

CORIUM Z1270 “Bolt-Ease” Advanced Penetrating Oil

Corium Z1270's exclusive formula is developed to rapidly free frozen parts, reduce downtime, and lower maintenance costs. Corium Z1270 unlike ordinary penetrating oils or fluids, is specially developed to penetrate rusted and corroded parts and free them in the minimum of time with the least fuss.

CORIUM Z1270 EXCLUSIVE FORMULA CONTAINS "CATALYST - ACTION"

A "Catalyst" is a material which accelerates the normal chemical reaction of two or more substances to increase strength and activity. Through Corium research and laboratory tests, a catalyst has been added to the Corium Z1270 formula. This special catalyst accelerates the penetrating power of Corium Z1270. Corium Z1270 actually powers its way through accumulated dirt, grease, and oil, penetrating underneath the rust right down to the base metal. Corium Z1270 is designed to penetrate and dissolve the rust bond.

The molecules of Corium Z1270 are minute and will creep into the smallest openings. This creeping action takes place under the rust to free the part. When ordinary penetrating oils are used that do not break the part loose, you will waste time and money by drilling out the broken pieces and retapping the hole.

Corium Z1270 is designed specifically to penetrate rust and free frozen parts.

Also available in aerosol as Corium Z127.

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Magna Industrial reserves the right to modify or change this product for purposes of improving its performance characteristics.

CPIM Z1270.1	Version 1.0	Revision 1.0	Rev. Date: 27 August, 2009	Reference: LUN
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HOW TO APPLY

Corium Z1270 is not an ordinary penetrating oil or fluid. It releases frozen parts rapidly and reduces downtime. Maintenance costs are lowered. It is specially formulated to penetrate rusted and corroded parts and free them in the minimum of time.

Corium Z1270 is laboratory-tested and contains a "Special Catalyst". It has accelerated penetrating power.

Ordinary penetrating oils usually cannot break the part loose. Corium Z1270 can. Its molecules are minute and will flow into the smallest gap.

Application

- "Universal application from embalmer needles to bulldozers".
- Stir thoroughly, dilution is not recommended.
- Apply to object by means of :
 - Sprayer, (adjust to fine mist)
 - soaking parts
 - brush

Post - application

Use good quality solvent or degreaser (Corium 1230 specially recommended) to clean up. Wipe off excess with clean rag.

V-8 ADVANCED SALESMANSHIP PROGRAMME

1. THE APPROACH :

- ELIMINATES THE MISTAKES MOST MEN MAKE.
- POINTS OUT THE PITFALLS.
- PROVIDES AN EASY-TO-LEARN, CHECK-LIST SYSTEM (JUST LIKE THE ONE USED BY EVEN THE MOST EXPERIENCED AIRLINE PILOTS).
- SHOWS THE QUICKEST, SUREST ROUTE TO MORE SALES AND GREATER EARNINGS, AS DEVELOPED BY OUR VETERAN SALESMEN.

THERE IS NOTHING ORIGINAL IN THIS APPROACH.

EVERY TECHNIQUE ***

EVERY IDEA ***

HAS BEEN DEVELOPED IN THE FIELD, AND USED PROFITABLY. YOU ARE FORTUNATE THAT YOU CAN DRAW SO EASILY UPON THE SKILLS AND KNOWLEDGE DEVELOPED OVER A NUMBER OF YEARS BY THOSE WHO HAVE PROVED THEIR RIGHT TO BE CLASSED AS EXPERTS -- OUR TOP SALESMEN.

THE APPROACH WILL WORK ONLY IF APPLIED BY A MAN OR WOMAN WHO IS -- OR WANTS TO BE - **A PROFESSIONAL SALES PERSON.**

WE HAVE A GREAT MANY GOOD MEN. HERE ARE THE THINGS THEY CONSIDER IMPORTANT TO THEIR SUCCESS.

1. APPEARANCE

You don't have to be a fashion plate, but don't look like you're ready for a fishing trip. Wear a white shirt and a tie. Look neat, never gaudy. Always be well-groomed.

2. MANNER

- Be friendly and courteous.
- Show the buyer you are interested in his problems - be a good listener.
- Be sincere. If you truly like people, show it and they will like you.
- Above all -- smile.

3. BE NATURAL

- Be yourself, don't try to copy the manner and speech of someone else.
- People don't like "phonies". They will listen to a "real" person.

4. ATTITUDE

- Be openly enthusiastic.
- Let everyone know by your attitude that you like your job and believe in your products.
- Sell yourself to everyone you meet - buyers or not - waitresses, gas station attendants, adults, children, everyone. Soon it will become automatic - and - people buy from salesmen they like.

5. KNOW YOUR PRODUCTS

You can do your best job selling products in which you have complete faith. This faith is acquired only by thoroughly understanding all **product features, advantages, uses** and **customer benefits**. Buyers are interested in what our products **do for them**. Practice your presentation until you can easily and surely demonstrate the obvious superiority of our products.

6. KNOW YOUR SERVICE

THE SOUNDEST SELLING PROGRAMME IS A SERVICE-SELLING PROGRAMME

- We don't sell products alone: We sell products with valuable services.
- The soundest selling programme is a Service-Selling Programme, backed by quality products - this is the Magna Service-Selling Programme.
- Every top Magna agent knows our service programmes.
- Tells his customers about our services -- not just once, but over and over, making sure the customer remembers how much time he is saving.
- Takes the time to properly give service.
- Once you are selling on a service basis, you have the customer for "Life" - because no one else can match our services, and our customers appreciate the help, as well as protection.

