

Partnering for the road ahead.

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Partnering for the road ahead.

Shifting the Maintenance Mindset

Gabriel Blevins

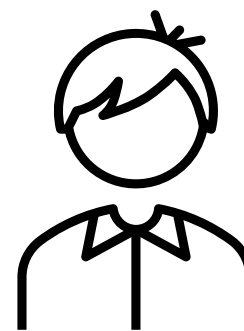
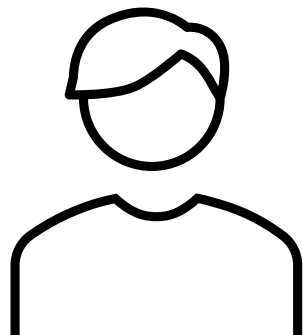
Donaldson Co, Training Specialist

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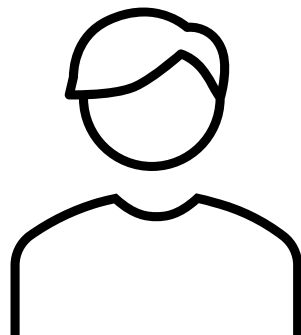
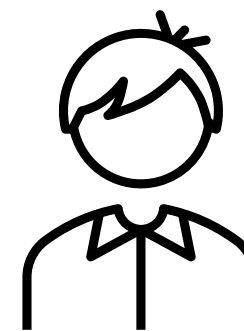
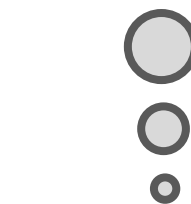
The conversation...



*Here we go
again...*



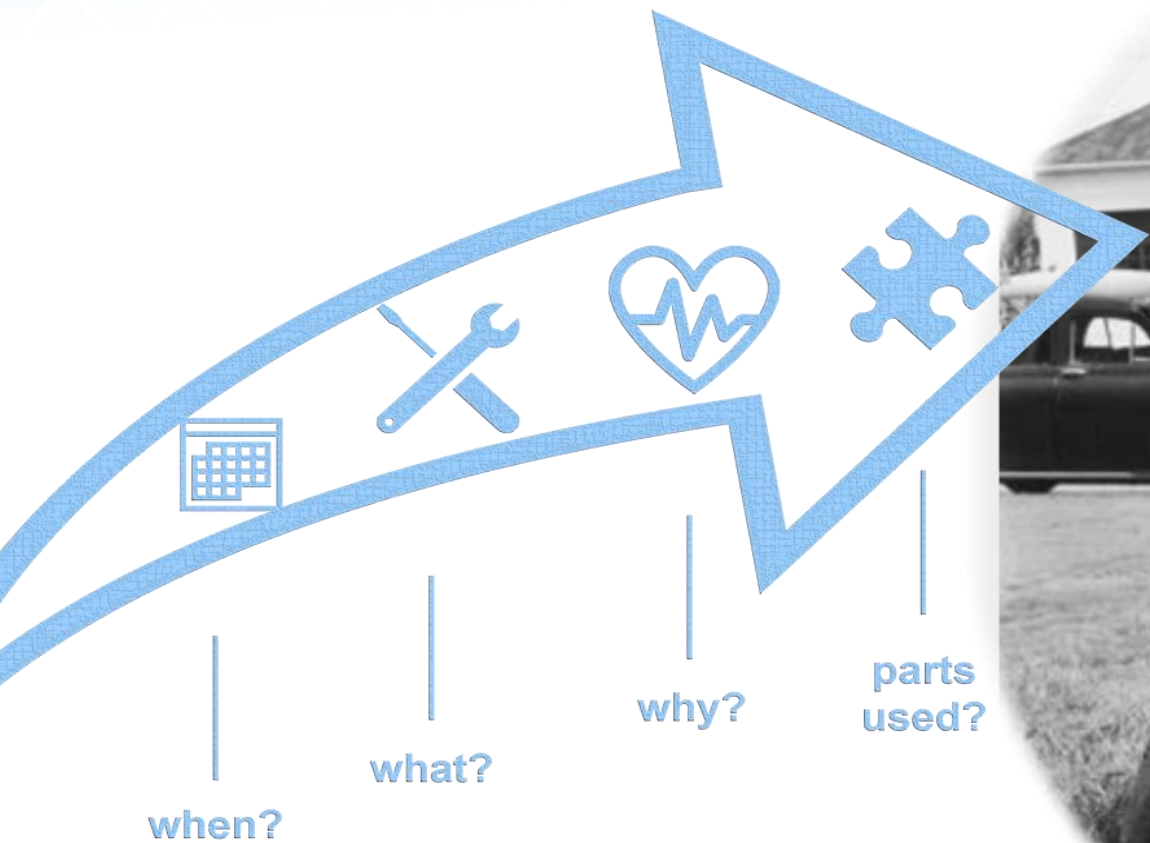
The conversation...



