



PARTS PRO SALESMAN



CLASSIC EDITION #13



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Professional Parts
Salesman

1 2 3 4 5
6 7 8 9 10
11 12 13

Ringing Up Sales



FOREWORD

RINGING UP SALES is designed to provide outside salesmen, counter salesmen, and telephone salesmen with a basic understanding of the principles involved in developing an effective telephone sales technique.

INSTRUCTOR'S NOTE

This program contains several designated stops. At each stop, turn off the tape player to allow time for the participants to complete the exercise and discuss their answers. When you are satisfied that they understand the material, restart the tape to continue the program.

1.

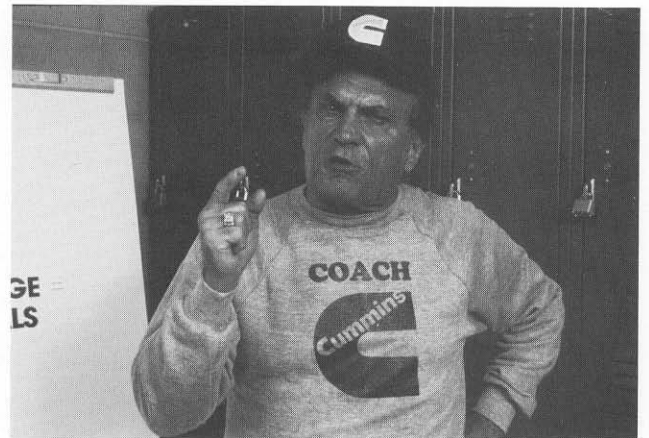
 **Ringin
Up Sales**

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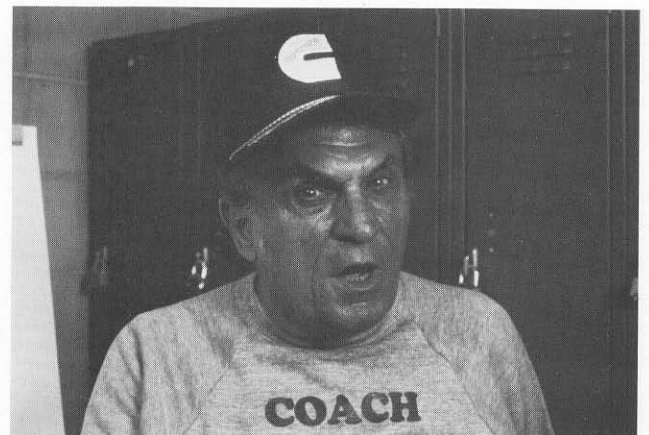
2.

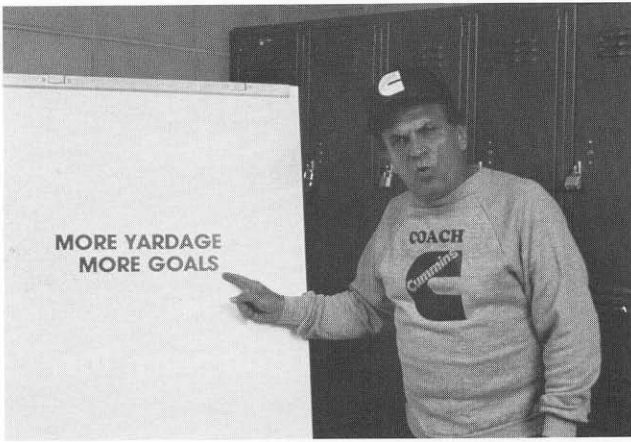


3. **COACH:** All right men! Tonight we're going to talk strategy. The situation in the field is critical.

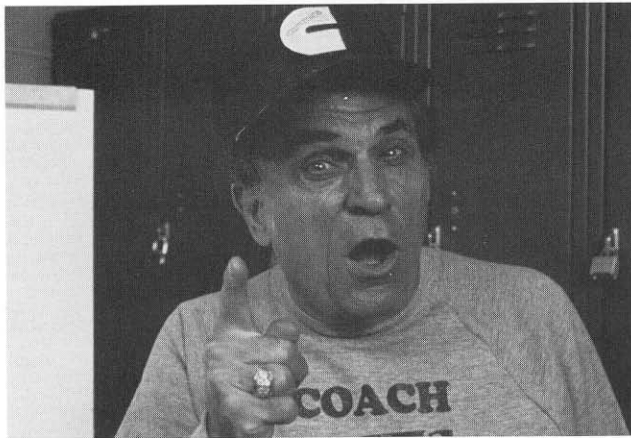


4. Yes, we are out in front; but rather than letting up, it's time to bear down and make the competition scramble for every inch.

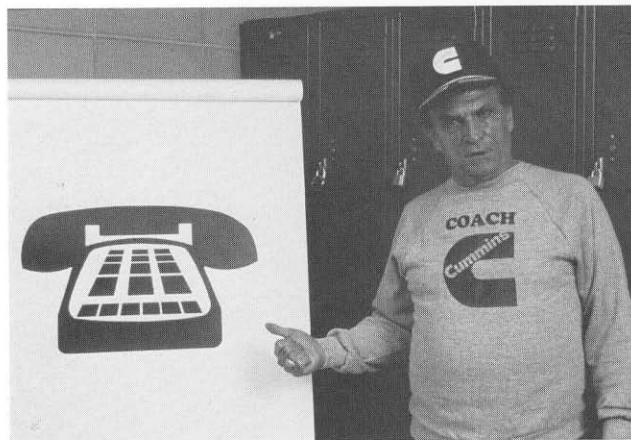




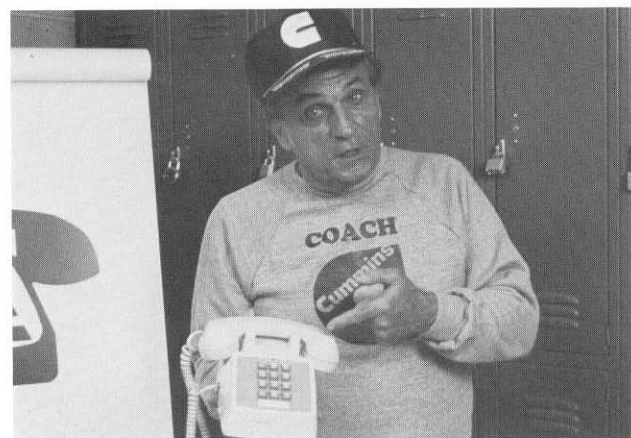
5. This is when we have to redouble our efforts and make every second count. We've got to cover more yardage and score more goals.



6. And, just how are we going to do that?

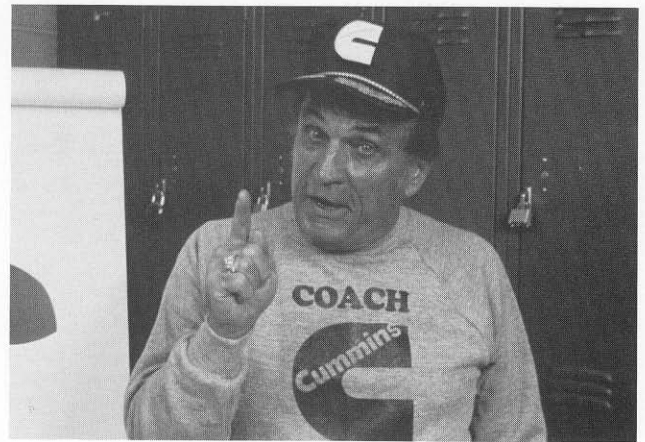


7. With this, our secret weapon... THE TELEPHONE.



8. Oh, sure! everyone has a phone. We have phones; our customers have phones, and the competition has phones. So what's the secret?

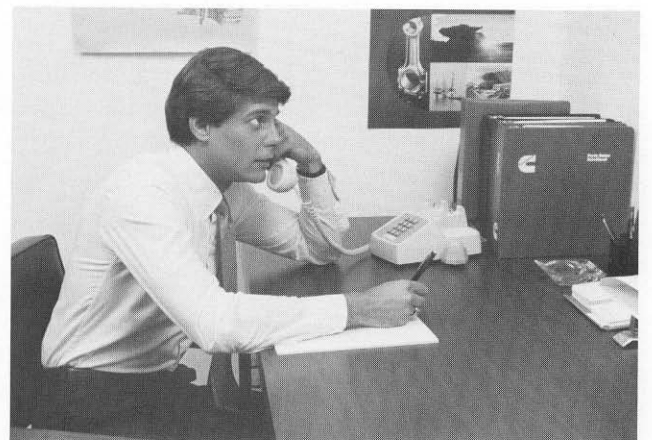
9. The SECRET is using it effectively to increase sales. Now here's the plan.



10. As you can see from this diagram, we're going to launch a special three pronged offensive relying heavily on our people in outside sales, telephone sales, and counter sales.