7. KNOW YOUR BUYER

Fill his needs, get him to like you, and you will always sell him.

Most every buyer wants the following things:

- He likes compliments (give them out freely).
- He wants your respect (show this openly).
- He wants ways to make his job easier (give him service).
- He wants to spend less time interviewing salesmen (convince him to buy from you exclusively - give service).
- He wants to buy from a salesman he likes (get him to like you - follow the V-8 PROGRAMME).
- He likes to please his boss (help him to do this).
- He likes to receive tokens of appreciation (give Advertising Souvenirs).
- He likes to talk about things that interest him (find out what interests him, and talk about it).

8. STUDY EACH BUYER ON EVERY CALL

- Find out his likes and dislikes.
- Find out his hobbies.
- Learn about his family.
- Determine what he likes to talk about.
- Determine his birthday and anniversary.
- Find out how he tries to please his boss.
- Find out what motivates him to buy.

9. USE THESE FACTS IN PLANNING

- What advertising souvenirs to use.
- How to **warm** him up.
- How to make your sales presentation.
- How to close the sale.
- Using your "buyer morale" and "recognition programme".

10. DEVELOP YOUR SALES TECHNIQUES

What you say during the presentation, and how you say it are as important as what you do. Get him to like you.

Use your equipment to the fullest advantage.

Our display pages incorporate tried and true techniques that work. They are designed to build in the buyers mind a picture of value that steadily increase until it more than justifies the cost of our products.

There is no short cut.

No buyer will sign the order until :-

1. He likes you.
2. He is convinced that our products and services are worth more to his company than the money he has to pay for them.

This display book is designed to build value.

11. MAKE THE MOST OF YOUR TIME

- Your most valuable asset is time.
- Invest it wisely and you can build for yourself and your loved ones a standard of living not possible in any other line of endeavour.
- Time spent in front of a buyer is your most valuable time.
- Time spent driving, in the corner cafe for coffee, fishing, or loafing is time wasted which can never be regained.
- The Magna Selling Programme will show you how to make the most of your time. Use time wisely and watch your earnings grow.

12. APPLY YOURSELF

The last attribute is a desire to earn as much as you can, and a willingness to work hard to earn it.

This plus a strong faith in your ability, will provide the incentive you need to be a successful agent.

2. WHY THIS PROGRAMME WAS DEVELOPED

Most of the new men and women who are selected for a sales position with Magna have had some successful sales experience. They are capable people who have succeeded in previous selling positions.

However, since all selling jobs are different, through the years we have developed techniques which adapt the fundamentals of selling to our own situation. These techniques are not just for new men. Our top agents sell just the way we are going to teach you.

We know you could probably sell our quality products without learning the ideal approach to basic customer situations. We know that your experience, plus our products and services, are probably enough to enable you to get by. Yet, "getting by" is not good enough for you - or for us. We expect you to do an outstanding job of representing your company and servicing our customers properly. To succeed you must provide a number of valuable services to our customer. To provide these services, you will have to master our selling techniques.

We have learned, through experience, that there is a best way to do each step in our sales presentation. We teach each agent to do the selling job this best way. Naturally, we permit - even encourage - slight variations which enable you to inject your own personality into your presentation. But, through experience, we have learned that those agents who do not follow the Proven Selling Programme come along much more slowly. They take longer to learn how to properly service our customers. Consequently they often lose business and customers.

A tremendous amount of time and attention has gone into the training programme. It is a current programme which is always revised and improved as new methods and techniques are developed.

This programme is worth a great deal to your company and it is worth a great deal to you. Through this programme we can practically assure you of success. It is essential that you master it and use it, always.

One last word - perhaps you are thinking that you have sold successfully for many years and don't need a selling programme. Perhaps you are wondering why a company that is the leader in its field needs any sort of selling programme. To this we say that at Magna we believe that Salesmanship is a Profession - and that salesmen are made - not born. A good man and a good programme are an unbeatable combination. Here is a programme we know is good - now its up to you!

8 STEPS TO SUCCESS

- Step 1 Planning
- Step 2 Pre-Planning Each Call
- Step 3 Warm-Up
- Step 4 Use of Advertising Souvenir
- Step 5 Presentation
- Step 6 Special Packaging
- Step 7 Post-Call Evaluation
- Step 8 Buyer Morale and Recognition Programme

That's all there is to it! Memorize this sequence! Follow these **8 Steps To Success!**

STEP 1 - PLANNING

- (1) DEVELOP A LIST OF PROSPECTS.
- (2) QUALIFY EACH PROSPECT.
- (3) DEVELOP FIVE ONE-WEEK ROUTES BY ZONING YOUR SALES AREA.
- (4) PLAN FOR A CONSTANT NUMBER OF NEW ACCOUNT CALLS.
- (5) PREPARE PLAN FOR THE NEXT WEEK IN PRECISE DETAIL.
- (6) KEEP A FLEXIBLE PLAN FOR THE NEXT FIVE WEEKS.
- (7) TELEPHONE EACH PLANNED CALL TO BE SURE BUYER CAN SEE YOU THAT DAY.
 - (a) IF NOT, MAKE APPOINTMENT FOR ANOTHER DAY.
- (8) QUALIFY A NEW ACCOUNT. ASK THE SWITCHBOARD OPERATOR:
 - (a) DOES YOUR COMPANY DO ITS OWN MAINTENANCE ?
 - (b) HOW MANY FULL TIME MAINTENANCE MEN? (AT LEAST 2)
 - (c) ARE THERE ANY SPECIAL HOURS FOR INTERVIEWING ?
 - (d) WHO IS IN CHARGE OF MAINTENANCE ?
 - (e) CAN I TALK TO HIM NOW ?
- (9) ROUTING IS IMPORTANT
TRY TO DEVELOP 2 CALLS A DAY THAT ARE ALMOST SURE-FIRE SALES.
THIS WILL ENSURE STEADY INCOME WHILE YOU ARE BUILDING YOUR AREA.

