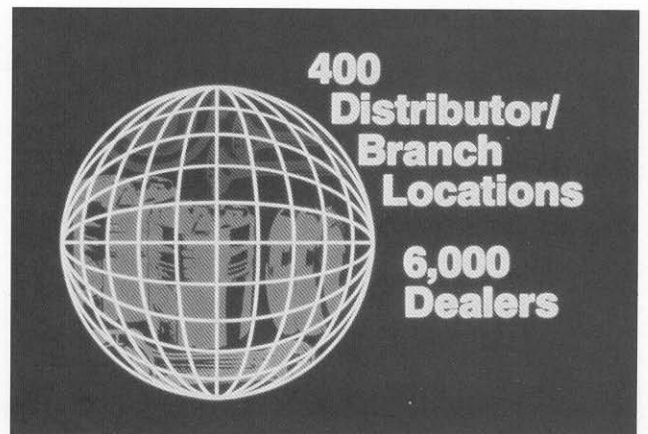
58. Not only does Cummins have a knowledgeable and experienced staff ready to help with the customer's parts and service needs,



59. ...but our highly trained field service mechanics are available to assist our customers with any serious repair problem.

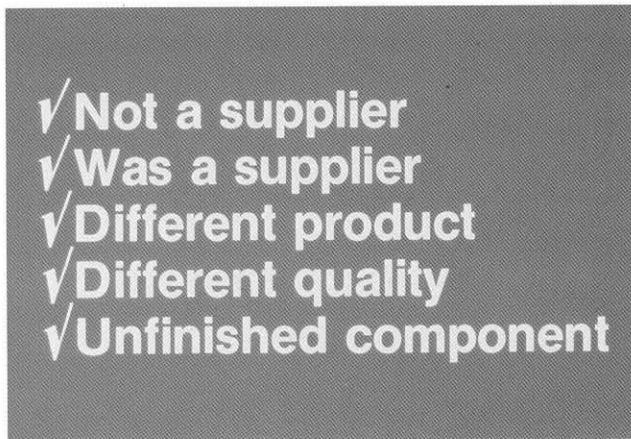


60. Now which of our competitors can match that kind of product support?





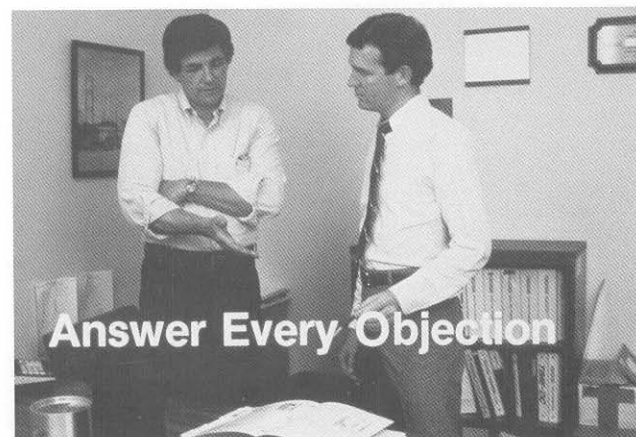
61. One of the most frequent objections is that the after-market manufacturer claims to supply the same parts to Cummins for use in our new engines.



62. Generally that is not the case. Either the company is simply not a supplier or was at one time but is no longer. In some instances, the company is actually a Cummins supplier, but is offering your customer either a different product or a different quality level of the same product which does not meet our rigid specifications and quality controls.



63. Or perhaps, they supply Cummins with part of a product, such as the rough casting of a cylinder liner, to which we perform additional machining. For specific information as to the value added by Cummins through our superior design, quality manufacturing, and testing, consult your Fact Sheets and Competitive Parts Analysis bulletins for those products featured.



64. Whatever your customer's objection, don't be afraid of it; and most importantly, don't run away from it. Using your Parts Sales Handbook as a reference, you can handle almost anything.

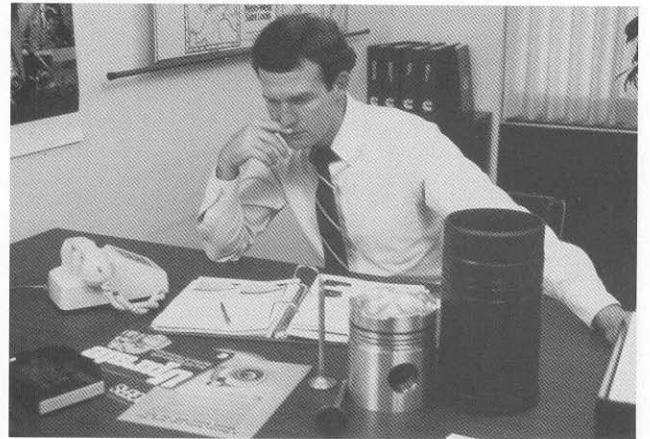
65. Remember, every time you answer an objection, you have a chance to close the sale. Practice your closing techniques, and help your customers to make the right choice. . .



