

START OUT RIGHT

When trying to capture a new account your initial approach is critical. Most sales are lost in the information gathering stages, not during closing. Before you can make a sale you need to get to know your potential customer's business and what they are trying to accomplish. Your job as a sales representative is to help them get there. After a friendly greeting, start by directing the customer's attention to the topic of construction lubricants and how they use them. Here are some examples of questions you might consider using:

- *“What kind of equipment are you running?”*
- *“What are your current maintenance practices?”*
- *“What are you most concerned with when it comes to choosing an engine oil?”*

Understanding the customer's business and needs will help you to provide superior customer service. Only then can you help them do it better by building a plan and product mix that will help them get better results.

MAKE THE BENEFITS CLEAR

Once you understand your customer's needs, explain to them how using 76® Lubricants will help them reach their goals. Remember that people buy benefits, not features. For someone to buy something it must have some kind of perceived value.

An effective presentation must link the benefits of each product directly to the specific needs of the customer. To do this, you might say:

- *“Did you know 76 Lubricants has products specifically designed to help you extend your drain intervals and keep your equipment running longer?”*
- *“Did you know that buying in bulk can help you control costs? With the family of 76 Construction Lubricants you can service everything from light 'sneakers' and mini excavators, up to the heaviest loaded haul trucks without having to deal with multiple suppliers.”*

As you do this, continue to learn about the customer's business. For example, a customer with leased equipment whose primary concern is keeping costs low is completely different than one who owns his equipment and is looking to protect his investment. Having the right information will help you build a better offer and provide better service.

ACTIVELY LISTEN AND ANSWER QUESTIONS

When sharing information about the 76® Lubricants' line of construction products, stay alert for potential roadblocks or questions your customers may bring up. Active listening is the key to good selling, as it can give clues about what customers consider most important to them and their business. By responding specifically to questions, you can alleviate their concerns and show interest in their needs.

Here are some typical questions that your customers may ask:

- *“Why should I consider switching to 76 Lubricants?”*
- *“How are 76 Lubricants different than what I'm already using?”*
- *“I've got some new equipment. How can I be sure I'm using the right products?”*

In these cases, remember to return to the benefits:

- 76 Lubricants has a long history of success.
- We have products to cover every application and condition.
- Our products meet or exceed industry specifications.
- 76 Lubricants is a hard-working brand dedicated to helping our customers get the job done right.

RESPOND TO OBJECTIONS

You'll often encounter objections when dealing with a new customer. Every piece of equipment on a construction site represents a sizable investment. Changing oils is not like switching brands for your car. When a piece of equipment fails it can cripple an entire project and be devastating to your customer's bottom line. That's why you need to remain focused and deal with objections when they arise.

Some typical objections are:

- *“I've always used brand x. I'm not going to change now.” (Product)*

Encountering a customer that's loyal to another brand is a good thing. The harder it is to convert them to 76® Lubricants the harder it will be for someone else to take them away once you earn their business. The key to overcoming a loyalty objection is letting them know you understand their concern and focusing on the long-standing performance traditions of 76 Lubricants:

Suggested response:

- *“Several of my customers have said the same thing. But are you aware that 76 Lubricants provides very high quality products that meet or exceed the OEM requirements, all at a very competitive price. That coupled with the high level of customer service we will provide, will make your decision to switch to 76 Lubricants a very easy decision.”*

- *“I'm not sure. Let me think it over.” (Time)*

Here, you can validate their need for more information and tell them you'll follow up.

- *“My current brand is cheaper. I can't afford to spend that much on oil.” (Price)*

The key to overcoming price objections is getting your potential customer to understand that spending more on an oil now can help them save a lot more down the road thanks to more consistent performance and longer drain and service intervals. Good questions to counter price objections with are:

- *“How much are you spending on maintenance right now?”*

- *“How many hours/miles are you getting between service stops with your current oil?”*

TAKE THE ORDER

Sales and service people sometimes fail to ask for the sale over fears the customer will say no. However, more sales are lost simply because salespeople do not ask. You can tell if your customer is interested in these products through their “buying signals,” which include comments like:

- *“Maybe we could try them. Let me look at this information a little closer and then I'll decide.”*
- *“Well, I am concerned about protecting my equipment...”*
- *“I would like to be able to extend my drain intervals...”*
- *“What are the benefits of _____ again?”*
- *“Which of these products would I need for my equipment?”*

TO CLOSE THE SALE, BE DIRECT:

- *“Can we write this order up now?”*
- *“Are we ready to work up your product mix?”*

Remember, you will not close every sale. That's okay. Your goal is for your customers to make informed decisions every time, whether it's yes or no. Reassure the customer that whatever their choice is that day, it is a good one. Remind them that all 76® Construction Lubricants you handle are high quality products and that you appreciate their business. And don't forget: a “no” today is not a “no” forever. In many cases, customers who decline today but keep your information may come back next time and say, “Let's give that oil a try.”

FOLLOW-UP

If you get an order...

- Then make follow-up calls to ensure delivery and answer questions as they arise.

If you do not get the business...