Every successful salesman learns how to plan. It is as essential to success as driving or talking. Think of Planning in term of architecture . Before a building is erected, an architect or engineer spends a good deal of time in advance, planning the size and shape of the building. No one would hire a contractor without a full set of blueprints, and just tell him to "start building". Instead, an architect is hired to P-L-A-N out the structure. He develops blueprints. The contractor can then proceed to build by following the blueprint.

To be successful with Magna each sales person must develop a blueprint for their sales territory. They can then proceed to build by the prints.

Your objectives in planning are to:

- (1) Develop the most **profitable** customers in your area.
- (2) Allocate your time so as to make the most presentations possible in a day.

Based on the most profitable customers in your area, most men can handle about 100 customers. Some of these customers need to be seen more than just once a month; but more than 95% can be seen about once every 30 days.

There are many more than 100 potential customers in your territory. Therefore the first task is to complete your prospect and customer evaluations. After about four months in your territory, you will have developed a list of the 100 companies you would like to be selling. Through a gradual process you can add to your customer list those desirable companies you do not have, and drop unprofitable customer calls you are presently making.

- (1) To begin this planning, use the following reference information:
 - (a) Your Customer History Record Book.
 - (b) Classified pages of telephone book.
 - (c) Listing of Industrial Concerns obtained from local Chamber of Commerce.
 - (d) Leads given by customers and friends.
 - (e) Visual observation "eyeballing" through your area.

- (2) Write each name not shown in your Customer History Record Book on a new customer history record sheet.

- (3) Put in the following on each customer history record sheet were known:
 - (a) Active customer (has purchased recently).
 - (b) Inactive customer (has purchased, but not for some time).
 - (c) Size of Company - (use number of employees as yardstick) do not pick up industrial companies with less than 5 employees, for now.

- (4) Conduct a telephone survey on each prospect to determine the following:
 - (a) Does the company do its own maintenance (if not, ask who does and get the name of the company -- it might be a prospect).
 - (b) How many full time mechanics and/or maintenance men (at least 2).
 - (c) Specific hours for interviewing.
 - (d) Who is in charge of maintenance.

If the territory is large, some of the telephoning must be deferred until you get close to the prospect.

- (5) Check the telephone directory to make sure that you have the correct address, and that the customer is still in business at the location you have listed.

- (6) Now you are ready to prepare your route plan.
 - (a) Select the active and inactive customers, and add to this group the prospects who, for now, look like they have the best potential. Ideally you should have about 150 customer history record sheets.
 - (b) Spot each prospect and customer on a map of your territory, using one colour for prospects and a different colour for customers.
 - (c) Take the map of your sales territory and develop five (5) different week of work. Sort the customer history record sheets into five groups based on those which are the closest together, and thus could be best worked together so as to minimize travelling time.
 - (d) There should be known customers in each of the four groups who are almost certain to give you an order, based on their past history of buying.
 - (e) Next, sort each week's customers history record sheets by day of the week. Refer to your map - consider how close together your calls are, and the necessity to keep travelling time to the minimum. Less travelling time means more selling time.
 - (f) Now mark each customer history record sheet with its week number and day. For example: Week 1. Monday: Week 1. Tuesday: Week 2. Monday: etc.

- (7) Do not be concerned if this first division of prospect is not perfect. It never is. It will be necessary to constantly change until you are satisfied that you have built the best plan for working your territory.
- (8) Review your route plan every month; keep your map up-to-date. This is a guaranteed way to increase your income through more calls and more sales.
- (9) You will have about 40 customer history record sheets in each weeks grouping. This breaks down to eight (8) a day. At this point, you are still in the preliminary stage of qualifying your prospects. You will find that a number of these prospects will not develop. You will also find that same companies you eliminated for the first time around will prove to be very good customers. However, this method is systematic and will enable you to build your territory in the shortest possible time.
- (10) Now use the Work Calendar Sheet (Form SS 111).
 - (a) Fill in the monthly plan by writing in the companies you have just visited.
 - (b) Fill out the plan for the next day by writing down the names of the companies to be called on your Prospect List (SS 100).
 - (c) As you complete each day's work, fill out the results of the last day's plan, and your plan for the next day. **DO NOT EVER DISCONTINUE THIS STEP.** Planning your next day's work is a valuable habit that will be fundamental to success. Always plan your work -- and work your plan.
- (11) A gradual prospect weeding-out process will occur during your first six months. Soon you will have an increasing number of regular customers. Remember, however, that developing prospects is a practice that never ends in selling. The professional sales person always works on opening new accounts. This is a "must", in order to offset the normal customer turnover that will result from companies that close down, move out, etc.
- (12) **IMPORTANT** - There are often several different buying departments in some large customers. Try to find out about this on each call. There may be another department in a customer's business that could give you a great deal of business.

