



240

FLUID MAINTENANCE

STEVE SHAW UNIVERSITY

esqu

CREATE THE NEED

SELLING

VS



BUYING

WHICH IS BETTER **BUYING OR SELLING**



BUYING MOTIVES

FEAR OF LOSS

_____ %

AVERAGE CLOSING
RATIO _____ %

HOPE FOR GAIN

_____ %

_____ + _____ = SALE



HOW TO...

2 PHRASES THAT CREATE THE NEED

1.

2.



3 STEPS TO BUY

1.

2.

3.



CLOSING APPROACH

SIMPLE

YES / NO

ASSUME THE SALE

OPTIONS - EITHER OR



2

BENEFITS OF FLUID EXCHANGE

The fluids used throughout an automobile's various systems serve many purposes, such as:

- Lubrication
- Heat transfer
- Hydraulics
- Suspension of contaminants



There are many systems in an automobile that are reliant on having clean fluid of the proper specification in order to function properly:

- Engine
- Transmission
- Power Steering
- Brakes
- Cooling

Over time and as a result of normal use, these fluids become contaminated and/or break down until they reach a point at which they are no longer able to provide the protection or properly perform the functions for which they were intended. When this occurs it can result in diminished performance, premature wear, and/or damage to components within the affected system.



Fluid exchange services performed at regular intervals ensure that the systems these fluids protect operate at peak performance. This helps keep your vehicle dependable, you and your passenger's safe, and saves you time and money by preventing compromised performance or system failure brought on by the premature wear of system components.

We use only the highest quality products to perform these services and as a result are able to provide:

- Lifetime Protection Plan* on select major components.
- Free Roadside Assistance* should you ever find yourself in need of help with -
 - **Towing of your vehicle** to the closest suitable repair facility
 - **A jump start** to a dead or weakened battery in your vehicle
 - **The provision of gas** or other fluids to your vehicle (cost of gas and fluids not included)
 - **Lock out services** if your keys are locked in vehicle (cost of replacement keys not included)
 - **Replacement of a flat tire** with your vehicle's inflated spare



LIFETIME PROTECTION PLAN

Lifetime Protection is truly for the life of your vehicle and will remain in force long after your factory and/or extended warranties have expired. All that is required to maintain coverage is the periodic performance of services at the prescribed intervals. Coverage is also transferrable to subsequent owners thereby increasing the resale value of your vehicle.

*Lifetime Protection Plan and Free Roadside Assistance is provided by Wynn's Products and is valid nationwide so you can travel with peace of mind. Coverage amounts are based upon mileage at which services are initially performed and require periodic performance at prescribed intervals to maintain.



Coverage

Tier 1

- Initial service performed between 0 – 36,000 Miles
- Up to \$4,000.00 - Engine, Driveline, Brake, Cooling, Steering
- Up to \$2,000.00 - Transmission

Tier 2

- Initial service performed between 36,001 – 75,000 miles
- Up to \$2,000.00 - Engine, Driveline, Brake, Cooling, Steering
- Up to \$1,000.00 - Transmission

Requirements

Every 5,000 Miles

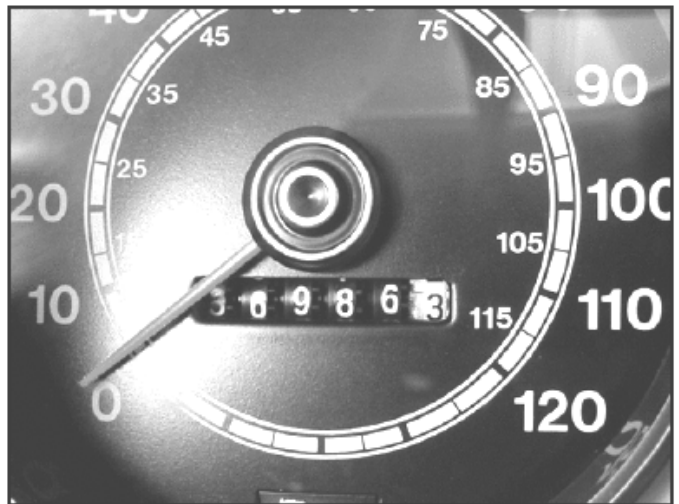
- Engine Oil Service

Every 15,000 Miles

- Fuel System Service

Every 30,000 Miles

- Coolant System Service
- Power Steering Service
- Brake Flush Service
- Driveline Service
- Transmission Service



FREE ROADSIDE ASSISTANCE

Each time you have one of the above listed services performed you will receive a card which, when activated by your advisor, will provide you with free roadside assistance for a period of 120 days. Coverage includes:

- **Towing of your vehicle** to the closest suitable repair facility
- **A jump start** to a dead or weakened battery in your vehicle
- **The provision of gas** or other fluids to your vehicle
(cost of gas and fluids not included)
- **Lock out services** if your keys are locked in vehicle
(cost of replacement keys not included)
- **Replacement of a flat tire** with your vehicle's inflated spare

Coverage is limited to (i) passenger vehicles less than 9,500 lbs., (ii) no more than 2 events, (iii) no same event within any 7 day period, (iv) \$100 US per event, and (v) disablements within the 50 United States, Canada and Puerto Rico.