11. First the ends, our outside salespeople, can dramatically improve their effectiveness and cover a lot more yardage by increasing their telephone coverage of certain accounts. The more accounts they cover, the more they're going to score.

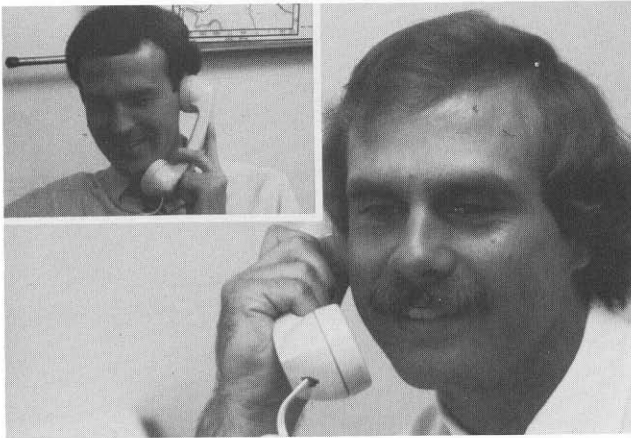


12. When it comes to prospecting, the telephone opens doors and saves time by enabling salesmen to qualify potential prospects, identify sales contacts, and set up appointments.





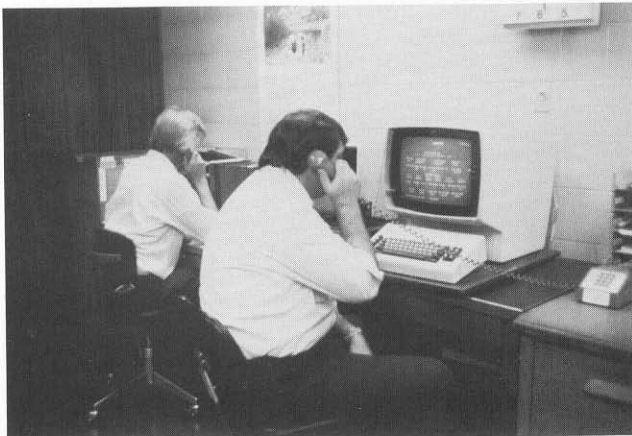
13. While there are some accounts where a phone call simply won't do, many accounts can be effectively serviced by regularly alternating telephone calls with personal visits.



14. Many small remote accounts are not profitable enough to call on personally, and quite a few customers appreciate the speed, convenience and efficiency of telephone sales.

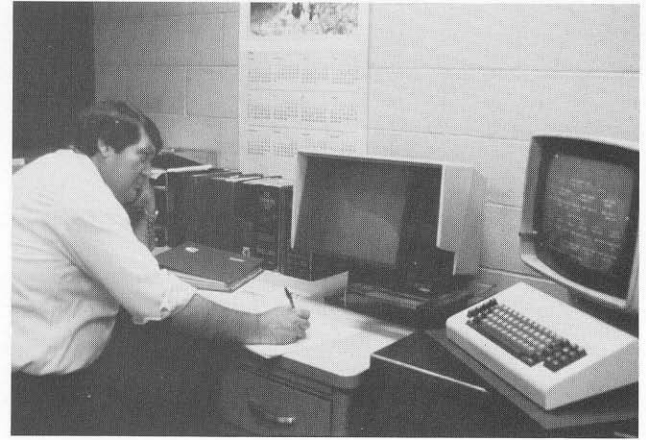


15. The outside salesmen should identify these TELEPHONE ONLY accounts, and after discussing them with the parts manager, pass them to the real ball carriers in this effort, our telephone sales people.

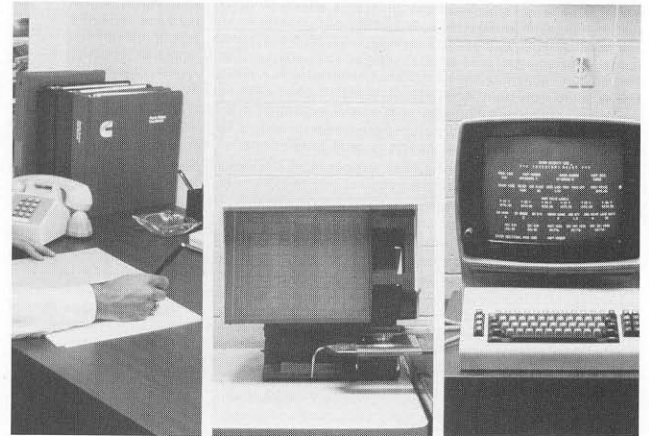


16. Carefully selected and trained for their position, all of our phone salespeople have good telephone voices and practice the proper telephone sales techniques. It's up to the rest of us to see to it that they have all of the backing and support they need.

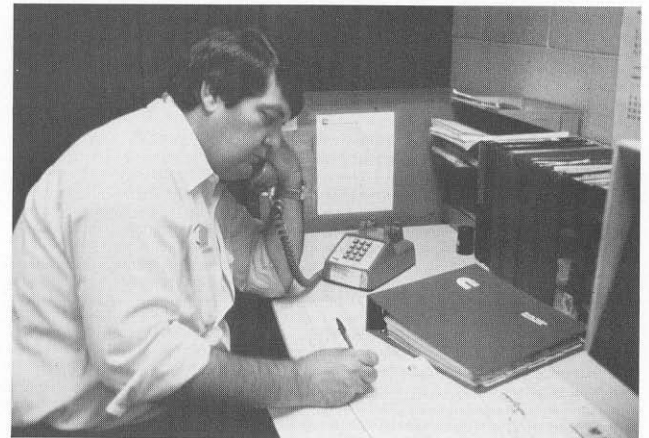
17. To facilitate their sales efforts, special telephone work stations have been established, and extra phone lines have been installed. This eliminates annoying background noise, avoids congestion at the parts counter and busy signals.



18. Our telephone salespeople have their own set of account profile cards, and microfiche for locating part numbers, plus a computer terminal for checking inventory and speeding the order and delivery process.



19. They call qualified accounts supplied by the parts manager and the outside salespeople, and they frequently assist the counter salesmen with incoming calls during peak periods.



20. PARTSMAN: Good morning! Cummins for uprates. This is Bob. May I help you?





21. COACH: Up front on the line, the parts counter salespeople support our other sales efforts by handling incoming calls and supplying our outside and telephone salespeople with valuable leads and information.



22. The countermen have direct contact with a large number of customers each day, and when things get busy, the parts counter becomes a real pressure cooker.

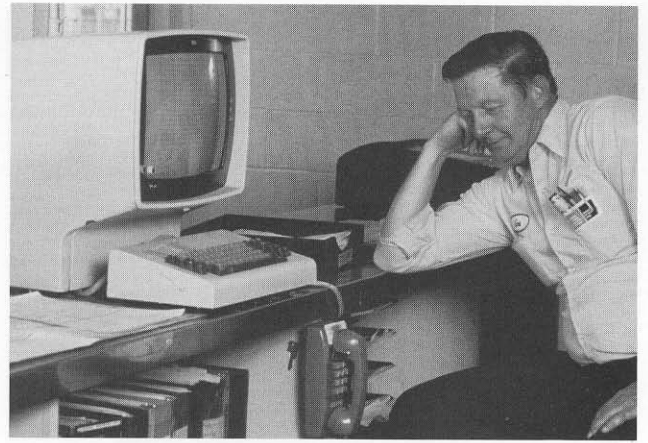


23. That's when professionalism really counts. Now, more than ever, it's important to practice good telephone technique.



24. Even when you seem to be juggling three or four phones at once, you must be friendly, courteous, and express a sincere interest in each customer's part problem.

25. In contrast, there are also periods when things slow down to a monotonous crawl. Instead of sitting and waiting for the phone to ring...



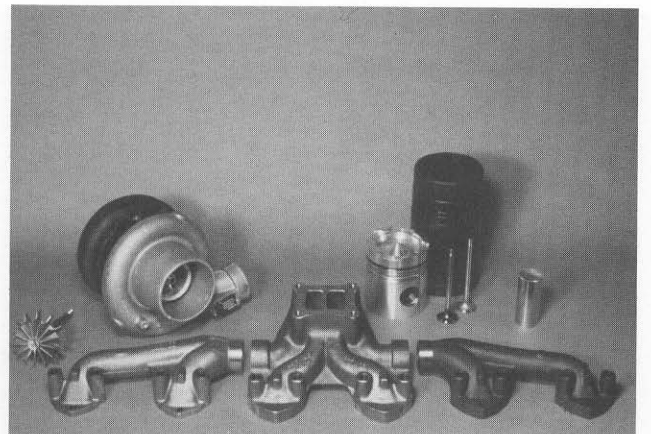
26. take advantage of those few quiet moments to place a few calls yourself, particularly to those accounts not covered by our other salesmen.