PLANNING FOR EACH DAY

One of the most valuable tools a salesman has is the telephone. Proper use of the telephone will multiply the only productive hours you spend - face-to-face with the buyer.

(A) QUALIFYING PROSPECTS

You have already read about using the telephone to develop and qualify prospects. Ask the person who answers the phone these questions:

- (1) Does your company do its own maintenance?
- (2) How many full time mechanics and/or maintenance men? (To qualify, they should have at least 2.)
- (3) Are there any special hours for interviewing?
- (4) Who is in charge of maintenance?
- (5) Can I talk to him now? (Ask this only if you are ready now to make an appointment with the buyer.)

(B) **SETTING UP THE NEXT DAY'S WORK PLAN**

Use the telephone in setting up your work-plan for the next day. Or, depending on circumstances, for the same day. Your objective here is to make sure that the buyer is in. It is foolish to travel 15 miles to see a buyer, only to find he is off that day. If you are making telephone calls for the same day, you may find it best to line up only or 2 calls early in the morning. You can make the balance of your telephone calls at mid-morning when you are more likely to find your buyers in.

When calling in advance, it is wise to have something specific in mind. Suggest that there are one or two special items you want to show the buyer. In this way, he will not be so inclined to indicate that "he doesn't need anything today". A very good technique is to say to the buyer that you have a new product that would briefly like to get his opinion on - everyone likes to offer opinions!

HERE IS HOW TO MAKE YOUR PHONE CALLS FOR CUSTOMERS YOU ARE SELLING REGULARLY

When the switchboard operator greets you, say:

- (1) "Hello, _____, this is _____ of Magna (or other division).
(her name) (your name)

How are you today? (After you give her some give-aways, she will be very friendly to you.)

- (2) "Is _____ in today?" "Let me talk to him, please."
(buyer's name)

CONVERSATION WITH BUYER

- (1) "Hello, _____, this is _____.
(his first name) (your name)

How are you today?"

- (2) Your next statement will depend on how you size up the buyer. Use:

"a" or "b" below, depending on the situation:

- (a) If you know him well, and he is waiting for you, tell him: "I just wanted to know if you'll be in today, because I'm planning to call on you."
(b) If you feel the buyer might be inclined to indicate that he doesn't need anything today, tell him -
I. "I'm glad you're in - I'll be over to see you today with something new that I know you'll want to see. Will you be in all day?"

OR

II. Some similar statement to create interest in his mind.

- (3) Say, "thanks a lot, good-bye". Then hang up the phone as quickly as possible.

DO NOT SELL ON THE PHONE

STEP 2 - PRE - PLANNING EACH CALL

The purpose of pre-planning is to ensure that you are prepared to make the most effective presentation possible, in a way specifically designed for this particular call. Naturally, if you develop a "strategy" plan, you will be mentally ready for the buyer and you will know just what you are going to do when you see him.

(A) PRE-PLANNING EACH CALL TO SELL MORE TO AN OLD ACCOUNT

- (1) Review Customer History Record Book for all information, including Post-Call Evaluation from last call.
- (2) What different buying departments will I call on?
(Maintenance foreman or vehicle maintenance buyer.)
- (3) What type of "warm-up" and starting advertising souvenir should I use?
- (4) What items should I push to-day, in addition to items I usually sell this customer?
- (5) Check products that apply to this customer. Meet owner if possible.
- (6) What samples should I show buyer?
- (7) What will I start with that is a sure-fire-order starter with this buyer?
- (8) What is my step-by-step plan to reach my sales goal on this call?
- (9) Do I have the right assortment of advertising souvenirs in my pocket?
- (10) Is my appearance Okay?
- (11) Do I have the equipment I need?

(B) PRE-PLANNING EACH CALL TO OPEN NEW ACCOUNT

- (1) Review Customer History Record Book for all information.
- (2) Develop strategy plan for opening this account.
 - (a) Type warm-up and souvenir to use.
 - (b) Use samples.
 - (c) Use current customer specials.
 - (d) Use testimonial display page.
- (3) What is my step-by-step plan on this call -- to open this account?
- (4) Souvenir in pocket.
- (5) Appearance and equipment checked.

AFTER YOUR PRE-PLANNING FOR A CALL IS COMPLETED. SIMPLY WRITE A FEW WORDS ON THE FORM TO REMIND YOU OF WHAT YOU PLAN TO DO.

**CARRY IN SHIRT POCKET PLAN EACH CALL
STEP - BY - STEP PLAN FOR CALL**

Acct. Name _____
 Address _____
 Buyer _____
 Buyer's hours: Starts _____
 Lunch Finishes _____
 1. Starting advertising souvenir _____
 2. Warm-up conversation and sympathy phrases.
 3. Presenting the line.
 a. Presentation: _____
 1. Display Book: _____
 2. Information Manual: _____
 b. Samples to Use: _____
 c. Demonstrations: _____
 d. Close: _____
 e. Special Units: _____
 f. Persistence Phrases: _____
 g. Stretching the order: _____
 4. Current Customer Specials
 5. Buyer Morale and recognition programme.
 a. Customer Survey Card.
 6. Use the reverse side for notes and post call evaluation.