- Then arrange to make subsequent calls periodically.
- Then offer to be a resource they can call when they have questions concerning oil analysis, monitoring and/or recommendations when they procure new equipment.
- Then remember changes in personnel or operation are good opportunities for another visit.

TIPS FOR ACQUIRING NEW CUSTOMERS AND RETAINING EXISTING ONES

1) Treat every order like it's the first order. As one successful 76® Marketer puts it, “Everyone sells oil, but people buy from people. You must commit to providing both an excellent product and excellent service.”

2) Understand your competitors' strengths and weaknesses.

3) Make a list of at least 10 reasons why a prospect should do business with 76 Lubricants. Some of these reasons should exploit the weaknesses of your competitors.

4) Determine the real decision maker.

5) Try to anticipate what types of needs you could satisfy for the prospect or client before the initial call. Remember: “People buy for their own reasons, not yours.” (Conceptual Selling, Robert B. Miller and Stephen E. Heiman, Warner Books, Copyright 1987, pp 25.)

6) Work with the prospect or client to uncover needs and generate options for meeting them (most people like choices). Allow them to take ownership of the final decision.

7) Plan every sales call to make progress towards acquiring or better servicing their business. That way, you won't waste their time or yours.

8) Always under-promise and over-deliver.



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HOW TO BE SUCCESSFUL SELLING 76® CONSTRUCTION LUBRICANTS

An Insider's Guide To Selling 76 Construction Products To New And Existing Customers

76® CONSTRUCTION PRODUCTS AT-A-GLANCE

76 Lubricants offers an extensive line of products that can be successfully applied in construction related applications too numerous to count. With a working knowledge of the products that make-up the 76 Lubricants construction line, you will be able to meet all your customers' needs in terms of service, quality and selection.

76® HEAVY DUTY DIESEL ENGINE OILS

For your customers, choosing the right heavy duty engine oil can be one of the most important decisions they make when it comes to controlling maintenance costs, minimizing equipment downtime and protecting their investment. Helping them find the perfect fit is one of the best ways to earn their trust and business.

Every 76 heavy duty engine oil lasts long and protects both EGR and non-EGR engines, resulting in longer drain intervals and less equipment downtime no matter the fleet. Beyond that, there are a number of factors you can use to determine which product is right for your customers.

Guardol ECT™

Guardol ECT (Emission Compatible Technology) is a premium quality, synthetic blend, API CJ-4 engine oil developed for use in four-stroke cycle diesel engines designed to meet 2007 on-highway exhaust emission standards. It is specially formulated with advanced low SAPS (Sulfated Ash, Phosphorus and Sulfur) additive technology to protect exhaust aftertreatment devices such as diesel particulate filters (DPFs) and diesel oxidation catalysts (DOCs). It also is backward serviceable for use in pre-2007 diesel engines where API CI-4 PLUS, CI-4, CH-4, CG-4 or CF-4 oils are specified.

Typical Applications

- On-highway diesel trucks equipped with exhaust aftertreatment devices such as diesel particulate filters and oxidation catalysts
- Diesel engines equipped with exhaust gas recirculation (EGR) or other NOx-reduction technologies
- Older diesel equipment with conventional, non-EGR engines
- Off-highway construction, earth moving and mining equipment

Important Features

- Synthetic blend formulation providing exceptional low and high temperature properties
 - Enhanced oxidation and thermal stability
 - Improved low temperature flow characteristics
 - Improved film strength
- Excellent protection for new 2007 emissions-compliant engines and older diesel engines
- Outstanding soot control for protection against abrasive wear and soot-induced oil thickening
- High shear stability
- Good resistance to foaming and aeration

Guardol QLT®

A universal API CI-4 Plus fleet engine oil, formulated with 76 QLT additives technology, that meets a wide range of performance requirements of U.S. and European built heavy duty diesel engines.

Typical Applications

- Mixed fleets of pre-2007 on-highway and off-highway diesel trucks, off-highway equipment and smaller diesel and gasoline powered equipment used in earth moving, mining and quarry operations.
- Mobile, marine and stationary diesel engines (except those with silver bearings) in severe service or using high sulfur non-EPA diesel fuel.
- Automatic and powershift transmissions specifying Allison C-4 type fluid.

Important Features

- Excellent wear protection, high temperature durability and low temperature pumpability.
- High dispersancy-detergency to minimize sludge, excellent oxidation resistance, corrosion protection, soot control and resistance to foaming/aeration.
- High TBN with excellent TBN retention.
- Extended drain capable engine oil.



76® HEAVY DUTY ENGINE OILS

Fleet Supreme EC™

Fleet Supreme EC (Emission Compatible) is an API CJ-4 universal fleet engine oil developed for use in four-stroke cycle diesel engines designed to meet 2007 on-highway exhaust emission standards. It is specially formulated to protect exhaust aftertreatment devices such as diesel particulate filters (DPFs) and diesel oxidation catalysts (DOCs). It also is backward serviceable for use in pre-2007 diesel engines where API CI-4 PLUS, CI-4, CH-4, CG-4 or CF-4 oils are specified.