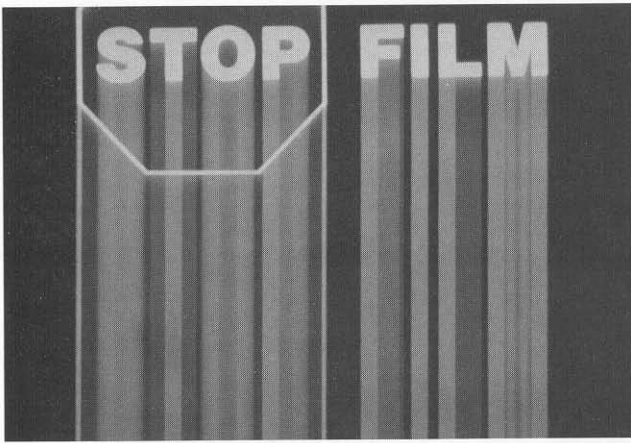


27. Tell them about special parts promotions. Take stock orders, and suggest some additional regular maintenance items or some other related parts.

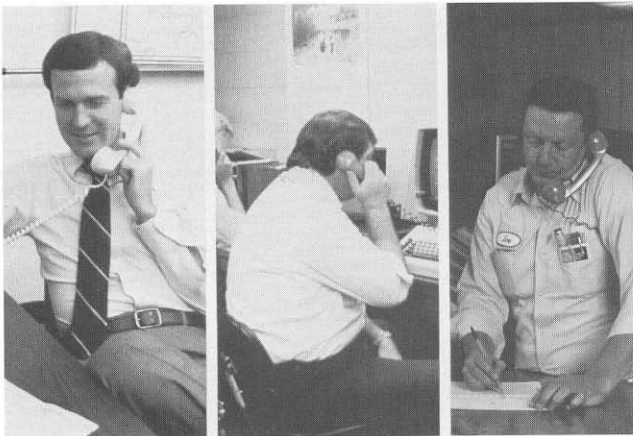


28. After all, there are hundreds of parts in every engine, and they're all interrelated. There's almost always something else your customer needs and will buy, IF YOU SUGGEST IT.





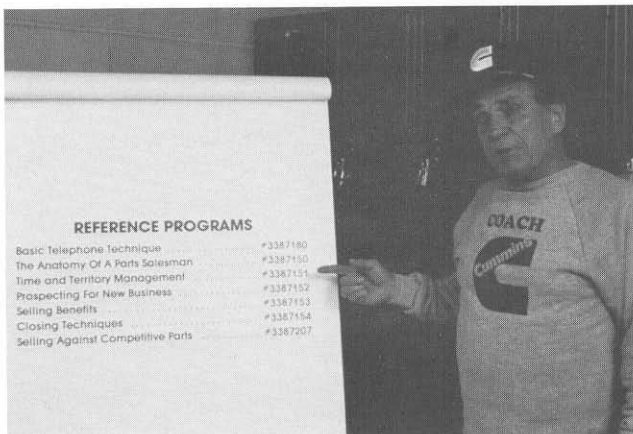
29. STOP THE TAPE RECORDER. THEN GO TO YOUR WORKBOOK AND COMPLETE EXERCISE NUMBER ONE.



30. Whatever your job, whether it's outside sales, telephone sales, or counter sales, the same basic rules of effective telephone selling apply. It takes good sales skills and the proper telephone technique.

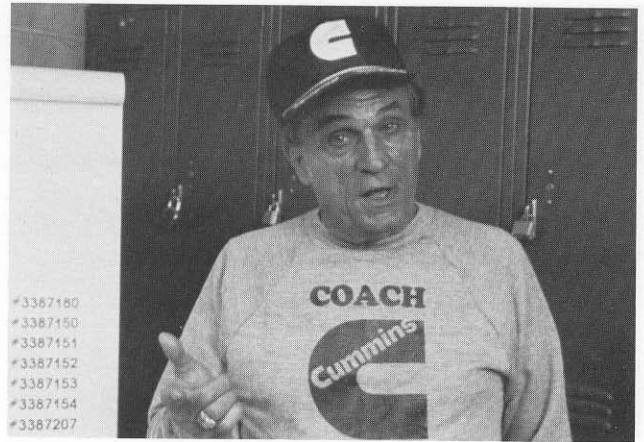


31. Not long ago, we had a training program on telephone technique to sharpen your speaking and listening skills.

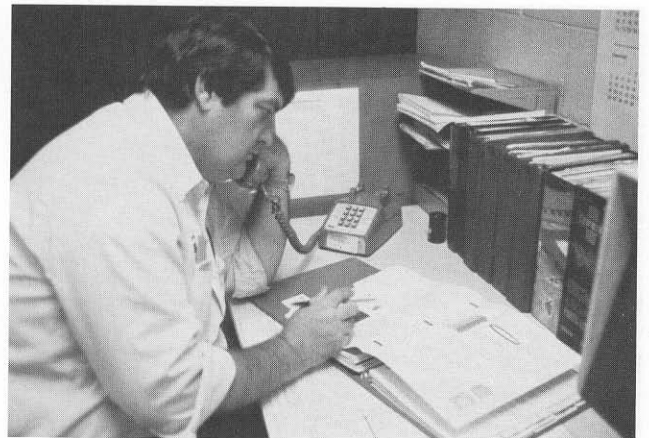


32. Before that, we had an entire series of programs on salesmanship during which we discussed in detail the importance of everything from your attitude and product knowledge to selling benefits, overcoming objections, and using effective closing techniques.

33. Many of the same techniques used in face-to-face selling are also effective in telephone sales, and there is a list of these programs in the back of your workbook for any of you who want to brush up.



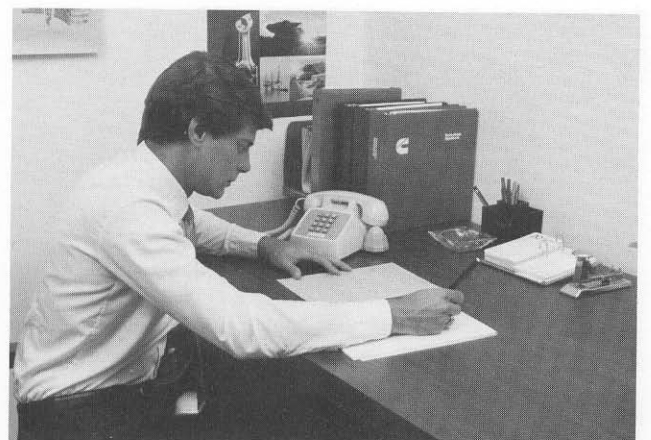
34. One of the big advantages of telephone selling is that it provides a unique opportunity to use notes and other references. . . if you first take the time to gather your materials and prepare what you will need.

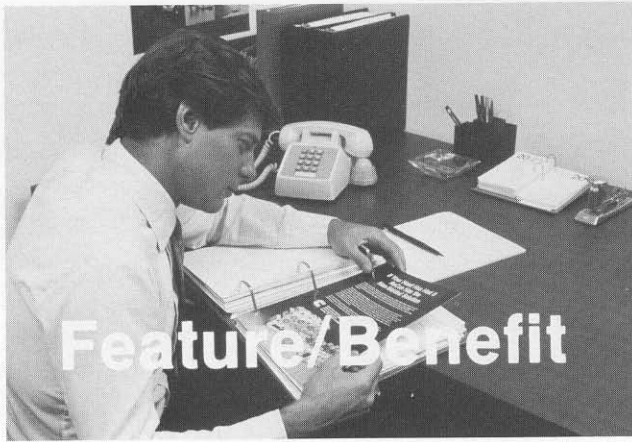


35. Begin by prioritizing your customers and developing a call schedule. Calling regularly is important because it helps to establish your credibility, and your customers will come to rely on your call.