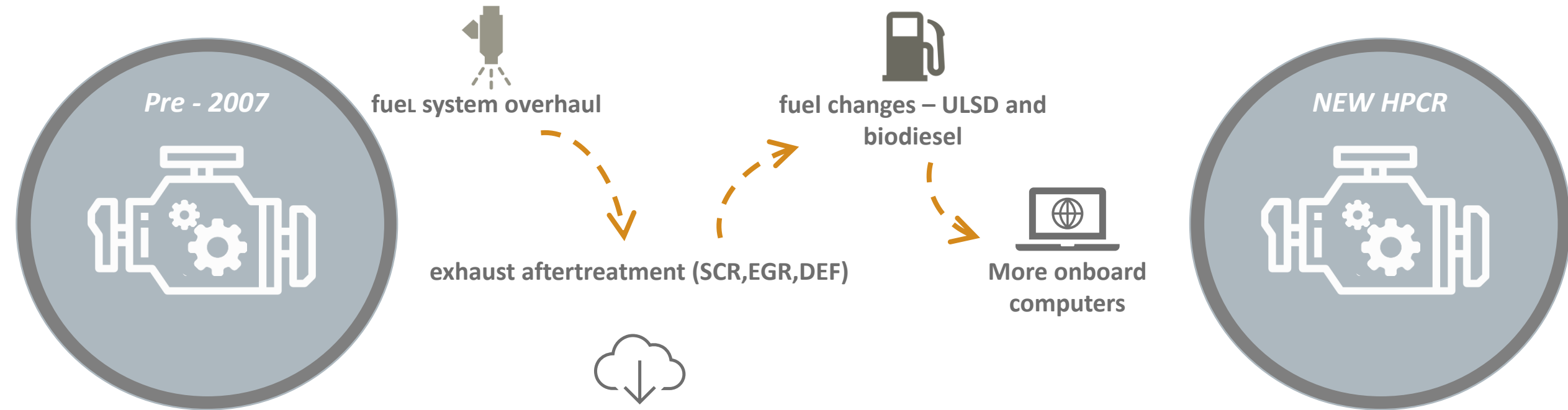
Influences of buying decisions



Shifting maintenance mindset



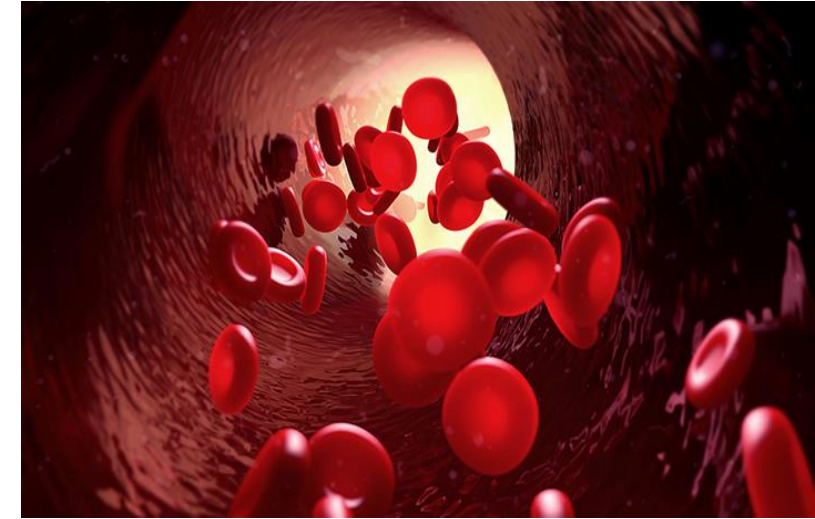
Changes present some challenges



HPCR injectors vs microscopic contamination



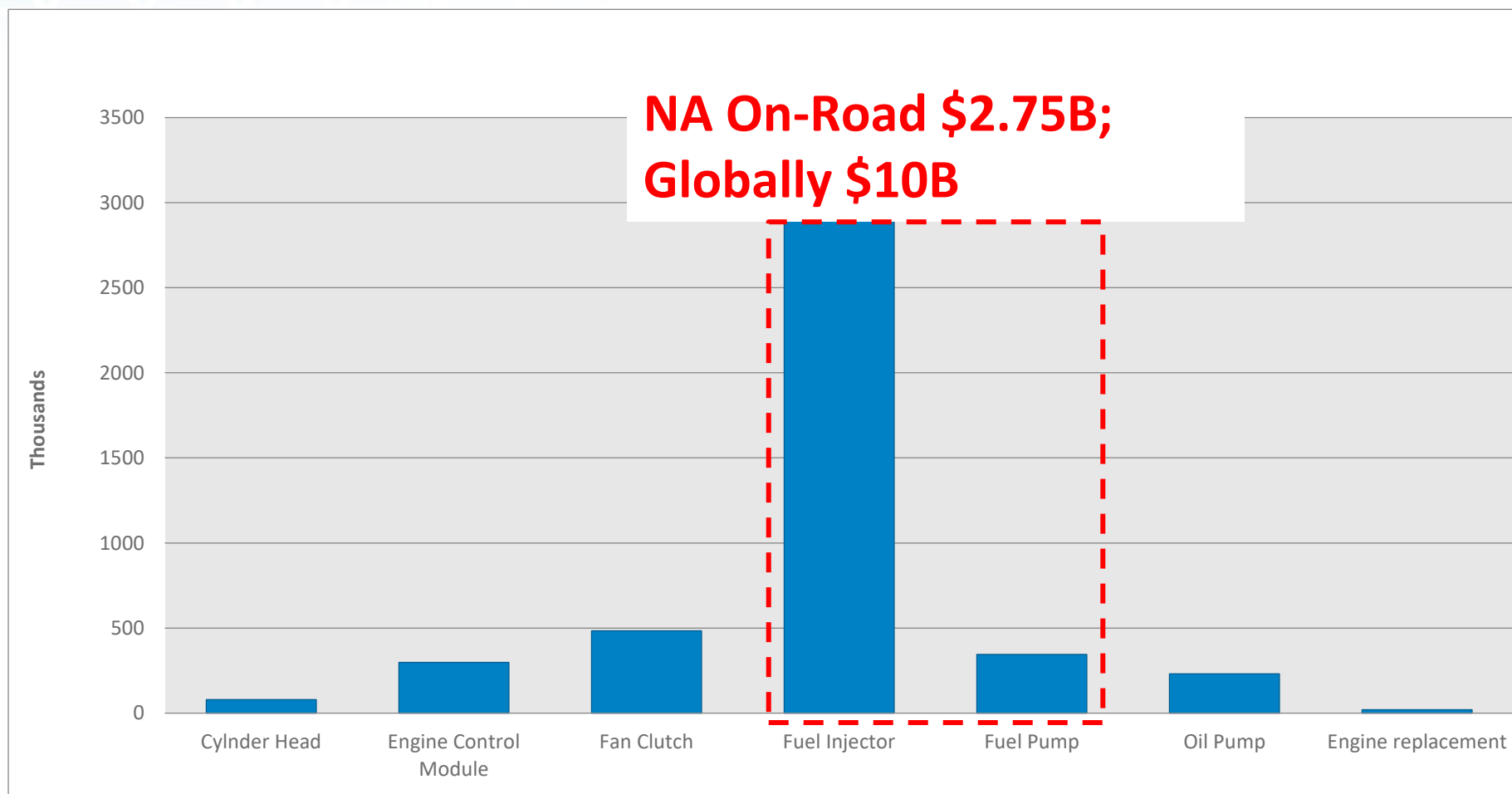
Bacteria 2 μ



Red Blood Cells 8 μ



“these new injectors just don’t last”



Data from 2013 - Published Heavy Duty Trucking Magazine Aug 2014 – Study from IHS Automotive (Polk)

Repair costs impact TCO



REPAIR

Parts \$

Labor \$

Material not moving \$

Plan B \$

Customer relationship \$

Long term effects \$

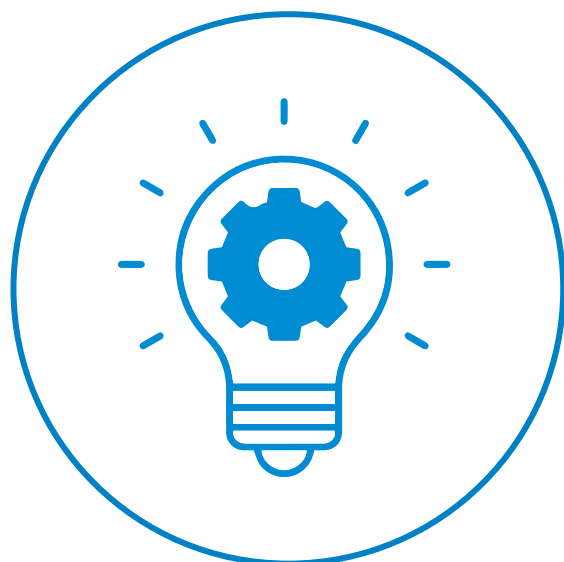
Driver morale!

Become a strategic resource



To go from *vendor*
to *strategic*
partner - help your
customer lower
their TCO

Hire the filter to protect the engine



You are the recruiter, bring them the best candidate

Spec sheet reads like a resume, job performance is here!

Resume



DBF9092

FUEL FILTER, SPIN-ON SECONDARY
DONALDSON BLUE

Why Choose Donaldson Blue® Filters?

Donaldson Blue® fuel filters with Synteq XP™ media deliver fuel that's up to 4x cleaner than competitors' best filters.

- Best capture and retention of injector damaging contaminants.
- Best performance in heavy-duty environments (inferior filters can "shed" contaminant during engine vibration).
- Helps minimize expensive repairs and unplanned downtime.

