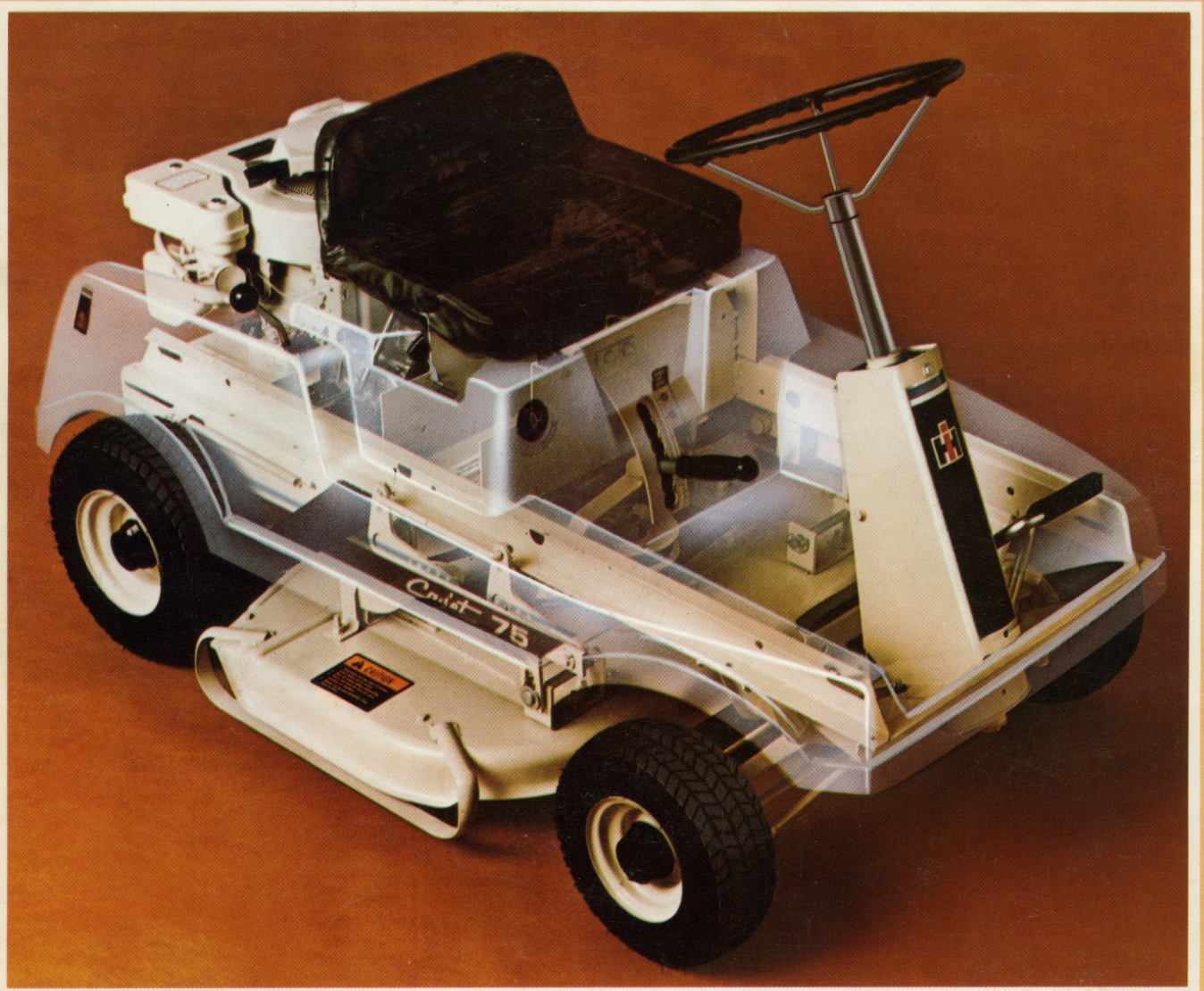




SALES KNOW-HOW Product Guide

Consumer Products
International Harvester

Cadet Riding Mowers



***In riding mowers, beauty may be only skin deep.
It's what's underneath that counts.***

SELLING EFFECTIVELY

Know your product-Know your customer-Know \$uccess



Today's Dealer Salesman, because he wishes to win out over his competition, must be keenly responsive to his customers needs and wants.

- Sales Know-How is vital to your success!
- Sales Know-How will increase your personal effectiveness.
- Sales Know-How will contribute to the continued success of your dealership.
- Sales Know-How provides inner satisfaction because you know you have helped your customers satisfy their buying needs and wants.
- Sales Know-How enhances financial rewards.