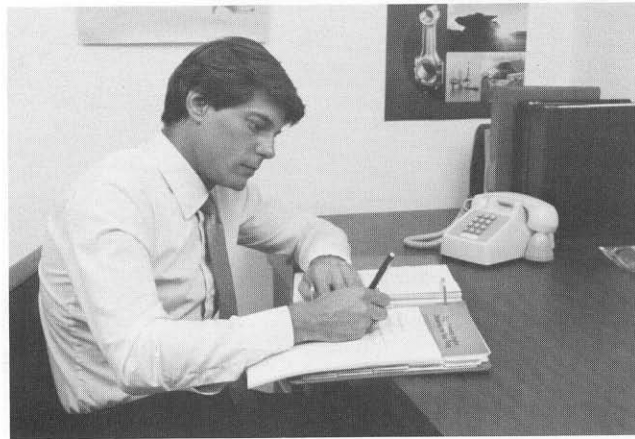
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
4 J-M Truck 267-3767 Empire Engine 867-3600 Allied Service 724-8900	5 Cummins 373-4987 Perkins 291-8500 U.S. Generator 848-8620 Wabco Engine 822-8000	6 J-M Truck 267-3767 Empire Engine 867-3600 Allied Service 724-8900	7 Cummins 373-4987 Perkins 291-8500 U.S. Generator 848-8620 Wabco Engine 822-8000	8 Cummins 373-4987 Perkins 291-8500 U.S. Generator 848-8620 Wabco Engine 822-8000	9 Cummins 373-4987 Perkins 291-8500 U.S. Generator 848-8620 Wabco Engine 822-8000
11 Cummins 373-4987 Perkins 291-8500 U.S. Generator 848-8620 Wabco Engine 822-8000	12 Cummins 373-4987 Perkins 291-8500 U.S. Generator 848-8620 Wabco Engine 822-8000	13 Cummins 373-4987 Perkins 291-8500 U.S. Generator 848-8620 Wabco Engine 822-8000	14 Cummins 373-4987 Perkins 291-8500 U.S. Generator 848-8620 Wabco Engine 822-8000	15 Cummins 373-4987 Perkins 291-8500 U.S. Generator 848-8620 Wabco Engine 822-8000	16 Cummins 373-4987 Perkins 291-8500 U.S. Generator 848-8620 Wabco Engine 822-8000
18	19	20	21	22	23
				29	30

36. After you've determined whom and when to call, use your account profile cards to carefully analyze each customer. Based on the nature of their business and their previous purchases, set a reasonable sales goal for each call, not a dollar figure but a quantity of a particular item you intend to sell. Write it large across the top of the page, and keep it in front of you during the call.

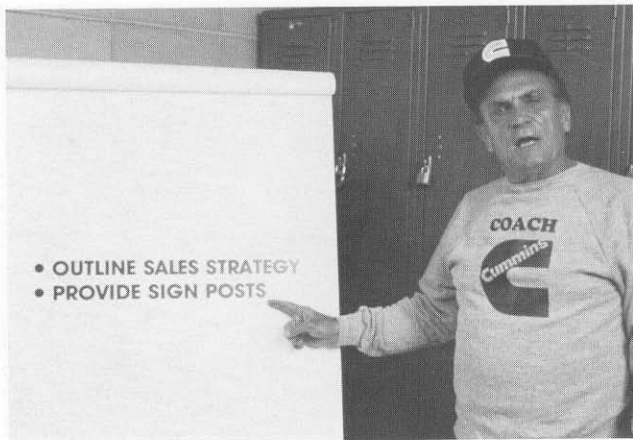




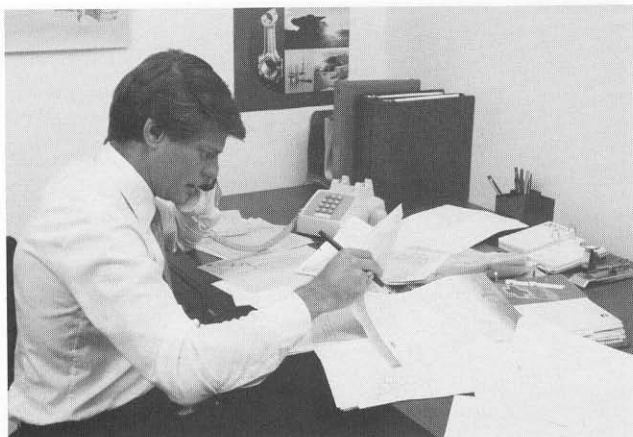
37. Check the marketing literature and make a list of the product's features and benefits, identifying those you feel will be of greatest interest to the customer. Then try to anticipate the customer's objections and prepare a suitable response to each.



38. Remember, you will sound a lot more confident if you plan what you're going to say. It's a good idea to write out your introduction and jot down some key probing questions. You might also want to add some trial closes.

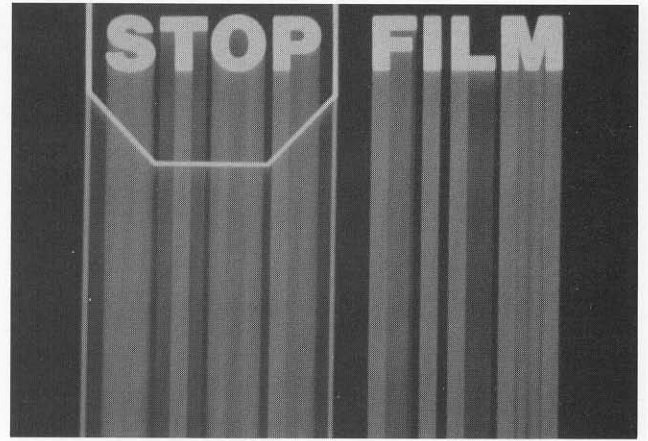


39. Prepare all the notes you need, but don't create a lot of paperwork. Your notes should simply outline your sales strategy and provide sign posts to help you along the way towards closing the sale.

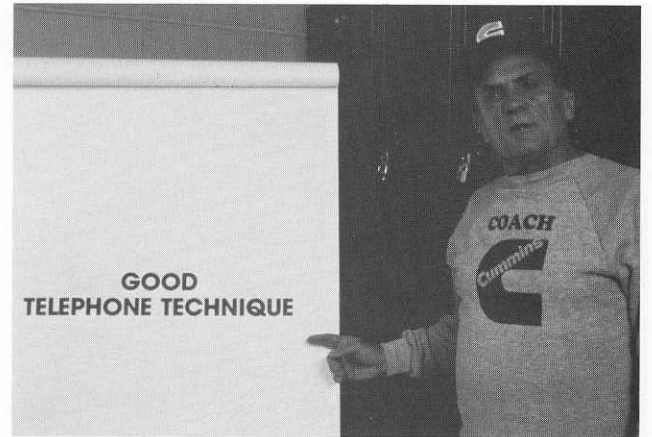


40. Keeping your notes concise and well organized is the best way to avoid fumbling in the end zone.

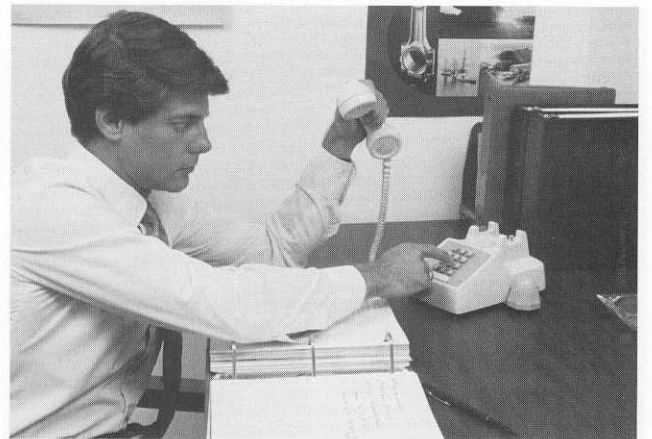
41. STOP THE TAPE RECORDER. THEN GO TO YOUR WORKBOOK AND COMPLETE EXERCISE NUMBER TWO.



42. Okay, we've covered getting ready for the call. Now, let's review some of the basics of good telephone technique.

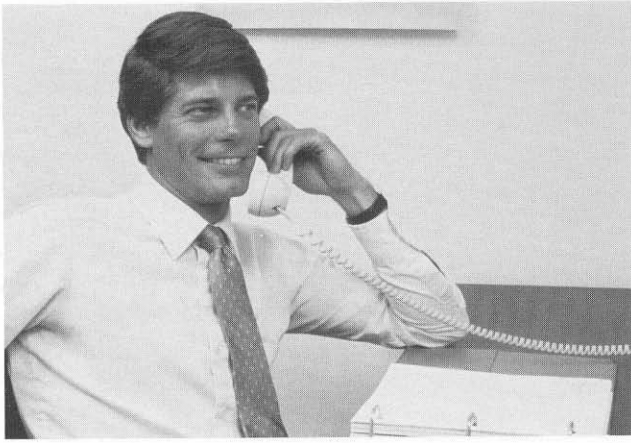


43. First impressions are important, and you don't want to drop the ball. So know what you're going to say BEFORE you pick up the phone.