Attributes

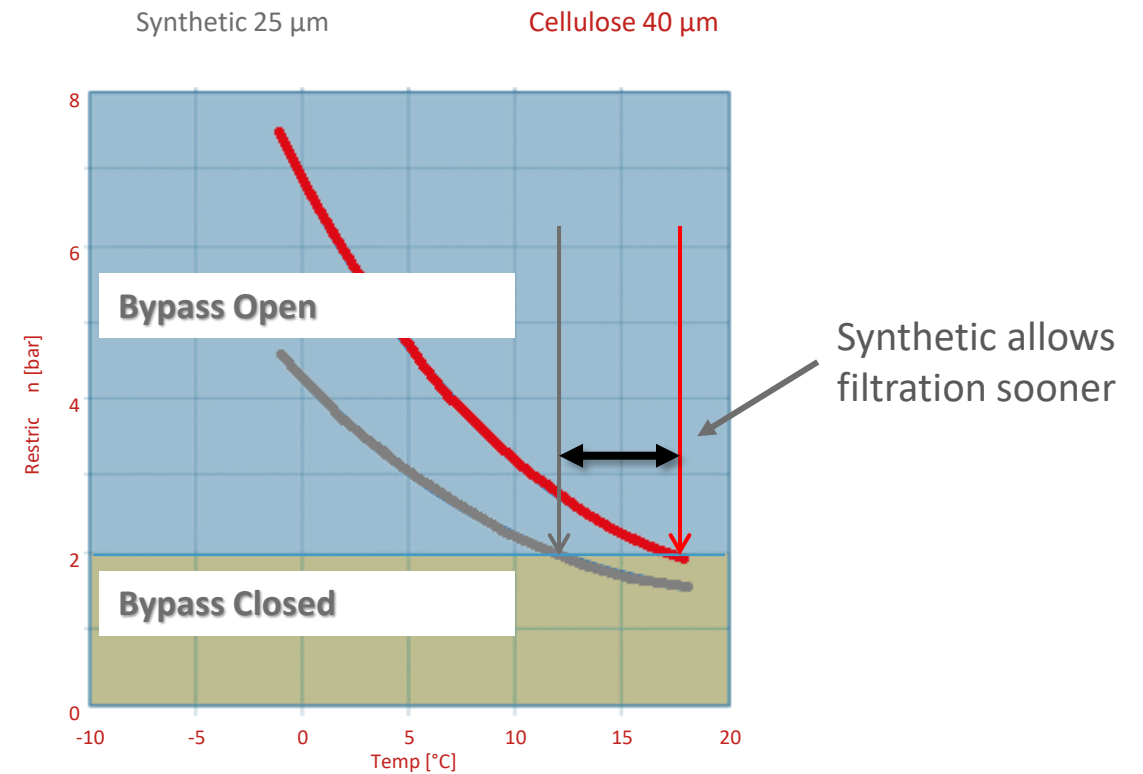
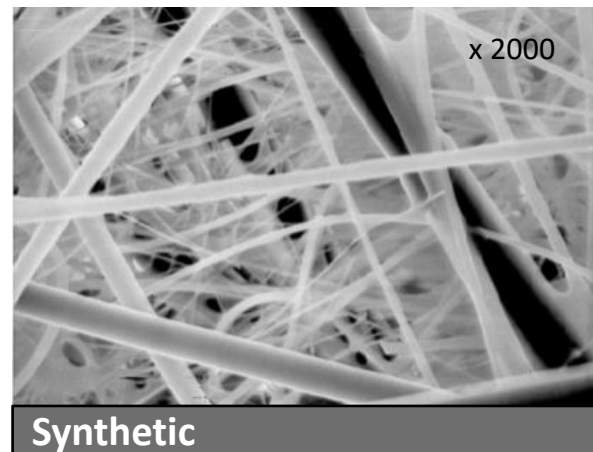
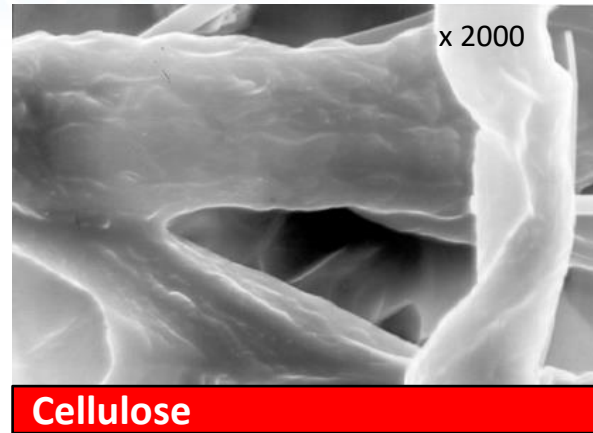
Outer Diameter	4.23 inch (107.5 mm)
Thread Size	1-14 UN
Length	10.31 inch (262 mm)
Gasket OD	2.83 inch (72 mm)
Gasket ID	2.44 inch (62 mm)
Efficiency 99.9%	4 micron
Efficiency Test Std	ISO 19438
Collapse Burst	75 psi (5.2 bar)

What else can we learn from a filter resume?