**REMEMBER : YOUR OBJECTIVE ON EVERY CALL IS TO
WRITE AN ORDER**

BL-BTTC SS 113

TAKE THIS INTO THE ACCOUNT-CARRY IT IN YOUR SHIRT POCKET, WHERE YOU CAN EASILY REFER TO IT. THE BACK OF THIS FORM IS BLANK-USE IT TO WRITE NOTES ON DURING THE CALL SO THAT YOU DON'T FORGET VALUABLE INFORMATION.

STEP 3 - WARM UP

People do business with other people they like. Your first objective will be to make a good impression on the buyer. Therefore, it is important that you "set the stage" before making a presentation. This can be done many ways. But it must be done. This involves selling yourself, and until you make that "sale" your chances of selling our products are slim.

ACTION	WHAT TO DO	WHAT TO SAY
Introduction	Smile, present calling card.	"I'm John Jones, with Magna. Here's my card."
Advertising Souvenir	Hand it to Buyer.	"Sometimes I use this as my selling card. It's the way my Company advertise, and I'm sure you'll find it useful."
Warm-Up	Start a friendly conversation and look for an opportunity to give a compliment.	"You certainly have a nice looking parts department. You really have things well organized."

OR

Talk about any similar situation which is not political, religious, or in any other way controversial.

Every successful agent is friendly with all the mechanics, assistants, and others in the department. The best goodwill builder we have is the continual use of small advertising souvenirs to these people, freely distributed on each call. Get to know each man by his first name. You never know who it is that will influence the buyer to buy **from you**

THE IMPORTANCE OF THE "WARM-UP"

There are many ways to create a friendly feeling between yourself and the buyer. It does not matter which particular way you accomplish this. You may find there are different ways needed for different buyers. No two personalities are alike. But, the important thing is - you must "warm-up" the buyer. If you don't, your chances of making a sale are slim. A friendly approach, "small-talk", and the use of give-aways are all there is to it. It's not complicated. It takes practice, and an understanding that you are trying to relax the buyer and put him in the mood to look at our line.

Here are some different approaches which have proven successful.

(A) **THE PERSONAL APPROACH**

How long has the buyer been with this company? How long has he been in the business? Make him feel important if he has been in the business a long time.

(B) **THE SPORTS APPROACH**

Tell the buyer you're working a little harder this week because you need a new set of golf clubs (new fishing tackle; new outboard motor, etc.). If he picks it up, continue the conversation. Find out what his favourite sport is. Get him to talk.

(C) **THE VACATION APPROACH**

Has buyer been on a vacation lately? You have a vacation coming up and you're trying to get some ideas as to where to spend yours. If he picks it up, tell him about places you've been. Ask him where he goes. Get him to talk.

(D) **THE HOBBY APPROACH**

If you yourself do work around the house, ask him where he buys his tools since you need a new tool for your home workshop - get into your home hobbies. Or you might ask about a good photo supply house if you are a camera fan. Get him to talk.

(E) **LOCAL EVENTS IN THE NEWS**

Non-controversial subjects in the local headlines are always good conversation starters.

There are many other ways to start a friendly conversation. Outside reading on this subject is very much recommended. Work on your ability to start a friendly conversation and warm-up the buyer. It is absolutely fundamental to your success.

You must master the "WARM-UP" Technique to succeed in this business.

(F) **"CUSTOMER SURVEY" CARD**

On a new-account call, you want to learn as much as you can so that you can effectively warm-up the buyer, and build a good relationship with him on this call, and on future calls. Here's how to easily get the information you need about the buyer at the start of your first call on a new account.

- (1) After you have closed the sale, and spent a few minutes in warm-up conversation reassuring the buyer, before you leave, tell the buyer: -
"We like to maintain up-to-date customer records. Help us do this by taking part in our Customer Survey Programme."
- (2) Hand him the card, together with a ball point pen and ask him to fill-in the information.

CUSTOMER SURVEY No. 408289

Please help us maintain up-to-date customer records. Simply fill-in the space below:

Your Name _____

Your Title _____

Your Company _____

Your Home Address _____

Hobbies _____

Your Wedding Anniversary _____ Your Birthday _____

THANK YOU

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- (3) Then tell him: "Keep the pen - it's yours for helping me."
(You may want to give him another type of souvenir that you reserve only for this purpose.)
- (4) He will gladly fill-in the card because everyone likes to take part in surveys.
- (5) When he completes the card, look at it and use the information to continue your warm-up.
 - (a) You can say something about his title, because most people like to discuss their status.
 - (b) You should always ask him to tell you more about his hobbies.
Ask him questions to draw him out. Let him talk.
If he doesn't list any hobbies, ask him if his hobby is "T.V." or "playing with the kids" or something similar to get him to tell you his interests.

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You must master the "WARM-UP" Technique to succeed in this business.

(F) **"CUSTOMER SURVEY" CARD**

On a new-account call, you want to learn as much as you can so that you can effectively warm-up the buyer, and build a good relationship with him on this call, and on future calls. Here's how to easily get the information you need about the buyer at the start of your first call on a new account.

- (1) After you have closed the sale, and spent a few minutes in warm-up conversation reassuring the buyer, before you leave, tell the buyer: -
"We like to maintain up-to-date customer records. Help us do this by taking part in our Customer Survey Programme."
- (2) Hand him the card, together with a ball point pen and ask him to fill-in the information.