ENGINE OIL SERVICE

| <u>Features</u> | <u>Benefits</u> |
|--|--|
| Removes sludge deposits – mainly from piston rings | Maintains dependability |
| Improves driveability | Saves money (on fuel economy) |
| Restores compression & performance | Save time and money on preventable repairs |
| Reduces oil consumption | Lifetime Protection Plan and Free Roadside Assistance* |
| Extends engine life | |
| Maintains fuel economy | |

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The item that requires attention today is

The reason it needs to be replaced is

This service comes with a _____ protection plan
The total cost is _____

May I have your permission to
perform this _____
service NOW?



COOLING SYSTEM SERVICE

| <u>Features</u> | <u>Benefits</u> |
|--|--|
| Extends life of - <ul style="list-style-type: none"> • <i>Engine block</i> • <i>Radiator</i> • <i>Hoses</i> • <i>Thermostat</i> • <i>Water pump</i> | Maintains dependability |
| Reduces operating temperature of - <ul style="list-style-type: none"> • <i>Cooling system</i> • <i>Transmission</i> • <i>A/C</i> | Save time and money on preventable repairs |
| Removes rust, scale and sludge | Lifetime Protection Plan and Free Roadside Assistance* |
| Improves efficiency of coolant properties | |

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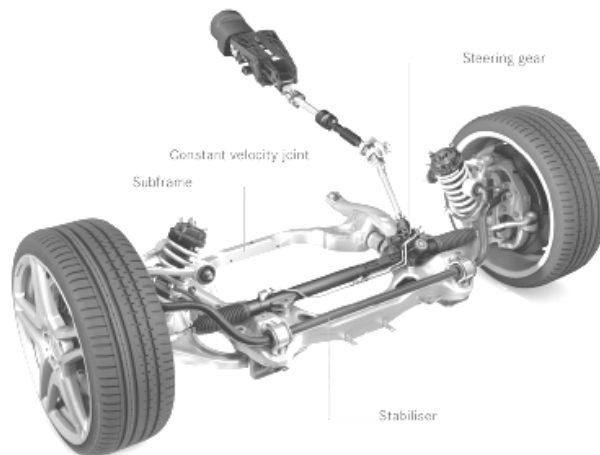
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POWER STEERING SERVICE

| <u>Features</u> | <u>Benefits</u> |
|---|--|
| Reduces wear on rack & pinion and power steering pump | Maintains dependability |
| Prevents fluid leaks | Save time and money on preventable repairs |
| Conditions (soft) seals and hoses | Lifetime Protection Plan and Free Roadside Assistance* |
| Reduces pump noise | |
| Corrects hard, erratic steering | |
| Extends fluid life | |

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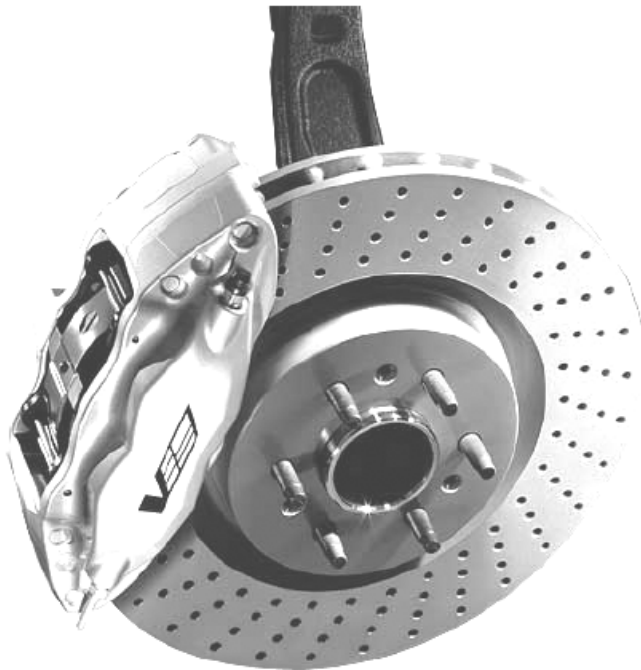
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BRAKE FLUID SERVICE

| <u>Features</u> | <u>Benefits</u> |
|---|--|
| Extends life of master cylinder and entire brake system | Maintains dependability |
| Reduces risk of possible ABS System malfunction, preventing rust and contamination | Save time and money on preventable repairs |
| Provides ultimate high temperature protection, moisture resistance and lubrications | Lifetime Protection Plan and Free Roadside Assistance* |