- Media design tells us more about the job performance
- Synthetic medias find a better balance of performance qualities



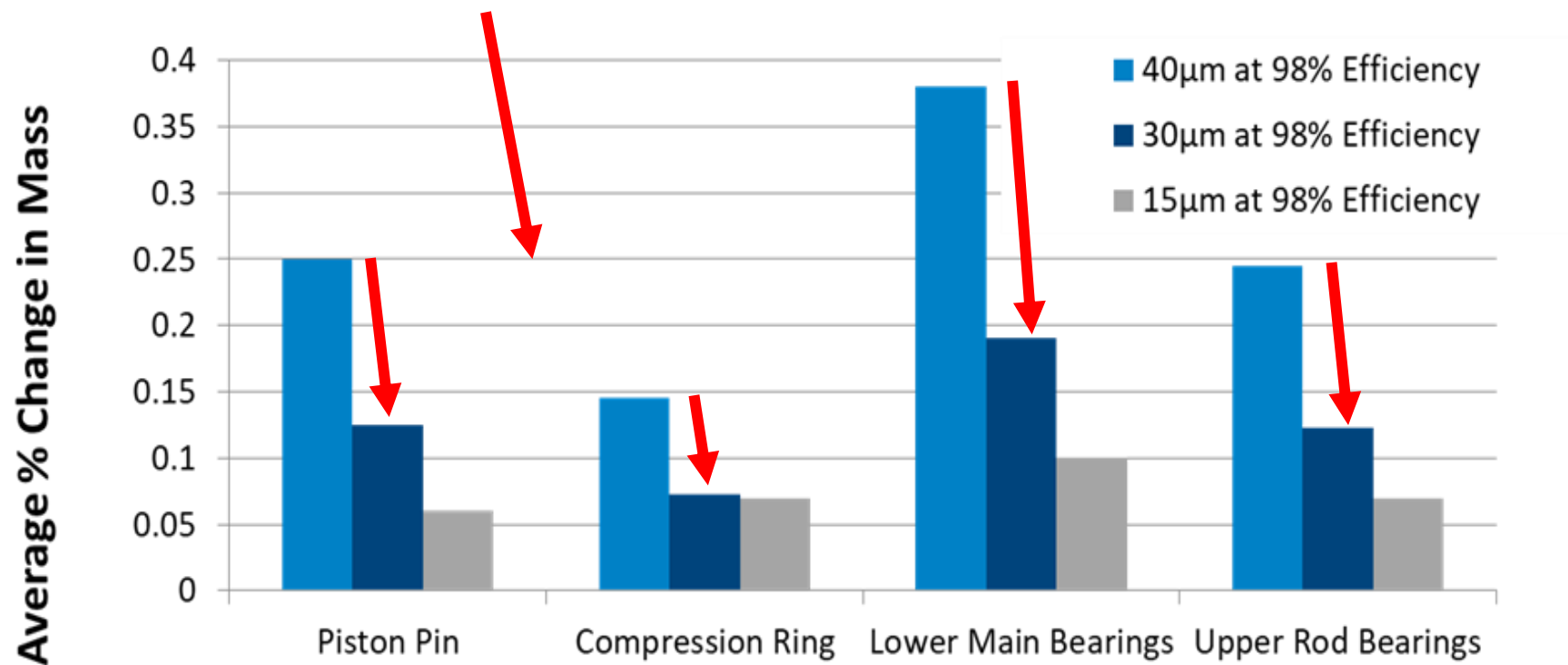
Synthetic media advantage



Gap of 5 °C ...
or 3 min
or 300 L @ flow 100 L/min
or about 10 circulations of sump oil