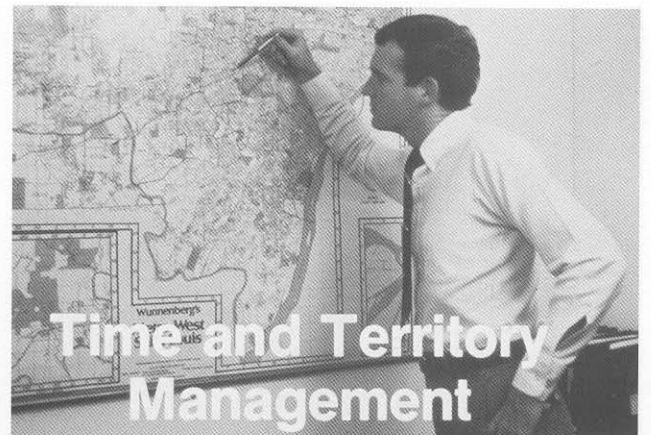
66. . . .Genuine Cummins New and ReCon parts. The best buy for today and the long road ahead!



67. All of these tools are at your disposal. Now you need a plan. You have too many different parts, too many competitors, and too many accounts to hit them all tomorrow.

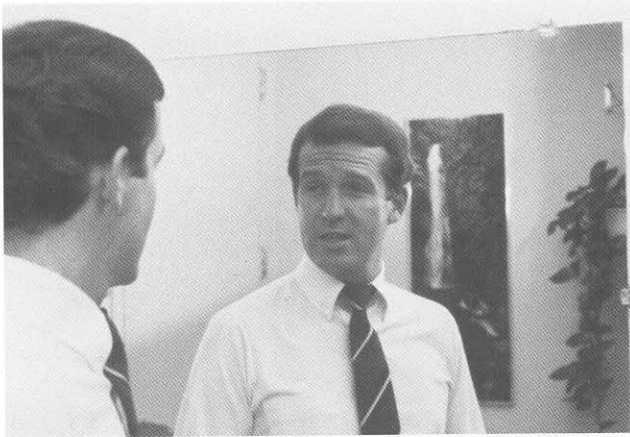


68. Instead, take the time to develop a plan for effectively covering your territory.





69. Try to determine your emphasis parts, target accounts, and marketing strategy.



70. Then, prepare and practice your presentation.



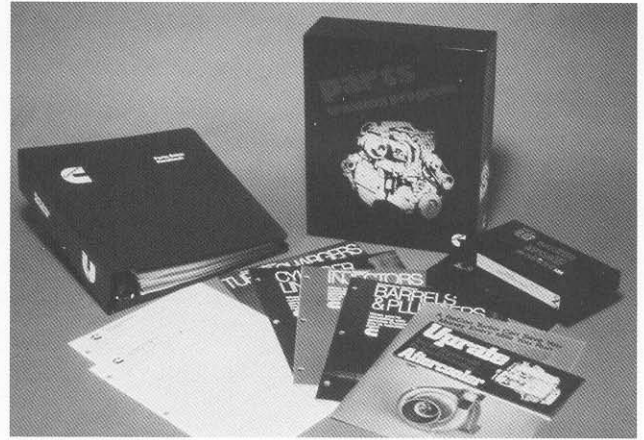
71. There is no doubt that you offer a superior product, and you have the sales tools you need to convince your customers.



72. Now, it's up to you... your diligent effort, your experience and expertise.

73. We at Cummins are behind you all the way with Competitive Parts Analysis, the Parts Sales Handbook, video tapes, training programs, sales literature, and much more competitive information yet to come. Because together, we have a mission...a mission to show the world...

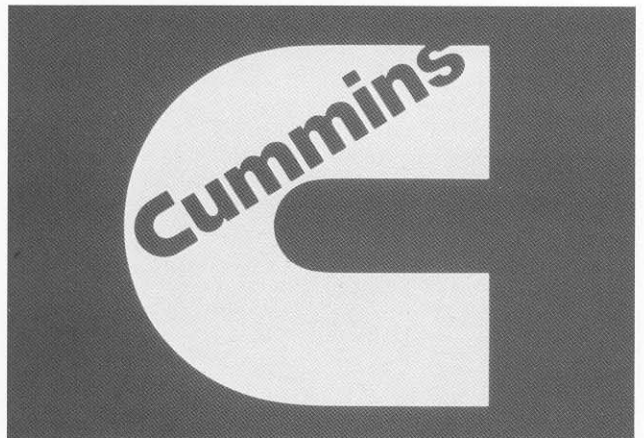
IT PAYS TO KEEP IT CUMMINS 'cause



74. **WHEN YOU'RE RUNNING CUMMINS, YOU'RE RUNNING RIGHT!**



75.



Cummins Engine Company, Inc.
Columbus, Indiana 47201
Bulletin No. 3387207