Failure is very costly

- To the customer you serve
- To your dealership
- To the person who fails

SALES KNOW-HOW WILL GET & KEEP CUSTOMERS

★ **Understand what people buy** . . . People always buy benefits.

★ **Know the difference between features & benefits** . . . Features and benefits are best used together. Features are what support and make possible the benefits your prospect is seeking to buy.

★ **Features** are generally more visible and, therefore, appear to be easier to sell. Trying to sell features without benefits is one of the most common reasons why salesmen fail to convince prospects. A prospect only buys when he gets a satisfactory answer to the question, "What's in it for me?"

★ **Benefits** are what the product does for the person using it. Benefits represent the gain, or hope for gain, that the prospect has. Benefits promote the well being of a person. But remember, the benefit offered must be measured from the prospect's point of view. Selling benefits effectively requires that you translate features into benefits.

★ **Pitfall:** Never **assume** your prospect can translate features into benefits alone. The Dealer Salesman's role is a **vital** one. Make sure by telling him effectively.

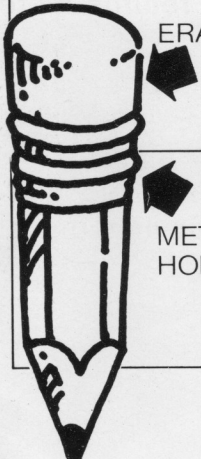
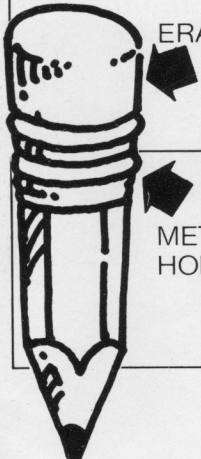
★ **Develop the you attitude:** Develop empathy which allows you to understand the customers point of view. Sincerity will build a feature-benefit bridge over to your prospect's goal which will be mutually satisfying and from which you both will gain.

★ **Listen before you start talking:** Plan to ask questions which will let your prospect tell you the things that give clues to his needs and wants. Try to understand the meaning behind his words which can provide you with meaningful clues to the kind of things your prospect will accept as benefits.

As you increase your ability to show empathy, so too will you increase your ability to sell benefits. Selling benefits is the Key to effective salesmanship.

BASIC ILLUSTRATION TO UNDERSTAND THE DEFINITIONS.

The product: A pencil with eraser

FEATURES	BENEFITS	ADVANTAGES	BUYING MOTIVE
	Makes Corrections Possible	You Have Corrected Copy	People buy what the function will do for them
	Holds The Eraser For Effective Usage	It Saves Time Looking For Eraser	Performance And Owners Convenience

Cadet 95 Electric Riding Mower

***Quiet, rechargeable, beautifully styled.
For your customers who want extra convenience.***

This is obviously the finest looking Riding Mower in anybody's electric line. Sell all the advantages of electric operation: Clean . . . quiet . . . no gas tank to fill . . . rechargeable in the customer's own garage.

So if he wants all this in a Riding Mower, he's got the best in electrics plus International Cadet typical ruggedness inside and out.

Electric or gas . . . your customers have a choice . . . in several power sizes. It's up to you to help him decide which is best for him and his lawn.

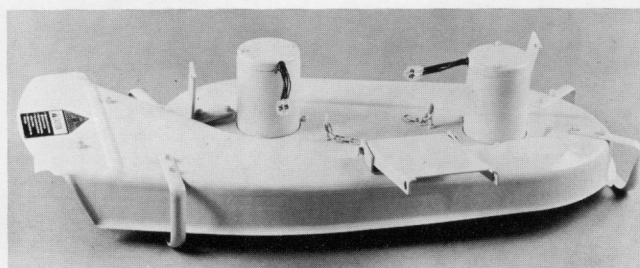
Who are the prospects for an Electric Rider?

Anyone with a lawn size of an acre or less should consider the Cadet 95 as an alternative to a gasoline-powered machine. The 95 can cut a typical 1-acre lot in about 1¼ hours on one battery charge. The 95 is also recommended where owners keep their lawn clipped regularly, so that no more than 1½ to 2 inches of growth is required to be cut. If growth is longer than that, the chances are your customer will be happier with a gasoline-powered machine such as the Cadet 75.