Higher efficiency = wear reduction

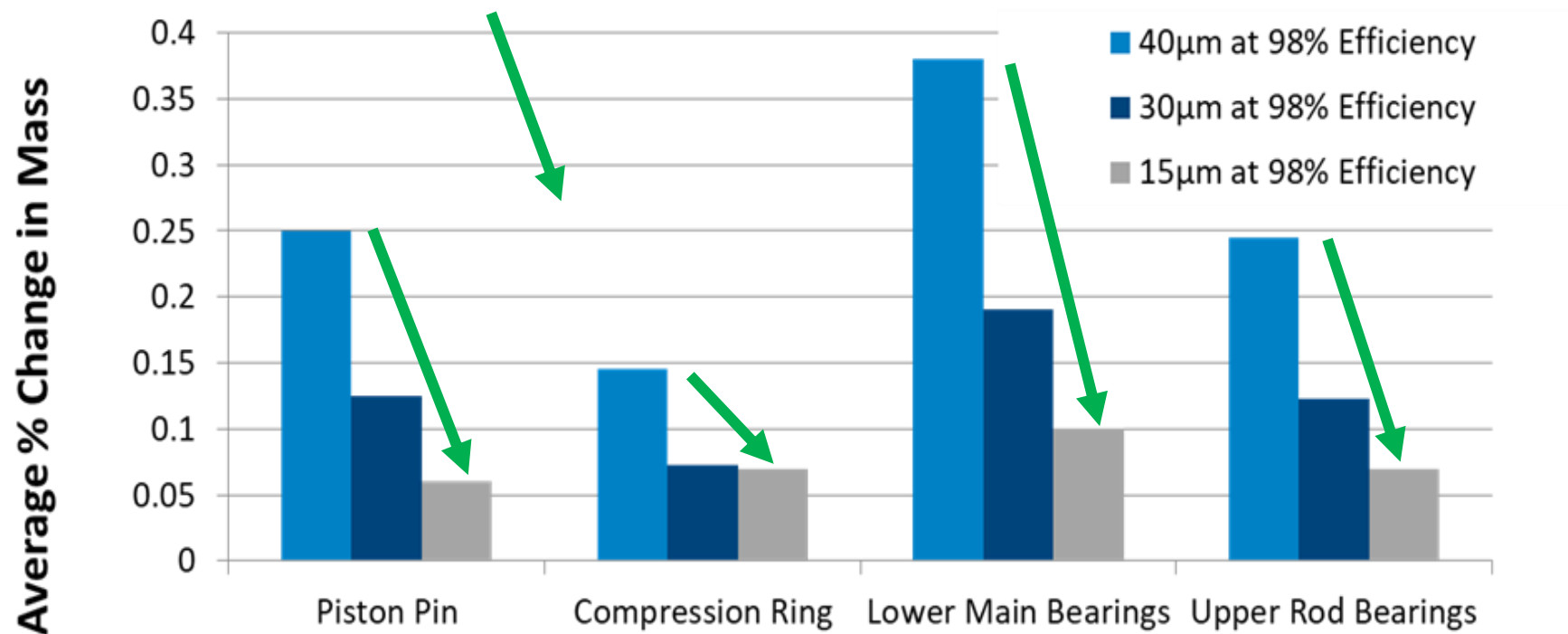
50% average



Higher efficiency = less wear



70% average



Service scheduling strategies



- Become familiar with recommended service intervals
- If looking to extend oil changes, plan wisely
- Are you getting the most life from your air filter?
- Are you cleaning your air filter?

SERVICE AT A GLANCE MAINTENANCE INTERVALS






For VNM, VNL, VNX, VHD and VAH Manufactured Year 2010-2016

Volvo Trucks. Driving Progress



These maintenance intervals are general recommendations. Please refer to the appropriate maintenance and lubrication manual for your specific vehicle as the authoritative source for all details of a proper and complete inspection and maintenance plan for your vehicle. Recommended intervals by Miles, Km or Hours whichever occurs first.		Greater than 6 mpg Less than 39L/100km	Greater than 5 mpg Less than 50L/100km	Less than 5 mpg Greater than 50L/100km
ENGINE		NORMAL DUTY	HEAVY DUTY	SEVERE DUTY
VOLVO PREMIUM ENGINE OIL, FILTERS AND FUEL FILTERS		NOTE: Volvo cannot be responsible for problems caused by non-genuine filters that do not meet Volvo performance or durability requirements.		
Manufactured Year 2010 to 2016 using Volvo VDS-4.5 Oil		*Volvo Premium Motor Oil VDS-4.5 / **Other Volvo Approved VDS-4.5 Oil		
D11/D13 or D16 with 42L/44qt Oil Pan: Volvo VDS-4.5* Oil, Filters and Fuel Filters (Replace) If idle time is greater than 30%, use the next lower drain interval.	Miles	60,000 / 55,000**	45,000 / 40,000**	35,000 / 30,000**
	Km	95,000 / 90,000**	70,000 / 65,000**	55,000 / 50,000**
	Hours	1,700 / 1,600**	1,300 / 1,200**	825 / 750**
D16 with 52L/55qt Oil Pan: Volvo VDS-4.5* Oil, Filters and Fuel Filters (Replace) If idle time is greater than 30%, use the next lower drain interval.	Miles	65,000 / 60,000**	50,000 / 45,000**	40,000 / 35,000**
	Km	105,000 / 95,000**	80,000 / 70,000**	65,000 / 55,000**
	Hours	1,750 / 1,650**	1,300 / 1,200**	825 / 750**
Manufactured Year 2010 to 2016 using Volvo VDS-4 Premium Oil				
D11/D13 or D16 with 42L/44qt Oil Pan: Volvo VDS-4 Premium Oil, Filters and Fuel Filters (Replace) If idle time is greater than 30%, use the next lower drain interval.	Miles	45,000	35,000	25,000
	Km	75,000	60,000	45,000
	Hours	1,300	1,000	625
D16 with 52L/55qt Oil Pan: Volvo VDS-4 Premium Oil, Filters and Fuel Filters (Replace) If idle time is greater than 30%, use the next lower drain interval.	Miles	50,000	45,000	35,000
	Km	80,000	75,000	60,000
	Hours	1,300	1,000	625

