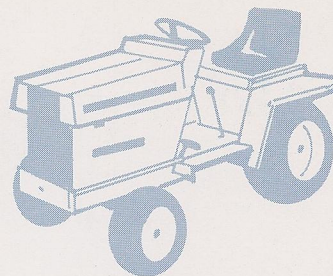




TELL IT LIKE IT IS



"BATTERY POWER IS BETTER"



Sales Bulletin No. 2

As a salesman of Avco New Idea Electric Lawn and Garden equipment, you'll find your job easier if you have a thorough knowledge of such important items as:

Warranty
Advertising programs and aids
Predelivery Setup and Check-out Procedures

That's what this bulletin is all about.

WARRANTY

Complete warranty information is provided in two publications and you'll want to become familiar with the major provisions.

For your customer -- In the Operator's Manual, on the back of the front cover page.

For your dealership -- In the Avco New Idea price manual; entitled Schedule B.

The major provisions of the warranty include:

TRACTORS, ATTACHMENTS AND ACCESSORIES

Free from defects in material and workmanship for a period of:

- * 1 year in ordinary home use
- * 3 months in commercial or institutional use

POWER PACK (BATTERIES)

Will be replaced as individual units if defective in material and workmanship for a period of:

12 VOLT

- * 1 full year plus 2 years pro rata for ordinary home use
- * 6 months in commercial or institutional use

6 VOLT

- * 2 full years plus 3 years pro rata for ordinary home use
- * 6 months in commercial or institutional use

These provisions answer warranty questions asked most frequently by prospective buyers but you'll want to read the entire warranty.

You or someone else from your dealership should:

- determine in which category each purchaser falls---
ordinary home user
OR
commercial or institutional user
- advise the new owner of the warranty provisions applicable to his equipment. He should know what to expect.

The Avco New Idea Electric Tractor warranty can be an effective sales tool. Use it wisely!

Two other important items relate to warranty. You'll want to be sure that the two documents required for customer warranty are completed and mailed at the time of tractor delivery---

1. The BATTERY REGISTRATION form (SE-13)....
mailed to your Avco New Idea Region Office.
2. The WARRANTY REGISTRATION card from the Dealer
Invoice....mailed to Coldwater, Ohio.

These two forms, properly completed and mailed by your dealership, ensure your customer of warranty protection.

ADVERTISING

Your dealership was selected to sell Avco New Idea Electric Tractors and related items for four good reasons:

1. Location in an area with high lawn and garden equipment sales potential.
2. Innovative and interested in promoting a new product and concept.
3. Reputation for aggressive sales effort.
4. History of good service to customers.

A strong advertising program in your local area will further improve your already good dealership image and make your selling job easier and more profitable.

All advertising for the 1974 sales year is concentrated at the point of sale -- YOUR DEALERSHIP.

Avco New Idea provides the following advertising aids to your dealership at NO COST.

- Newspaper ad mats and radio spots
- Announcement ad - 100% co-op (up to \$75.00)
- Dealer identification decal - for your showroom door or window
- Hood display with literature pocket - for one of your display tractors
- Posters and poster frames
- Literature
- Envelope stuffers
- BPIB ("Battery Power Is Better") buttons - a real customer stopper
- Product Information booklet
- Product training programs

PLUS

Slides and movie available on request from your Territory Manager - for customer meetings.

Additionally, there's available a sound company-sponsored co-op program for newspaper and radio advertising contracted by your dealership.

Use these aids and programs. They'll work for YOU!

TRACTOR PREDELIVERY AND CHECK-OUT PROCEDURES

As a salesman, you're interested in knowing that your new Electric Tractors and Attachments are in first class operating condition before making a demonstration to a prospective buyer, or delivering them to a new owner. That means being sure they have been properly serviced and operation-tested by your service department.

A Predelivery Checklist is supplied with each Operator's Manual for you or your service department's use. There's a checklist for --

- EGT 80 & 100 tractors
- EGT 120 & 150 tractors

Major check-out categories include:

- Power Pack and Charger
- Wiring and Switches
- Transaxle and Speed Control
- Brakes
- Safety Devices
- Lubrication
- Tires and Air Pressure

Be sure these services have been performed to ensure you a good demonstration and a happy new owner.

AND DON'T FORGET TO EXPLAIN AND DEMONSTRATE TRACTOR CONTROLS AND OPERATING TECHNIQUES TO YOUR CUSTOMER---AND HOW TO USE THE OPERATOR'S MANUAL. He'll appreciate it, and his confidence in you and your dealership will pay off.

The subjects explained in this bulletin all relate in some way to your selling job. In your constant contacts with customers and prospective buyers, you'll find this information useful.

"BATTERY POWER IS BETTER"

Quiet Operation
Pollution Free
Economical
Safe
No gas or oil

Superior Power & Traction
Roving Power Source
Cool Operation
Instant Start
Vibration Free

The peak retail selling season for your Avco New Idea line of Electric Lawn and Garden Tractors will soon be here. ARE YOU READY? Take a good look at your:

Displays
Demonstration plans
Product sales story preparation
Prospect list
Orders placed with your Region Office for:
Batteries
Attachments
Accessories

Now that you've studied this bulletin, take a few minutes to fill out the enclosed questionnaire and drop it in the mail. Answered correctly, it is worth valuable award credits. To qualify, the questionnaire must be postmarked no later than midnight, February 28, 1974.

By the way, do you have a successful selling technique for Avco New Idea Electric Tractors that you wish to submit on your "How I Sell It" form? A winning entry is worth additional award credits.