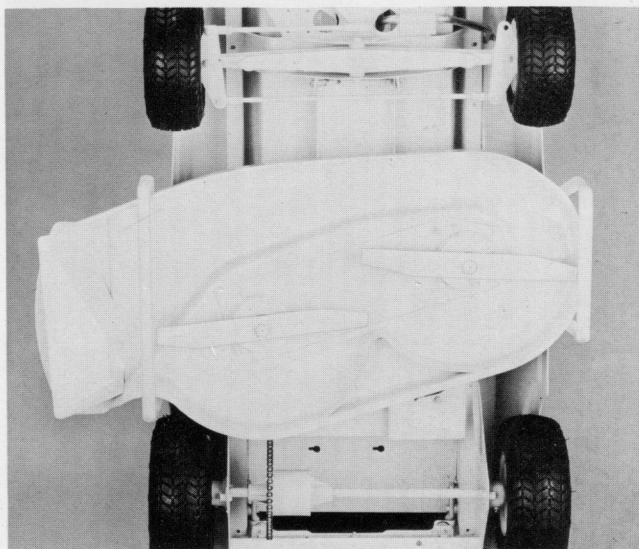




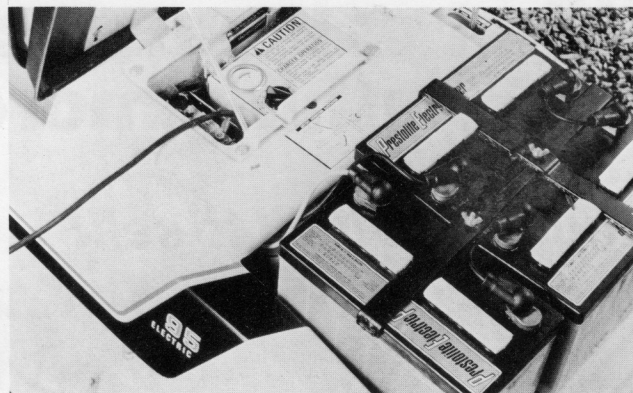
Sleek side view. Below seat, two controls. One on left is on-off control of mower blades—controls separate electric mowers for powering the twin blade in high or wet grass. Control on right is for the electric motor for propulsion. Both are handy, easy to reach.



Mower with an electric motor for each mower blade. Snap-in, snap-out electrical connections require no tools.



How's this for a clean chassis design? Naturally, there's less to go wrong. Twin mower blades, each powered by its own electric motor, synchronized perfectly. Note stiffener in mower housing, scientifically contoured bladeways, plus tubular mower members.



The 95 is easy to recharge, using just one cable. Knob located below charging meter dial has STORAGE position for storing without charging, plus several charging positions. Knob automatically returns to STORAGE position when batteries are charged.

So your customer can't possibly make a mistake, battery charger instructions and connection illustration are included. Any 110-volt, 60-cycle household outlet can be used. No possible way to overcharge batteries, even with plug-in outlet. Automatic "trickle" is built into charger to keep batteries in top condition between charges, or for long storage periods.



This view shows the striking effect of the wrap-around vinyl over a modern configuration. Note the two tail light-reflectors and drawbar. Mower outlet shield carries the normal cautions, clearly visible to any member of the owner's family.

Seat and battery compartment are both covered in weather-resistant black vinyl. Comfortable, deep-padded contour seat . . . well integrated into rear compartment casing. The result is luxury that's yours alone to sell.



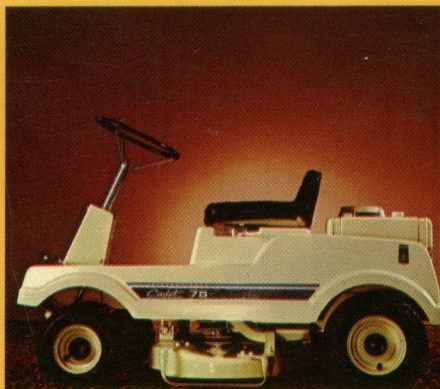
This symbol shows your customers how much we care about their safety.

International wants to minimize the risk of injury to your customers and other persons in the area in which the Mower is operating. Show them this OPEI Decal . . . Outdoor Power Equipment Institute.

This is proof that International Harvester Mowing Products were tested by an independent laboratory and that they meet or exceed Safety Specifications for Power Lawn Mowers - American National Standard ANSI B71.1-1972.



Cadet 55 Riding Mower—5 hp for smaller lawns.



Cadet 75 Riding Mower—7 hp, as big and powerful as many Lawn & Garden Tractors and a lot better working and looking than most.



Cadet 95 Electric Riding Mower—the finest of riding mowers—appearance, performance, saleability.



INTERNATIONAL HARVESTER