Get maximum air filter life

	Filter Change	Filter Change	Filter Change	Filter Change	Total Dust Passed due to Initial Filter Inefficiency and Service Procedure
					
TRUCK 1-HOURS					
TRUCK 2-RESTRICTION LIMIT					

Restriction Limit

Air restriction demonstrated



Vacuator valves



The Donaldson Vacuator™ Valve can be found on the majority of Donaldson air cleaners.

Application Notes

For proper operation, the Vacuator Valve should be located at the lowest point on the air cleaner or dust cup pointing down.

Never paint the Vacuator Valve. Solvents and chemicals will shorten the usable life.

If the Vacuator Valve is torn, shredded or turned inside out

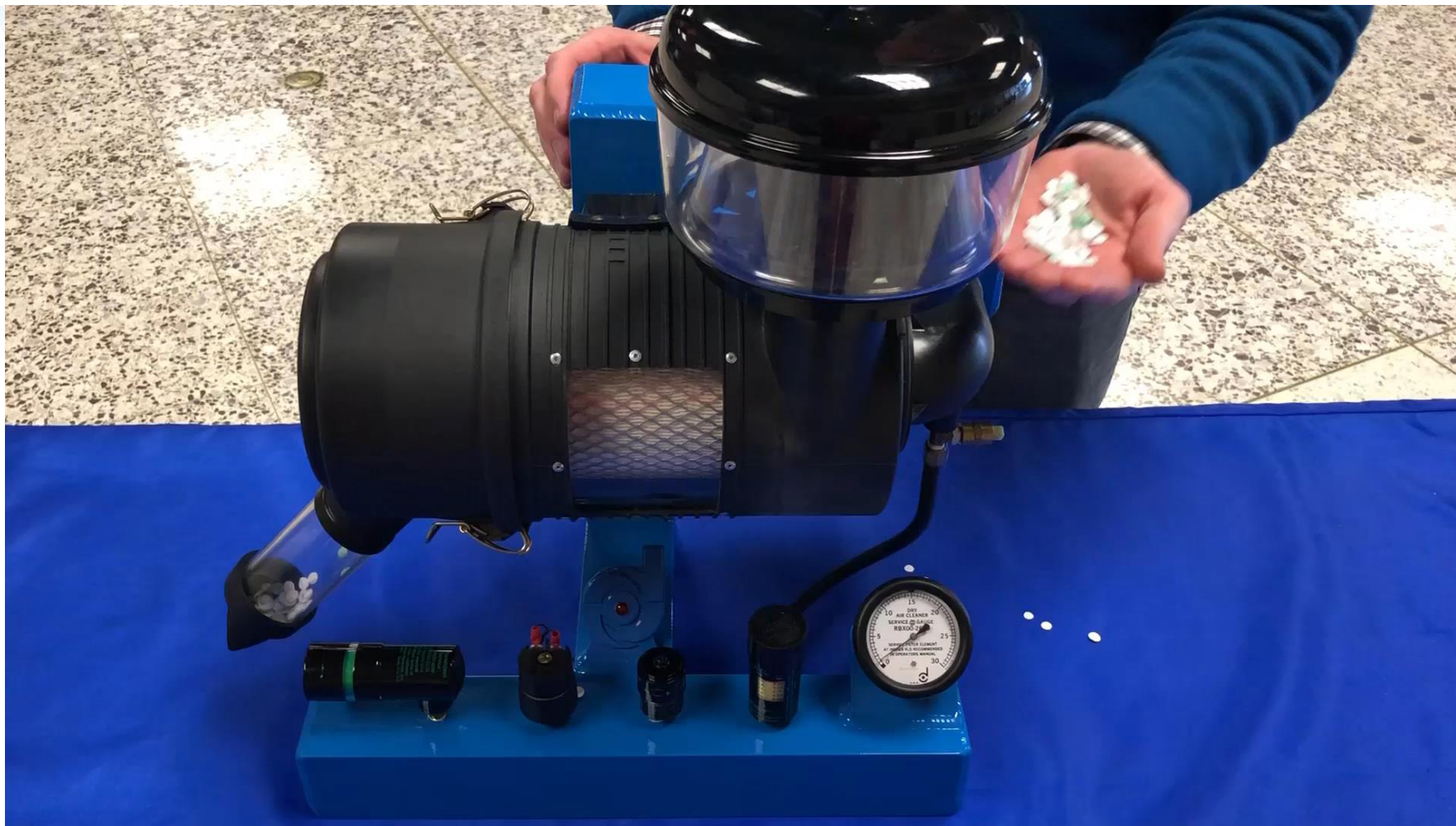


For the longest filter service life, replace damaged or missing Vacuator Valves immediately!