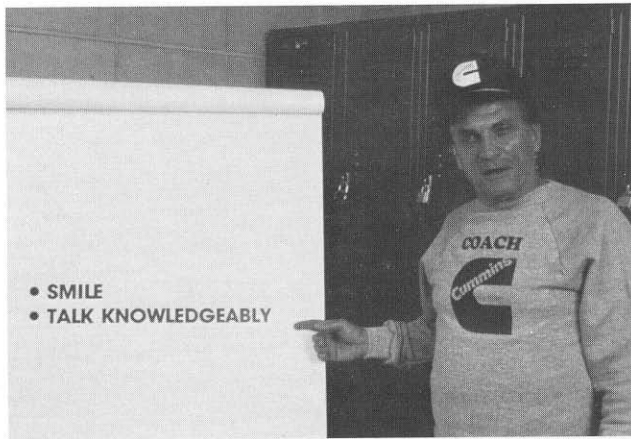


44. Remember to speak clearly with the proper speed and volume. A normal conversational voice is usually just right.

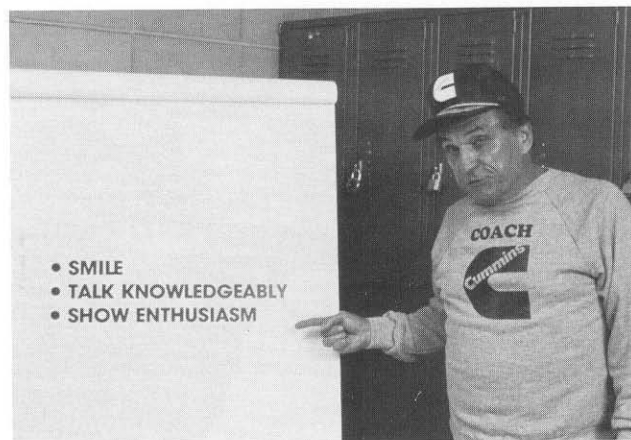




45. Most importantly, smile when you speak, and it will be reflected in your voice.



46. Try to talk knowledgeably without talking down to the customer. Credit him with knowing more than you might think and your flattery will be rewarded.

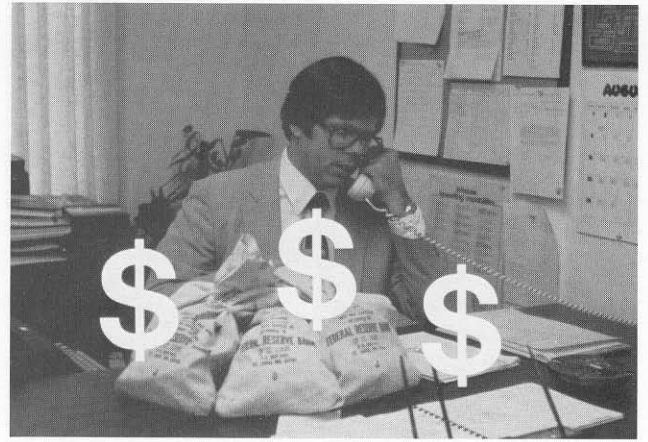


47. Show enthusiasm for your products and services, but don't get carried away. Always put the customer's needs first. A customer is more apt to buy from you if you communicate a genuine interest in his parts problem.

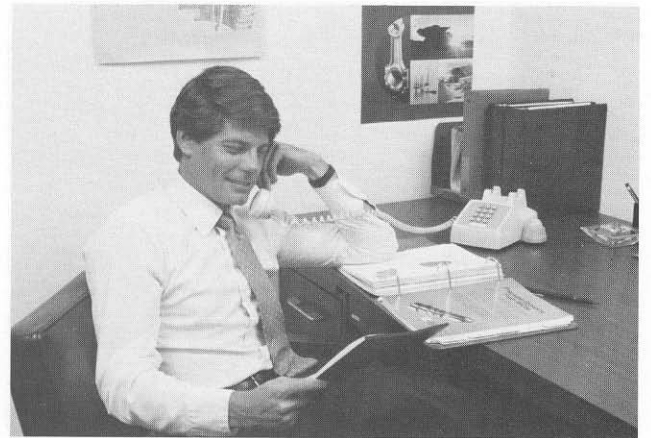


48. Never eat, drink, smoke, or chew gum while you're on the phone.

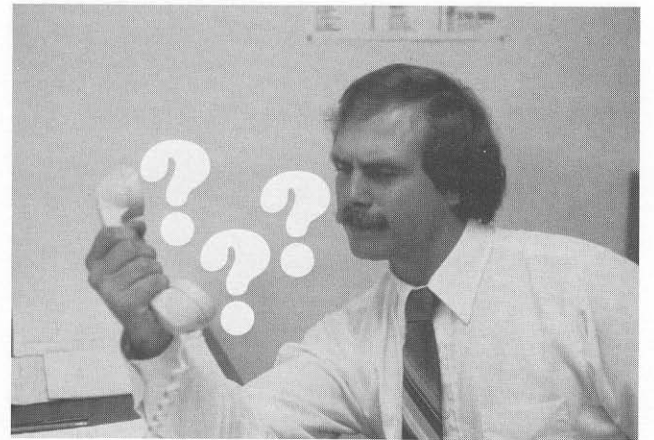
49. On cold calls make sure that you have reached the right person, the one making the buying decisions.



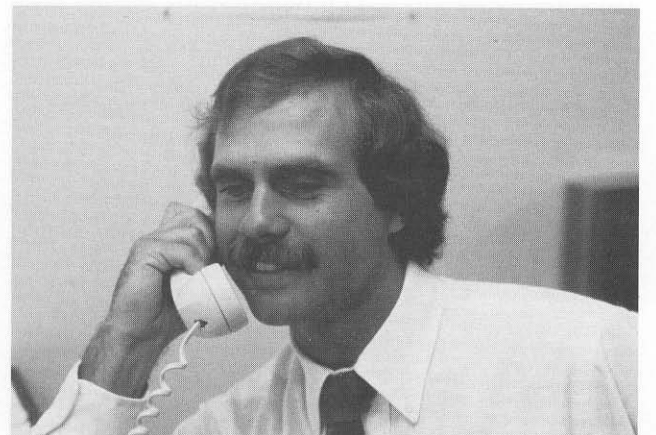
50. Your goal should be to establish your willingness to be of service and your ability to handle the customer's needs for Genuine Cummins products.

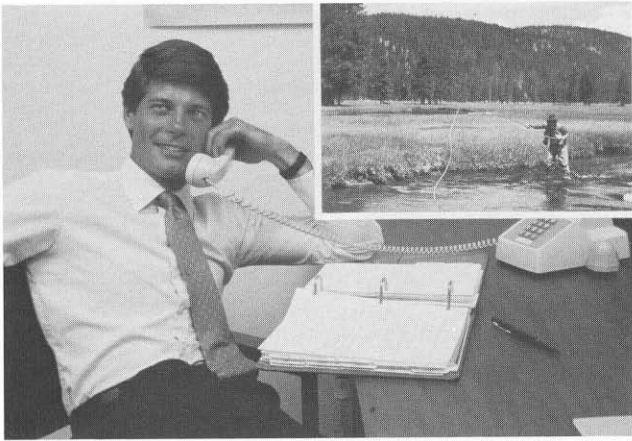


51. Don't shower new prospects with a lot of survey questions on the first call.

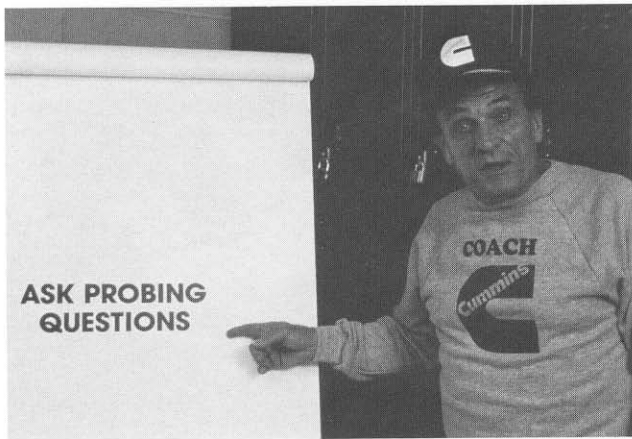


52. Instead, ask a few probing questions and then let the customer do most of the talking while you listen.



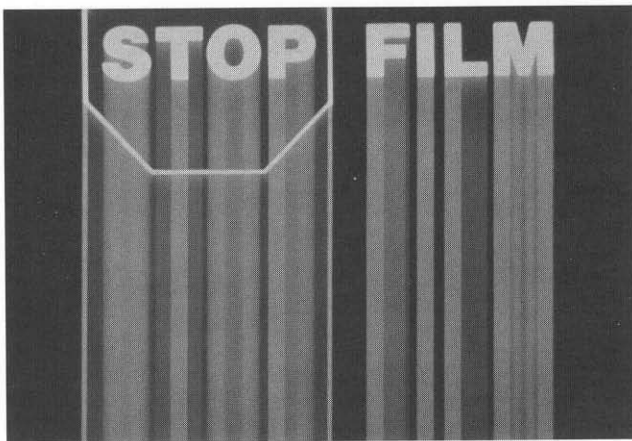


53. Calls to past and current accounts should be more personal and open. Be friendly. Recall past associations and show a sincere interest in the customer's business, hobbies, and other personal interests.