CUSTOMER SURVEY No. 408289

Please help us maintain up-to-date customer records. Simply fill-in the space below:

Your Name _____

Your Title _____

Your Company _____

Your Home Address _____

Hobbies _____

Your Wedding Anniversary _____ Your Birthday _____

THANK YOU

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- (3) Then tell him: "Keep the pen - it's yours for helping me."
(You may want to give him another type of souvenir that you reserve only for this purpose.)
- (4) He will gladly fill-in the card because everyone likes to take part in surveys.
- (5) When he completes the card, look at it and use the information to continue your warm-up.
 - (a) You can say something about his title, because most people like to discuss their status.
 - (b) You should always ask him to tell you more about his hobbies.
Ask him questions to draw him out. Let him talk.
If he doesn't list any hobbies, ask him if his hobby is "T.V." or "playing with the kids" or something similar to get him to tell you his interests.

You will find that this procedure will "break the ice" in many situations, and will help you increase your repeat sales.

In addition, you will now have important information to post to your Customer History Record Book.

Use each "Customer Survey" Card as part of your buyer morale and recognition file, as explained in Step 8 of the V-8.

STEP 4 - USE OF ADVERTISING SOUVENIRS

Superior products, superior services, high calibre agents, and outstanding merchandising programmes have made the Magna Group of Companies the

WORLD LEADER IN MAINTENANCE PRODUCTS.

An important part of our sales-building merchandising programme is the customer specials - a programme designed by specialists, and proved in the field, for your personal use at the point-of-sale, the most effective way of advertising. **THE CUSTOMER SPECIALS ARE DESIGNED TO DO THESE THINGS FOR YOU:**

It makes it easier for you to sell more merchandise to more customer -

- (1) It will help you "break the ice" and get the buyer to like you.
- (2) It will get other employees of the customer to like you - these people influence the buyer.
- (3) It will help you get larger orders.
- (4) It will keep your name and your Company's name in front of the buyer so that he thinks of you when he needs something.

It has been proved - NO MAN CAN BECOME HIGHLY SUCCESSFUL UNLESS HE KNOWS HOW TO SKILLFULLY USE ALL OF THE TOOLS OF THIS PROGRAMME.

A. ADVERTISING MATERIALS

- (1) Advertising Souvenirs - these are attention-getting souvenirs which break the ice with buyers and other Company personnel. Designed for your use in local, personal advertising, they keep your name alive with the customer, and they cement good, friendly relationships.

B. MAGNA ADVERTISING PROGRAMME

- (1) All of the heavy expenditures for special advertising copy and displays, advertising agency fees, and administrative systems are fully paid for by your company.
- (2) Sizeable subsidies are given to you on all advertising materials.
- (3) You bear a small portion of the cost of the materials - but - to offset this minor cost on your part, we have given you a high commission rate schedule. So, in reality, the advertising materials cost you nothing.

You must learn how to use all of the Tools in our Customer Specials with **every customer** in order to have **ABOVE-AVERAGE EARNINGS.**

USE OF ADVERTISING SOUVENIRS

This is the best ice-breaker there is.

Repeated use of advertising souvenirs is the surest, quickest way to build goodwill and - sales.

- (1) At the start of call.
- (2) During the presentation.
- (3) Before and during 7-Step Close.

Train your buyer to expect an advertising souvenir on each call. Once you have him waiting, you have a customer.

C. EFFECTIVE USE OF ADVERTISING SOUVENIRS

OBJECTIVE

One of the easiest and smoothest ways to "break the ice" with a customer is to present an Advertising Souvenir to him. You will quickly build "goodwill" by repeated use of Advertising Souvenirs. Here is how and when to present an Advertising Souvenir and the kind of souvenir to use.

HOW TO PRESENT AN ADVERTISING SOUVENIR

How you present a souvenir is very important. If you use an easy, friendly, approach, even a small souvenir, like a screwdriver or a lighter, will stimulate your customer. Make a show of presenting your souvenir; don't just hand it to him. For instance, say, "Have you ever seen one of these? Here, it's yours." Doing business on this friendly basis, is one of the best ways to build customer relations. You'll see, as you work with your trainer, how souvenirs help make a sale. Usually 3 to 5 souvenirs are used on every call. On some calls you will need more to get the largest order possible.

WHEN TO PRESENT A SOUVENIR

There are many times when a souvenir should be presented. Here are a few of the most important:

- (1) When introducing yourself to the buyer or maintenance foreman.
- (2) If the presentation is interrupted, to start the presentation again.
- (3) When the buyer hesitates to buy during, or at the close of, the demonstration.
- (4) As structured in Seven Step Close.

WHO SHOULD RECEIVE A SOUVENIR

On every call, present a souvenir to:-

- (1) The buyer.
- (2) The assistant buyer.
- (3) The key mechanic, or whenever possible, all mechanics and maintenance men.

Periodically, present a souvenir to:-

- (1) The owner.
- (2) The receptionist.
- (3) The bookkeeper.

Whenever a man goes into a new situation and deals with new people he must advertise in order to get himself established. Souvenirs are a form of advertising. Use them freely to make your face one that your customer will be glad to see when you come around. Train him to expect a souvenir on each call. Once you have him waiting, you have a customer.