If your valve is cracked, torn, remains open, or is missing, dust particles that are normally expelled can deposit themselves onto the filter and will shorten air filter service life. Replace it!



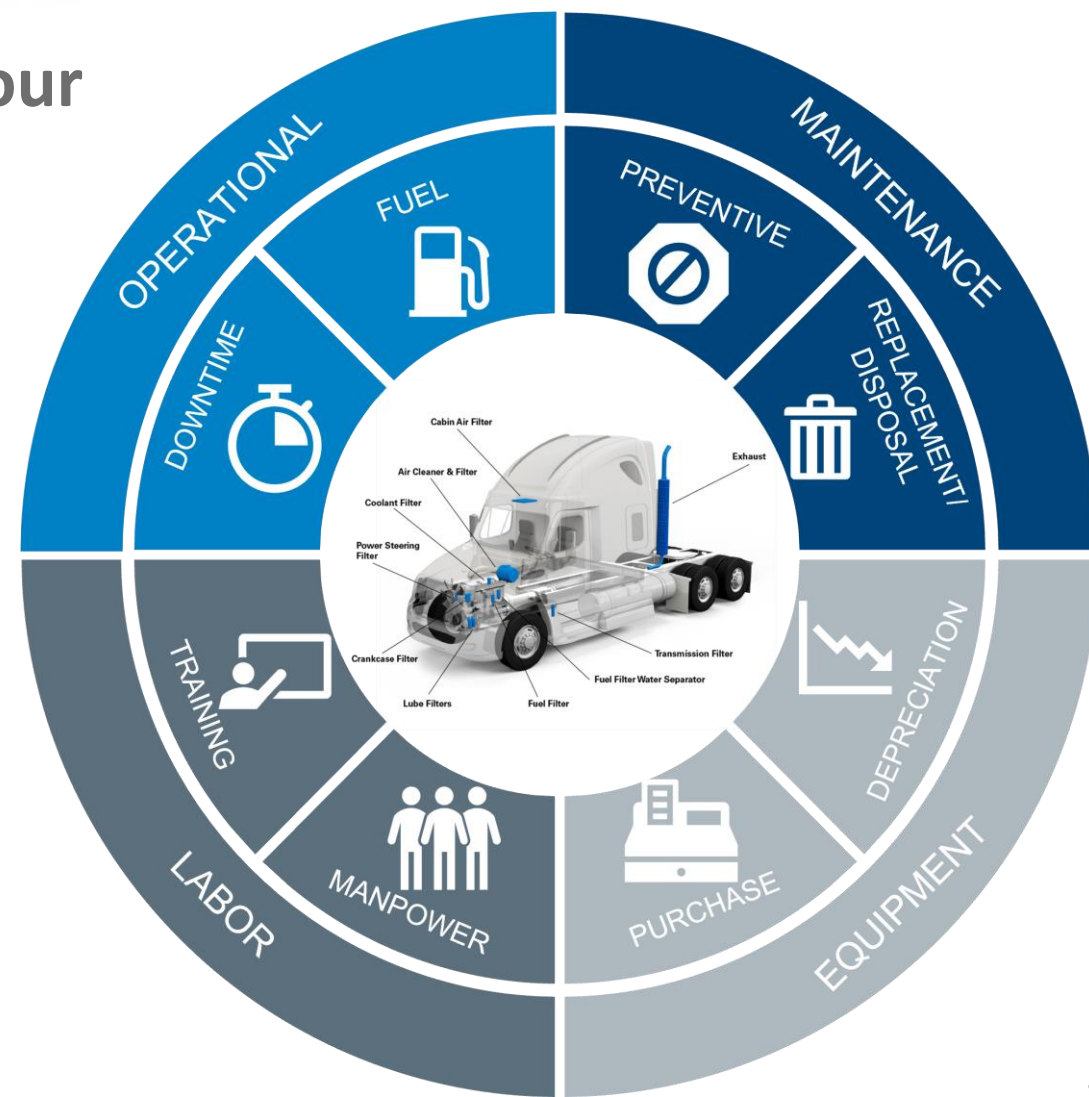
Vacuator valve demonstration



“Think beyond the truck”



- Leading with filter sales can help sell your whole portfolio
- Shift customer's maintenance mindset
 - “Hiring the filter”
 - “Proactive vs reactive”
 - Help them reduce their TCO
- Become a strategic partner



Please take a few minutes to fill out the action plan in your workbook.

- What customer would you like to target?
- What product would you like to target the customer with?
- What challenger step(s) would you implement with this customer?

ACTION PLAN INSTRUCTIONS

Based on what you learned during this supplier's presentation, identify the customers and products you could target for a sales call. Also include details about the Challenger selling steps you may need to develop:

CUSTOMER	PRODUCT	CHALLENGER STEPS