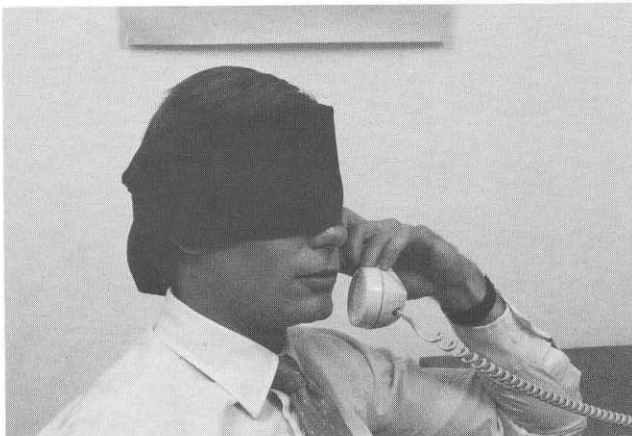


54. Once the customer is relaxed and speaking freely, ask probing, open-ended questions to determine his needs and parts problems. Probing strategy should:

- Identify the customer's needs
- Who he is buying from
- Why he is buying
- What he buys; i.e., new vs. exchange or exchange vs. repair.

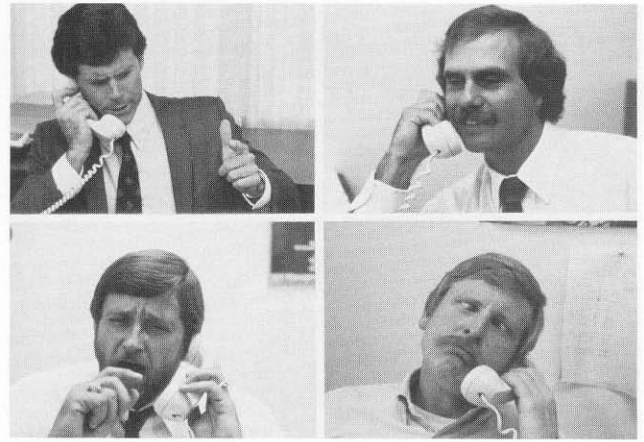


55. STOP THE TAPE RECORDER. THEN GO TO YOUR WORKBOOK AND COMPLETE EXERCISE NUMBER THREE.

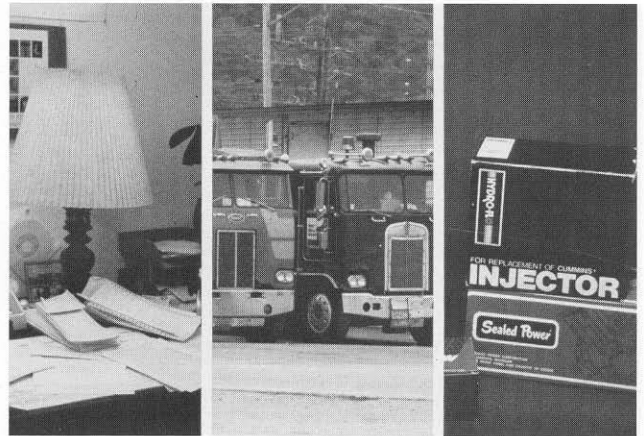


56. In many ways telephone selling is like a game of blind man's bluff.

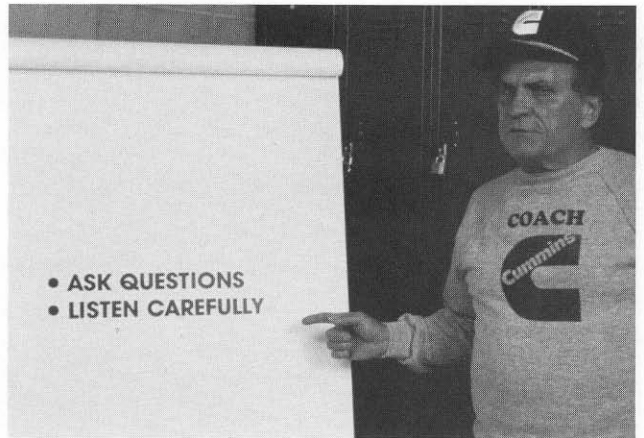
57. Because you can't see the customer, you can't read his facial expressions, gestures, or any of the other signals that tell you what he's really thinking.



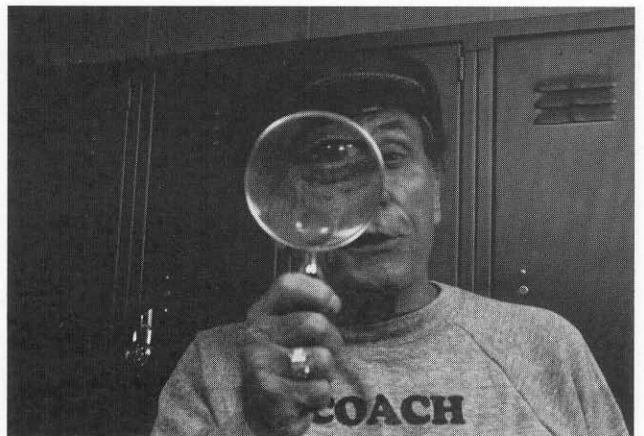
58. You can't see the work piled on his desk, the trucks on his lot, or the competitive parts on his shelf.

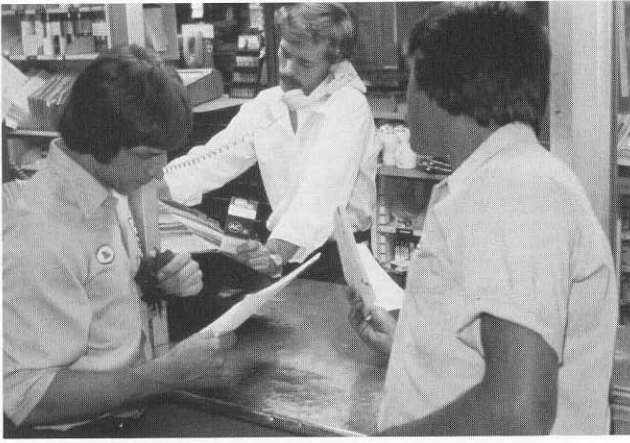


59. All you can do is to ask the right questions and listen carefully.

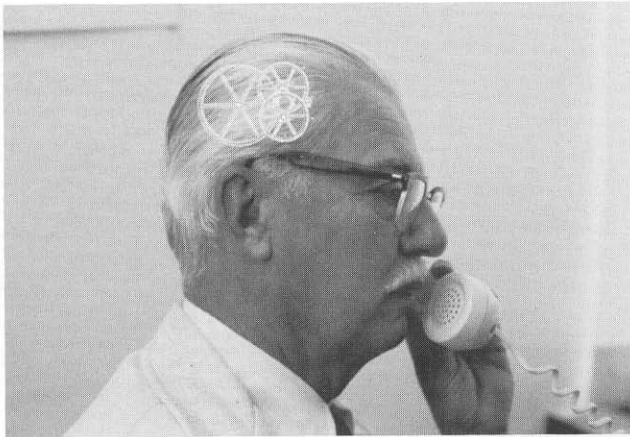


60. Like a detective, a good salesman listens for clues to the customer's attitude, the subtle tones and inflections which indicate the customer's mood.





61. Is he willing to talk to you, or is he too busy? Is he open to suggestion, willing to buy, or is he in the wrong frame of mind?



62. A good salesman also listens for clues to the customer's personality... What is he like? What are his interests? What is the best way to reach him?...

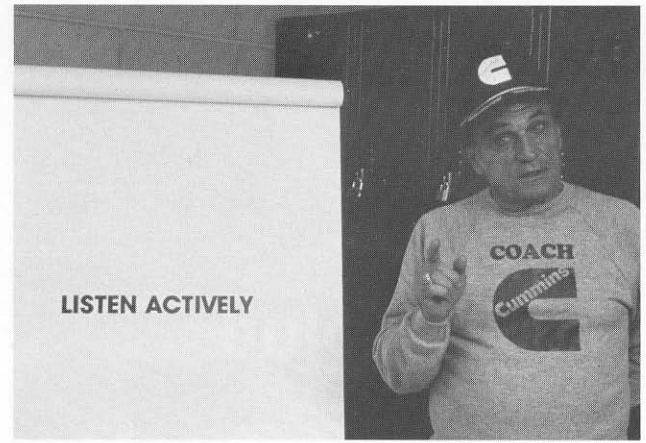


63. and clues to his business problems... What Cummins engines does he have? What are his repair problems? What are his business headaches? Without exception, people buy to satisfy a need. If you let them tell you what their needs are, then you know what to sell them.

