



POWER STEERING SERVICE PROGRAM





POWER STEERING SERVICE

Whether weaving through city streets or driving in the country, your Power Steering fluid is under a constant heavy workload. This results in a build up of sludge and varnish, which left untreated can lead to potentially expensive repairs.

Restore your power steering and feel the difference.



Make Wynn's Power Steering Service part of your regular maintenance schedule



PROFESSIONAL SERVICE PROGRAMS

THE PROBLEM

Old and neglected power steering fluid compromises the performance of your power steering system. It can cause noise, increase steering effort, reduce steering effectiveness and harden seals, resulting in leaks and expensive repairs.

Common problems include:

- Heavy Steering
- Noisy operation
- Leaks
- Shudder
- Component failure



Before Service

THE SOLUTION

Using Wynn's Power Steering Flush machine, the power steering system will be thoroughly cleaned and flushed, and with the addition of Wynn's Power Steering Treatment to the new fluid, your steering performance will be fully restored.



After Service



PROFESSIONAL SERVICE PROGRAMS

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A Division of ITW New Zealand Ltd.

Ask about our other **Wynn's** Services



Fuel



Power Steering



Transmission



A/C



Cooling



Oil





WHY WYNN'S POWER STEERING SERVICE?

- Whether weaving through city streets or driving in the country, your Power Steering fluid is under a constant heavy workload.
- As the fluid degrades it causes a build up of sludge & varnish, which left untreated can lead to potentially expensive repairs.





THE PROBLEM

- Old & neglected Power Steering fluid compromises the performance of your Power Steering System.
- It can cause noise, increase steering effort & harden seals resulting in leaks and expensive repairs.

Symptoms:

- Heavy steering.
- Noisy operation.
- Leaks.
- Steering shudder.
- Component failure.



Dirty Power
Steering Fluid





THE SOLUTION

A Wynn's Power Steering Service:

- Using the Wynn's Power Steering Flush Machine, the Power Steering System will be thoroughly cleaned & flushed, with the addition of Wynn's Power Steering Treatment to the new fluid, your steering will be fully restored.
- Noticeably improved steering assistance.
- Reduces noise, leaks, vibration, stiffness & conditions the seals.



Wynn's Power Steering
Flush Machine





BENEFITS OF THE SERVICE

- Customers notice the rejuvenated steering as they drive home.
- They make the judgement that the service has improved their vehicle & was money well spent.
- You have looked after the customers needs & fulfilled your “Full Service Promise”.



BEFORE



AFTER





UPGRADE OPPORTUNITIES

- Fluid leaks.
- Steering stiffness when cold.
- Noisy operation.
- Shudder.
- Mileage or duration from last fluid change.





HOW DO I UPGRADE CUSTOMERS?

- Recommendation.
- Diagnostic Questioning.
- Technicians Advice.





RECOMMENDING THE SERVICE

- When was the last time your vehicle had a Power Steering Service? (Answer) We recommend your steering system is flushed & the fluid replaced every two years to restore the performance of your steering.
- Your car is overdue for a Power Steering System Service which we recommend is carried out bi-annually to restore the performance of your Power Steering. I suggest we keep that up to date to avoid any future problems.
- We recommend at 40,000 Kms your car has a Power Steering System Service to replace your old fluid & restore the performance of your Power Steering. It's important we do it while it's here today to avoid any future expense.





DIAGNOSTIC QUESTION METHOD

- This will help to get more information from the customer than you would normally get.
- Use a list of open ended questions to get the customer to talk about their vehicle, this can jog their memory if they have had intermittent problems.
- *“In order for us to provide a complete service for your vehicle today I just need to ask you a few questions about the history of your car over the last 40,000 Kms.”*
- *“When was the last time your Power Steering fluid was changed?”*



WORKSHOP TECHNICIAN INPUT

- Workshop technicians often identify issues that the regular driver of the vehicle has missed or simply got used to.
- Encourage technicians to tell you if a vehicle has a problem that a Wynn's Power Steering Service could help.
- Call the customer back & tell them what the technician has identified.





MARKETING MATERIALS

- Use point of sale materials to show customers the extent of the service.
- Use the point of sale materials to help inform the customer of work that may need doing in the near future.
- List the benefits from the owner-driver point of view.





LEAVE OFF PRESSURE!

- There's another customer right behind.
- This customer will be back to see you again.
- Only handle an objection a maximum of TWICE.
- There's another day!





WYNN'S SUPPORT TO YOU

- Free Point of Sale - No Limits.
- Anything we can do to help you upgrade your customers, that we haven't already thought of - tell us & you've got it!
- Extensive product & machinery backup.





THANK YOU

***WELCOME TO THE
FULL SERVICE PROMISE***



Fuel



Power Steering



Transmission



Aircon



Cooling



Oil



**PROFESSIONAL
SERVICE PROGRAMS**