STEP 5 - THE PRESENTATION

- First :** Establish that you are a nice friendly person - warm-up and give an advertising souvenir.
- Second :** Open display books and at the same time, arouse interest. Use lead-in to features such as "I want to show you how I can save your company money, as we've been doing for other companies like yours".
- OR**
Use a sample.
- Third :** Review display stories, use sales stories, use selling (persistence) phrases.
- Fourth :** Sustain interest. Use a souvenir to sustain interest.
- Fifth :** Close each product using the seven step close and sales stories.

STEP 6 - POST-CALL EVALUATION

This is the single most important element in planning for a successful sale on your next visit.

At this point, while the call is still fresh in your mind, open your C.H.R.B. while sitting on your return journey.

- (1) Review the call. What ideas do you have for starting the order on your next call? Note in your C.H.R.B.
- (2) What personal information did you pick up about buyer -- note in your C.H.R.B.
- (3) What did you do that could have been done better? Note in your C.H.R.B.
- (4) Is there a specific application problem the customer has? Note in C.H.R.B. and write in to Product Development Department for answer . Be prepared with solution on future call.
- (5) Should you call on this customer again?
- (6) If potential is too small, make proper entries in C.H.R.B.
- (7) Post advertising souvenirs and special gifts to C.H.R.B.
- (8) When should you make next call? Note the date on your work calendar. You can't possibly succeed without using the work calendar.

Thus, when you pre-plan your next call, you can really bring yourself up-to-date quickly.

POST-CALL EVALUATION MEANS NEXT -CALL SUCCESS.

STEP 7 - POST-CALL EVALUATION - TO BE MADE IMMEDIATELY AFTER THE CALL

Immediately after making a call, you should post the proper information to your Customer History Record Book. You know the most about this customer at the exact moment you leave his building. Now, before you forget is the time to analyze this call, and plan for the next one. Review the entire sequence of events of this call. Did you accomplish what you had planned to accomplish? If not, why? Determining why, will teach you what you need to correct in your presentation.

- (1) If no sale, why was there no sale? Did you do something wrong, were there special problems which you were unable to solve; if so - note those in your Customer History Record Book.
- (2) Should you continue to call on this customer?
Try to analyze whether or not this customer has potential for you. If the customer has no potential, note this in your **Customer History Record Book on the sheet headed, "Customers that do not have Potential"**.
State the reason why you think this customer does not have any potential for us.
Review this with your supervisor to get his thinking.
- (3) If a sale was made, try to determine why the sale was not larger. Was it because you weren't persistent enough? What demonstration should you show this customer on your next visit?
- (4) Is there any specific application problem this customer has? If so, find out a possible solution from Product Development and tell the customer your suggestion on your next visit.
- (5) What ideas do you have for starting the order on your next call? Enter in Customer History Record Book. Make sure to note any item he mentioned, but did not buy on this call.
- (6) Be sure to record all personal information about the buyer in your Customer History Record Book. This information will be very valuable in helping you to build a close personal relationship with a buyer. Very often, **it's the little things that count the most.**
- (7) At this point, record the best time for your next call. Enter this time and date on your **Work Calendar. Never trust your memory.**

Now you have a complete but brief set of notes to use in pre-planning your next call on this customer.

Post-Call Evaluation Means Next-call Success.

STEP 8 - BUYER MORALE AND RECOGNITION PROGRAMME

Refer back to your Customer Survey Card. You can use this card in several ways:

- (1) Quickly and easily give you important information for your buyer morale and recognition programme.
- (2) It will make the buyer feel good because most people like to take part in surveys, particularly when they get an advertising souvenir.
- (3) It will break the ice in many situations, and will help you develop accounts.

After obtaining this information, set up your records:

- (1) Post it to your Customer History Record Book Sheet for quick reference when pre-planning your future calls.
- (2) Fill out a duplicate "Customer Survey" Card, showing only the buyer's name, home address, and wedding anniversary. This card is your Wedding Anniversary Record Card.
- (3) Use the original "Customer Survey" Card for your Birthday Record Card.
- (4) Sort cards by month of event - birthday cards in one section of a file box. Wedding anniversary cards in another separate section. (Buy a small 3 x 5 card file box in the stationery store.)

MAINTAIN A REGULAR BUYER MORALE AND RECOGNITION PROCEDURE:

- (1) Review the files weekly, and send birthday cards and wedding anniversary cards to the customer's home. You'll be amazed at the power of a 30 cent greeting card.
- (2) As you develop good customers, present them with a personal gift on these occasions. They will appreciate your thoughtfulness.

----- Needless To Say -----

This Small Programme Pays Huge Dividends.

NO ONE SUCCEEDS UNLESS HE WANTS TO SUCCEED. HERE IS WHAT WE BELIEVE IS THE NECESSARY ATTITUDE FOR SUCCESS.

You must have an aggressive attitude toward sales.

Must want to make every sales possible.

Must be willing to work for that extra sale.

Must use own initiative for maximum customer development.

You must have a sound attitude toward customers.

Must always be willing to serve your customers.

Must always be courteous whether sale is made or not.

Must satisfy every complaint, justified or not.

You must have a sound attitude toward your supervisor.

Must be willing to learn sales skills.

Must want to accept constructive criticism.

Must follow instructions.

Must be co-operative.

You must have a sound attitude toward company.

Must firmly believe in our future.

Must feel responsible for helping company to improve.

Must have faith in our products.

Must be co-operative and loyal.