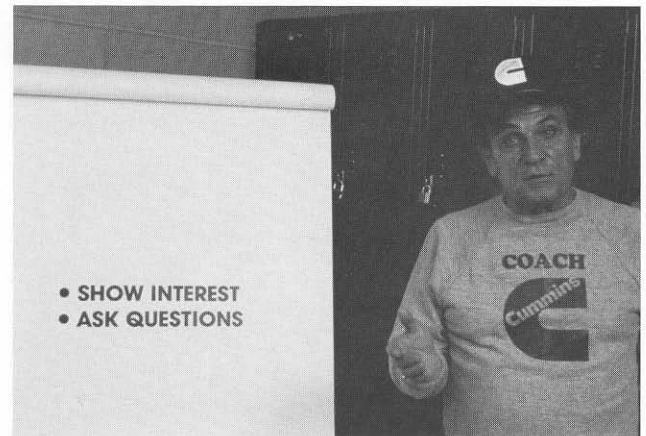


64. PARTSMAN: (Talking on phone) Uh huh!... Um hum... Okay!... I see... Six cylinder kits, 3801060... a complete set of connecting rods and bearings... How are you fixed for gaskets?... All right! Is there anything else?... How are your valves?

65. **COACH:** Contrary to popular belief, listening is an active process. Rather than listening quietly, you should constantly interject short responses to reassure the customer that you are listening and that you understand.



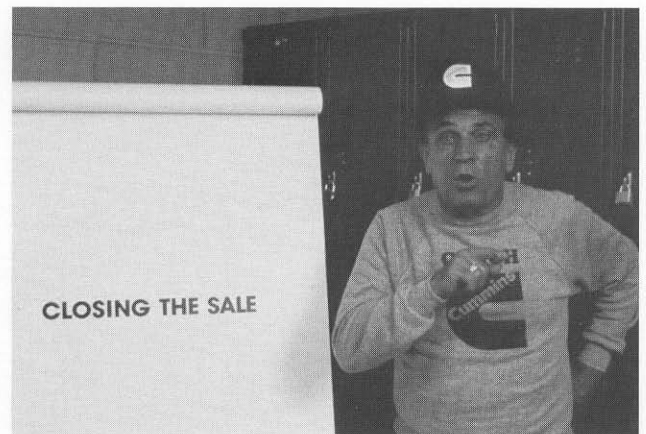
66. Always show a sincere interest in the customer's parts problems and ask questions to clarify specific points, draw out additional information, and suggest related parts.



67. **STOP THE TAPE RECORDER. THEN GO TO YOUR WORKBOOK AND COMPLETE EXERCISE NUMBER FOUR.**

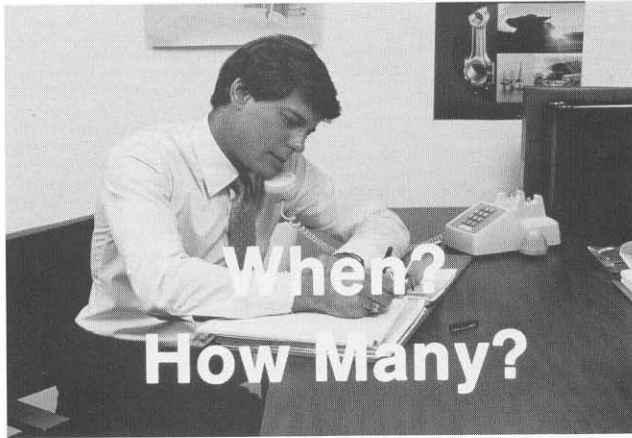


68. All right! We've covered preparation, planning, and telephone technique. Now it's time to score. When it comes to closing the sale, the same rules apply in telephone selling as in any other sales situation.

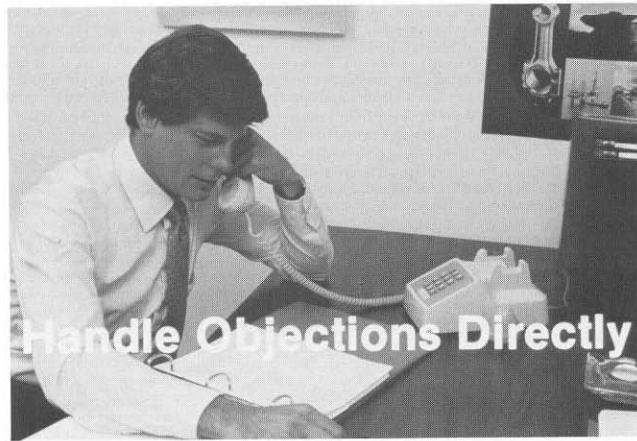




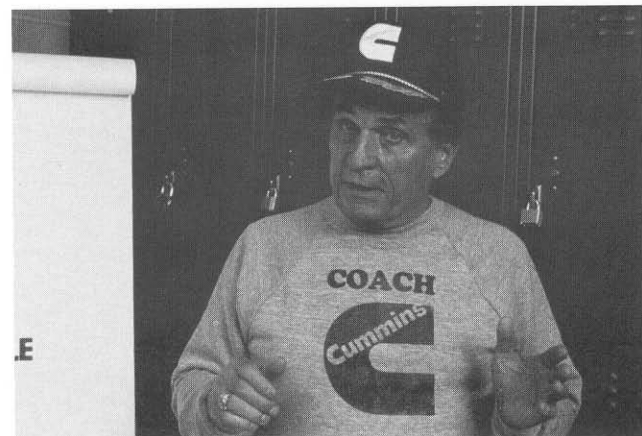
69. Always sell solutions. Offer the products and services you feel will solve the customer's problems. Present the product's features and benefits, but be sure to stress only those benefits which directly relate to the customer's needs.



70. Don't just ask for the order, use a forced choice question or other closing techniques to lead the customer to the point of buying.

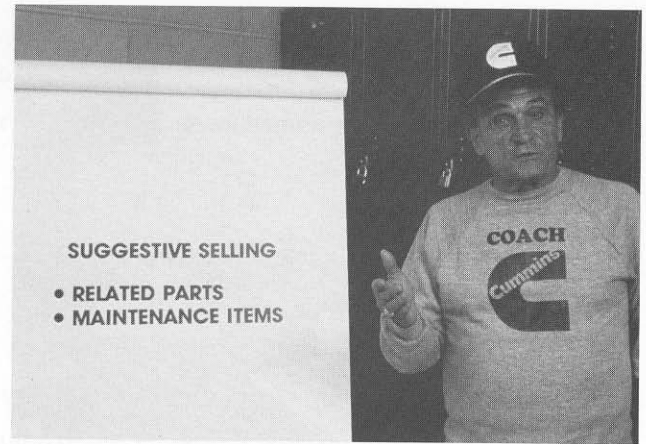


71. Handle every objection directly. Refer to your notes or your Parts Sales Handbook if necessary, but always deal with it immediately. Dodging an objection has never closed a sale yet, but successfully overcoming it will.

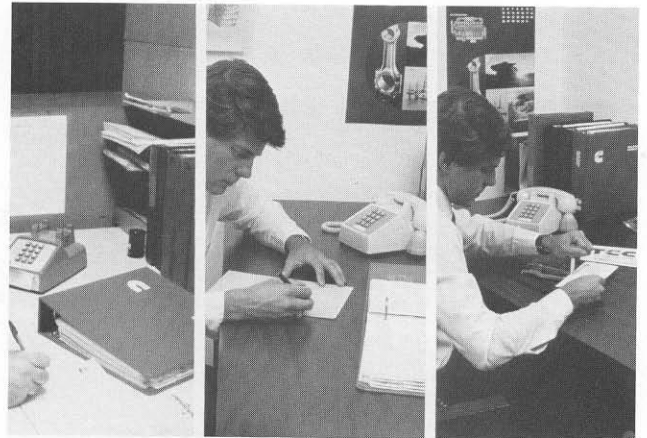


72. If you're not familiar with closing techniques or how to handle objections, refer to the back of your workbook for a listing of the appropriate programs to review.

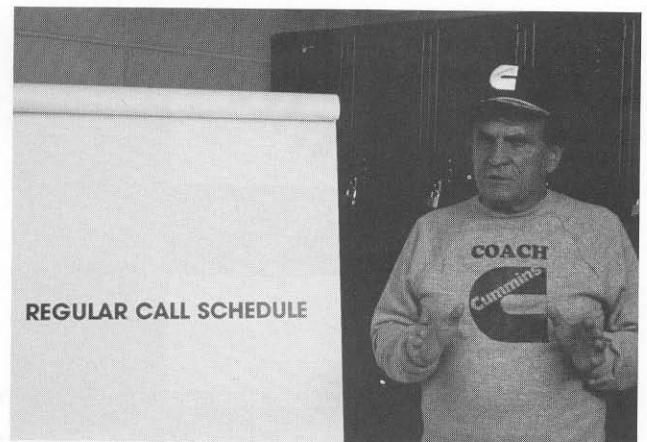
73. After you've gotten the order, always remember to suggest additional parts. These may be related items required to complete the repair properly or regular maintenance items that the customer is likely to need.



74. As soon as you finish the call, you should process the order and update the account profile card. Be sure to make a note of the customer's objections and any new information you discovered about the account. You might also want to send the customer a brochure on the product you discussed or some other direct mail piece.