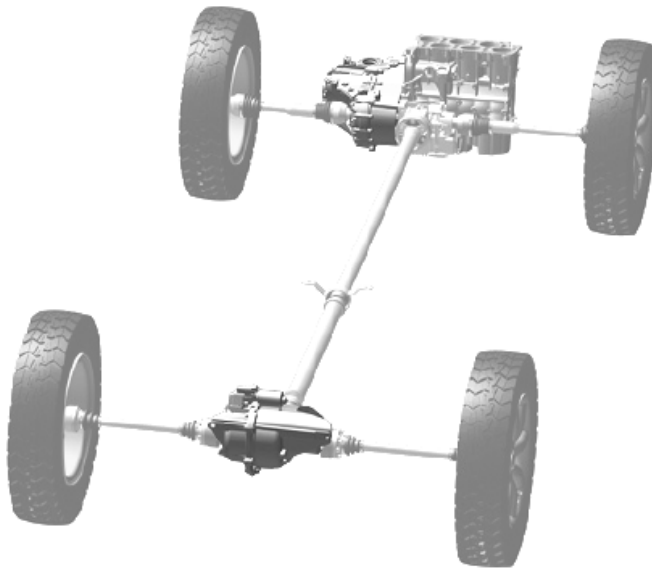
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DRIVELINE SERVICE

| <u>Features</u> | <u>Benefits</u> |
|----------------------------------|--|
| Smoother gear shifting | Maintains dependability |
| Exceptional thermal stability | Save time and money on preventable repairs |
| Reduces thermal wear and chatter | Lifetime Protection Plan and Free Roadside Assistance* |
| Quieter operation | |
| Extends component life | |

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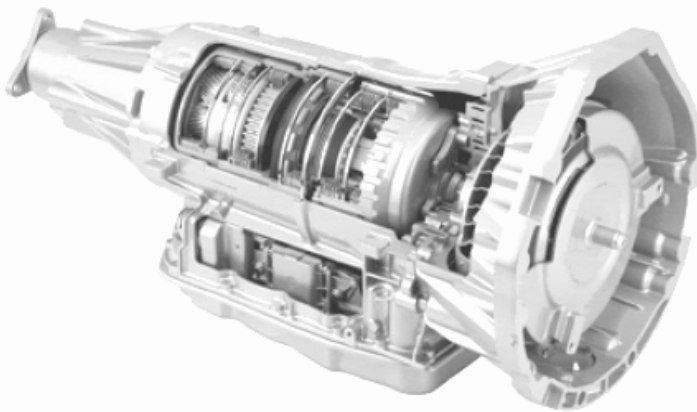
May I have your permission to
perform this _____
service NOW?



TRANSMISSION FLUID SERVICE

| <u>Features</u> | <u>Benefits</u> |
|---|--|
| Dissolves, suspends and removes sludge deposits from – <ul style="list-style-type: none"> • <i>Valve body</i> • <i>Torque converter</i> • <i>Filter screen</i> • <i>Cooling system and other components</i> | Maintains dependability |
| Reconditions seals and extends transmission life | Save time and money on preventable repairs |
| Eliminates hard shifting, chattering and slipping | Lifetime Protection Plan and Free Roadside Assistance* |
| Provides cooler operation | |

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3

BUYING FLUID

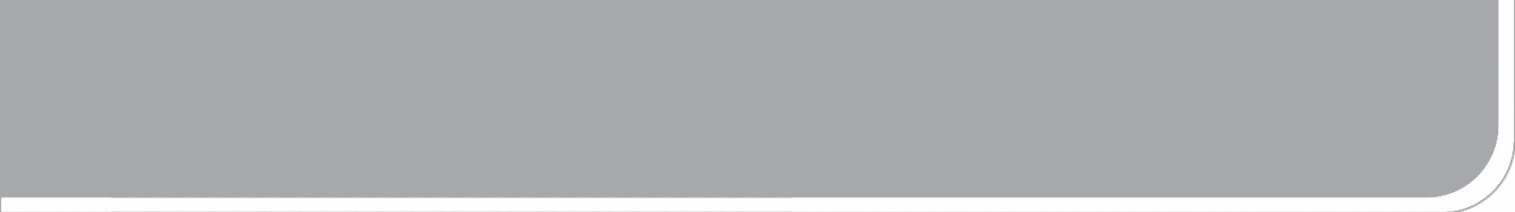
1. REQUIRES ATTENTION

2. FAILS INSPECTION

3. WARRANTY - PRICE

CLOSE





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