MAGNA INDUSTRIAL CO. LIMITED

Total Quality Maintenance

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MATERIAL SAFETY DATA SHEET

DATE 04 October 2012

SECTION 1 - IDENTIFICATION OF THE SUBSTANCE/PREPARATION AND COMPANY

Product Name/Code CORIUM Z1270

Company Identification

Omega Manufacturing Division,
Magna Industrial Co. Limited,
1801, Guardian House,
32 Oi Kwan Road,
Wanchai, Hong Kong.

Distributor

Alshawi Trading,
Block 351, Road 51, Bldg 20, Manama - Bahrain.
www.alshawitrading.com
info@alshawitrading.com
P.O.Box 33526

Telephone (852) 25775187
Fax (852) 25773190

Telephone (973) 1755 0019
Fax (973) 1755 5108

SECTION 2 - HAZARDS IDENTIFICATION

Not classified as hazardous.

SECTION 3 - COMPOSITION/INFORMATION ON INGREDIENTS

<u>Ingredients</u>	<u>CAS Number</u>	<u>Wt.%</u>	<u>Classification</u>
Naphtha (petroleum), hydrotreated heavy*	64742-48-9	30-60	Xn ;R65, R66
2-Butoxyethanol	111-76-2	1-5	Xn;R20/21/22 Xi;R36/38

SECTION 4 - FIRST-AID MEASURES

Eye Contact: Flush with plenty of water for at least 15 minutes. Seek immediate medical attention.

Skin Contact: Wash thoroughly with soap and water. Obtain medical attention in case of skin irritation or other cause for concern.

Inhalation: Move patient to open air.

Ingestion: Do not induce vomiting. Seek immediate medical attention.

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SECTION 5 - FIRE-FIGHTING MEASURES

Extinguishing Media: Dry chemical, waterfog, foam, sand and carbon dioxide.
Special Protective Equipment for Fire Fighters: Self-contained breathing apparatus.
Unusual Fire and Explosion Hazards: Dense smoke.

SECTION 6 - ACCIDENTAL RELEASE MEASURES

Spillage: Avoid breathing vapours. Ventilate area. Remove all sources of ignition. Clean up area with absorbent material and place in closed containers for disposal in accordance with local and national regulations.

SECTION 7 - HANDLING AND STORAGE

Keep container closed when not in use. Keep away from heat, fire and ignition sources.

SECTION 8 - EXPOSURE CONTROLS/PERSONAL PROTECTION

ACGIH TLV

High flash point solvent	5 mg/m ³
2-Butoxyethanol	25 ppm
Highly refined mineral oil	5 mg/m ³

Eye Protection: Safety goggles and full-face shield
Hand Protection: Rubber or plastic oil resistant gloves.
Ventilation: Use under well ventilated conditions.

SECTION 9 - PHYSICAL AND CHEMICAL PROPERTIES

Appearance: Lime green liquid
Odour: White spirit odour
pH: N.A.

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Specific Gravity: 0.84
Vapour Pressure: N.A.
Boiling Point: 145°C
Melting Point: N.A.
Flash Point: 67°C
Flammability: N.A.
Evaporation Rate: <1 (Ether = 1)
Solubility in Water: Insoluble

SECTION 10 - STABILITY AND REACTIVITY

Stable

Materials to Avoid: Strong oxidizing agents, hydrogen peroxide, chromic acid, bromine.

Toxic compounds may form on thermal decomposition. Hazardous combustion products: Carbon dioxide, carbon monoxide.

SECTION 11 - TOXICOLOGICAL INFORMATION

There is no lethal dose information available.

Inhalation: Inhalation of vapours can cause irritation of the respiratory tract. Do not breathe spray or vapours.

Skin: May cause irritation, drying and cracking.

Eyes: Cause irritation.

Ingestion: Not a likely route of exposure. If swallowed, may cause irritation in mouth and stomach, thirst, nausea, vomiting, diarrhoea, with possible collapse if large amounts ingested. Aspiration of material upon vomiting may cause chemical pneumonitis.

SECTION 12 - ECOLOGICAL INFORMATION

No ecological information is available at present.

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SECTION 13 - DISPOSAL CONSIDERATIONS

Comply with all local and national regulations regarding disposal.

SECTION 14 - TRANSPORT INFORMATION

UN Number : Not regulated

IATA Class : Not regulated, Packing Group: Not regulated

IMDG Class : Not regulated, Packing Group: Not regulated

Not considered hazardous for transport purpose.

SECTION 15 - REGULATORY INFORMATION

-

SECTION 16 - OTHER INFORMATION

Risk Phrases: R20/21/22 – Harmful by inhalation, in contact with skin and if swallowed.

R36/38 – Irritating to eyes and skin.

R65 – Harmful: may cause lung damage if swallowed.

R66 – Repeated exposure may cause skin dryness or cracking.

Safety Phrases: S2 – Keep out of reach of children.

S9 – Keep container in a well ventilated place.

S23 – Do not breathe gas.

S24 – Avoid contact with the skin.

S38 – In case of insufficient ventilation, wear suitable respiratory equipment.

*The highly refined mineral oil used in this product contains less than 3% DMSO extract as measured by IP 346.

Remarks: We believe the statements, technical information and recommendations contained herein are reliable, but they are given without warranty or guarantee of any kind, express or implied, and we assume no responsibility for any loss, damage, or expense, direct or consequential, arising out of their use.