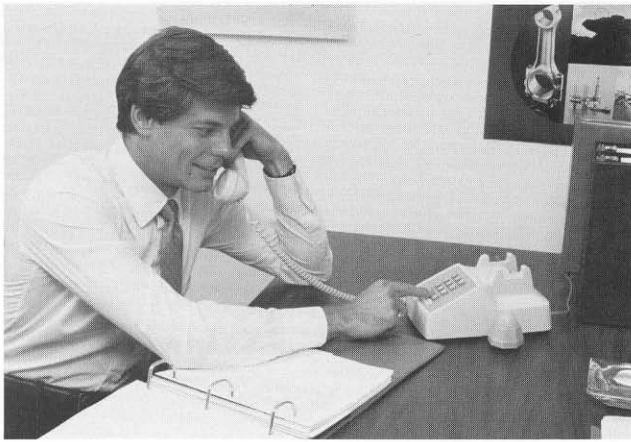


75. Most importantly, you should schedule your next call. Regular calls give an impression of dependability. On a follow-up call, you can ask if the product arrived on time and how it's working. Plus, you can provide information on special promotions and take any new stock orders.



76. So you see, the telephone is a powerful sales tool, not only for our telephone sales people, but for parts counter and outside salespeople as well.

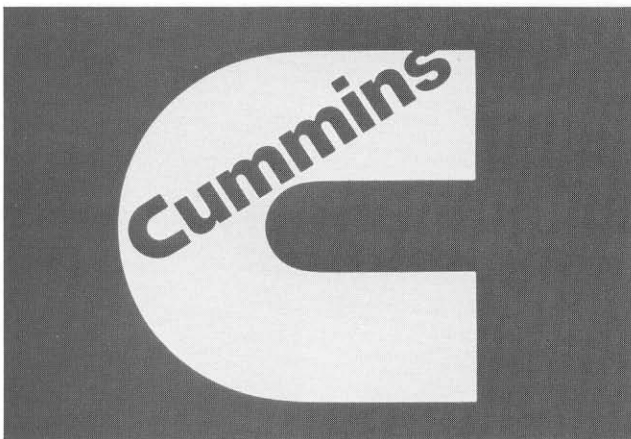




77. Properly used with the right sales techniques, the telephone can be your key to...



78. RINGING UP SALES!



79.



EXERCISE #1

1. Salesman A says the telephone has no place in outside sales.

Salesman B says the telephone is a valuable tool for helping outside salesmen cover more accounts in less time.

Who is right?

- A. Salesman A is right.
 - B. Salesman B is right.
 - C. Both salesmen are right.
 - D. Neither salesman is right.
2. Salesman A says the telephone is useful for setting up appointments.

Salesman B says the telephone helps to qualify potential accounts and identify the sales contact.

Who is right?

- A. Salesman A is right.
 - B. Salesman B is right.
 - C. Both salesmen are right.
 - D. Neither salesman is right.
3. Salesman A says the telephone salespeople call designated accounts supplied by their parts manager and the outside salesmen.

Salesman B says the telephone salespeople don't need his help. They have their own customers, their own file cards, microfiche, and computer terminal.

Who is right?

- A. Salesman A is right.
 - B. Salesman B is right.
 - C. Both salesmen are right.
 - D. Neither salesman is right.
4. Salesman A says the counter men play an important role by handling incoming calls.

Salesman B says the counter men can supply both outside and telephone salesmen with valuable leads and information.

Who is right?

- A. Salesman A is right.
 - B. Salesman B is right.
 - C. Both salesmen are right.
 - D. Neither salesman is right.
5. Salesman A says his job as a counter man is to answer the phone and take orders.

Salesman B says when things are slow at the counter, he calls some of his customers to tell them about special promotions, take stock orders, and suggest some additional parts they might wish to order.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

WHEN YOU HAVE COMPLETED THE EXERCISE, RESTART THE TAPE TO CONTINUE THE PROGRAM.

EXERCISE #2

1. Salesman A says telephone selling requires many of the same techniques used in face-to-face selling.

Salesman B says telephone selling requires good speaking and listening skills.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

2. Salesman A says it is important to develop a regular call schedule.

Salesman B says the best time to call is when the customer will least expect it.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

3. Salesman A says not to use notes while talking on the phone because it interrupts the flow of the conversation, and often causes confusion and delays.

Salesman B says notes are an important tool in telephone sales because they give you confidence and help to keep you on track.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

4. Salesman A says if you call frequently enough, you're bound to get an order.

Salesman B says you should set a specific sales goal for each call and try to anticipate the customer's objections.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

WHEN YOU HAVE COMPLETED THE EXERCISE, RESTART THE TAPE TO CONTINUE THE PROGRAM.

EXERCISE #3

1. Salesman A says you should always know what you're going to say before you start to dial the phone.

Salesman B says to speak slowly and clearly with extra volume when talking on the phone.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

2. Salesman A likes to start early and makes his first few phone calls while he drinks his morning coffee.

Salesman B likes to smoke cigarettes while he talks on the phone because they help him to relax and show a greater interest in his customer's parts problems.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

3. Salesman A always tries to sound friendly by smiling whenever he talks on the phone.

Salesman B tries to simplify everything he says because he realizes that most customers do not have his extensive training and experience.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

4. Salesman A displays real enthusiasm for genuine Cummins parts and services.

Salesman B always zeroes in on the customer's needs.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

5. On a cold call, Salesman A tries to gather all of the information he can by asking a lot of questions about the customer's business.

During his first call to a new prospect, Salesman B tries to show his ability to handle the customer's needs and his willingness to be of service.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

6. Salesman A likes to put his customers at ease by chatting about their hobbies and interests.

Salesman B asks his customers probing, open-ended questions about their business so he can better determine their parts needs.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

WHEN YOU HAVE COMPLETED THE EXERCISE, RESTART THE TAPE TO CONTINUE THE PROGRAM.

EXERCISE #4

1. Salesman A says talking to a customer on the phone is almost the same as talking to him in person.

Salesman B finds telephone sales more difficult because he can't see the customer's face.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

2. Salesman A listens carefully for clues to the customer's attitude and personality.

Salesman B listens hard to learn all he can about the customer's business and his parts problems.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

3. Salesman A always interjects short responses to show that he's listening.

Salesman B saves time by doing some paperwork while he listens to the customer's parts problem.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

4. If the customer is too busy to talk, Salesman A skips his presentation and quickly asks for the order.

If the customer seems preoccupied with other problems, Salesman B tries to help by offering his personal advice.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

WHEN YOU HAVE COMPLETED THE EXERCISE, RESTART THE TAPE TO CONTINUE THE PROGRAM.

EXERCISE #5

1. During his presentation, Salesman A points out ALL of the product's features and explains the advantages and benefits of each.

In his presentation, Salesman B concentrates on the benefits of the product which directly relate to the customer's needs.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

2. Salesman A closes by asking the customer whether or not he wants to order the product. Salesman B closes by asking the customer whether he wants to order six or three, or whether he wants the parts delivered on Tuesday or Thursday.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

3. Salesman A always stops and handles each objection right away. Then, if the customer is satisfied with the answer, he asks for the order.

Salesman B maintains the momentum and continuity of his presentation by promising to handle the customer's objections afterwards.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

4. After getting the initial order, Salesman A suggests some related parts the customer may need.

After closing the sale, Salesman B hangs up quickly before the customer has a chance to change his mind.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

5. When the call is over, Salesman A processes the order and updates the account profile card.

After a telephone sales call, Salesman B likes to send the customer a brochure or other direct mail piece about the product they just discussed.

Who is right?

- A. Salesman A is right.
- B. Salesman B is right.
- C. Both salesmen are right.
- D. Neither salesman is right.

WHEN YOU HAVE COMPLETED THE EXERCISE, REPEAT ANY SECTIONS OF THE PROGRAM YOU WISH TO REVIEW. THEN REWIND THE TAPE AND TURN OFF THE PROJECTOR.

ANSWER SHEET

EXERCISE #1

1. B
2. C
3. A
4. C
5. B

EXERCISE #2

1. C
2. A
3. B
4. B

EXERCISE #3

1. A
2. D
3. A
4. C
5. B
6. C

EXERCISE #4

1. B
2. C
3. A
4. D

EXERCISE #5

1. B
2. B
3. A
4. A
5. C

REFERENCE PROGRAMS

BASIC TELEPHONE TECHNIQUE	#3387180
THE ANATOMY OF A PARTS SALESMAN	#3387150
TIME AND TERRITORY MANAGEMENT	#3387151
PROSPECTING FOR NEW BUSINESS	#3387152
SELLING BENEFITS	#3387153
CLOSING TECHNIQUES	#3387154
SELLING AGAINST COMPETITIVE PARTS.....	#3387207
UPRATE YOUR 855	#3387197

NOTE: EACH OF THE PROGRAMS LISTED ABOVE IS AVAILABLE THROUGH YOUR SUPERVISOR OR TRAINING MANAGER. PROGRAMS NOT IN STOCK MAY BE ORDERED FROM LITERATURE CONTROL SERVICE.

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