Typical Applications

- On-highway diesel trucks equipped with exhaust aftertreatment devices such as diesel particulate filters and oxidation catalysts
- Diesel engines equipped with EGR, ACERT or other emissions control technologies
- Older diesel equipment with conventional, non-EGR engines
- Off-highway construction, earth moving and mining equipment

Important Features

- Excellent protection for new 2007 emissions compliant engines and older diesel engines
- Excellent soot control for protection against abrasive wear and soot induced oil thickening
- Excellent resistance to viscosity and thermal breakdown at high temperatures
- Protects against sludge and varnish formation and wear

T5X® Heavy-Duty

A proven API CI-4 Plus universal fleet engine oil both formulated and recommended for use in heavy duty diesel engines in continuous, high output service.

Typical Applications

- Mixed fleets of pre-2007 on-highway and off-highway diesel trucks and diesel and gas-fueled light trucks/cars, plus off-highway construction equipment in engines, transmissions and hydraulics.
- Farm equipment with diesel or gasoline engines.
- Automatic and powershift transmissions specifying Allison C-4 type fluid.

Important Features

- Wear protection and high temperature durability.
- High dispersancy-detergency to protect against sludge, plus good oxidation and foaming/aeration resistance, corrosion protection and soot control.
- Good TBN retention.

76® TRANSMISSION AND GEAR LUBRICANTS

In addition to a full line of heavy duty engine oils, 76 Lubricants offers a wide array of application-specific transmission and gear lubricants to deliver across-the-board protection.

76® TRANSMISSION LUBRICANTS

HT/4 Fluid

- A shear stable transmission and drive-train fluid specially designed to meet and exceed the performance requirements of the Caterpillar TO-4 specification.
- The SAE 10W and 30 viscosity grades meet the performance requirements of Allison C-4.

Hydraulic/Tractor Fluid

- Multifunctional fluid formulated for use in off-highway equipment requiring one lubricant for the transmission, final drive, wet brakes, tractor fluid and hydraulic systems.

Triton® Synthetic Transoil 50

- Full Synthetic SAE 50 transmission lubricant designed for use in heavy-duty truck and bus manual transmissions.
- Outstanding oxidation resistance and thermal stability to minimize sludge and varnish formation.

Super ATF

- Super ATF is formulated for 2005 model-year and older General Motor and Ford vehicles used in tough construction environments.

Versatrans™ Synthetic Blend ATF

- Premium Quality, versatile ATF formulated to meet the needs of most domestic and import passenger cars and light trucks.
- Designed to help reduce multiple ATF inventories.

DEXRON®VI

- DEXRON®VI is the latest and greatest in ATF technology. It is so advanced that it can offer protection and consistent shift performance for up to 100,000 miles. DEXRON®VI is backwards serviceable in GM vehicles back to model year 1949.

76® GEAR LUBRICANTS

Triton® Synthetic Gear Lube

- 100% synthetic multipurpose, extreme-pressure, API GL-5 automotive gear lubricant that delivers superior low temperature and EP year round performance.

Triton® SynLube LDO

- A synthetic API GL-5 automotive gear lubricant specially designed for long-drain service and extended warranty protection in passenger car and truck axles with hypoid gear sets.

MP Gear Lube

- Multipurpose, extreme-pressure, API GL-5 automotive gear lubricant specifically designed for use in passenger car and truck axles with hypoid gear sets.
- May also be used in non-synchronized manual transmissions in trucks, buses and heavy equipment where the manufacturer specifies an API GL-5 or MT-1 gear oil.

76® LUBRICATING GREASES

76 Lubricants offers several multipurpose greases for all types of operating conditions.

Megaplex® XD3 and XD5

- Premium quality multipurpose grease providing solid protection against wear, corrosion and oxidation, even in extreme conditions.
- With 3% "moly" or 5% "moly" for extra protection during heavy and shock loading.

Multiplex® Red

- Delivers high level of water washout resistance.
- Solid extreme pressure, anti-wear and retentive properties.

Omniguard

- Solid protection for the most severe conditions.
- Frequent choice among steel industry professionals.

Unoba® EP

- Multipurpose extreme-pressure lithium complex grease designed for use in a wide variety of extreme pressure applications.
- Solid, all-purpose performer delivering good oxidation and water washout resistance, shear stability and rust/corrosion protection.

Polytac® EP

- Next generation, polyurea-thickened grease formulated for longer service life at elevated temperatures.
- Recommended for equipment with electric motors and other applications, where water contamination can quickly degrade bearing life.

Cable Lube

- Specifically formulated to penetrate and help preserve wire ropes and cables.
- Resists throw-off during high-speed operation.
- Thorough resistance to water washout as well as rust and corrosion protection.

76® HYDRAULIC FLUIDS

In addition to our 76 Hydraulic/Tractor Fluid, 76 Multi-Purpose ATF and 76 Super ATF, we also offer several Unax® premium hydraulic oils for those who need situation-specific protection.

Unax AW

- High-quality, anti-wear hydraulic fluid developed for use in all types of high-pressure, high-speed hydraulic pumps.

Unax PC-AW

- Zinc-free, pollution control anti-wear hydraulic oil.

Unax AW-WR

- High-quality wide temperature range antiwear hydraulic oil.