

A/C

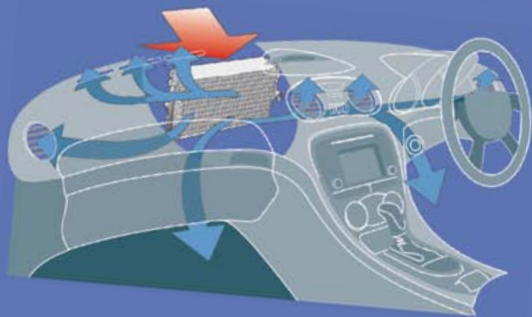
AIR CONDITIONING SERVICE PROGRAM



A/C AIR CONDITIONING SERVICE

Wynn's air-conditioning service eliminates the medium for micro-organisms and protects your air-conditioning systems for long periods of time against contamination, and the harmful side effects to you or your passengers.

Healthier air-conditioning for you and your family



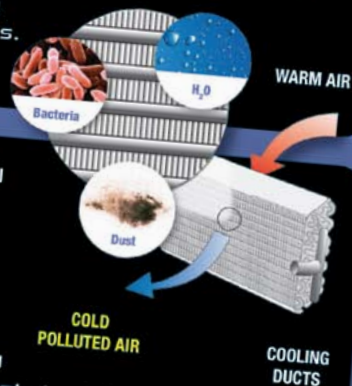
Make Wynn's Aircon Service part of your regular maintenance schedule



PROFESSIONAL SERVICE PROGRAMS

THE PROBLEM

The moist, dark environment inside the air conditioning system provides the ideal conditions for the growth of micro organisms. Dust and pollen carried along by the air are the ideal medium for a huge growth of bacteria. When the air conditioning is switched on these micro organisms are blown into the passenger compartment and are inhaled by the passengers.



THE SOLUTION

Wynn's Aircon Service uses ultrasonic technology to atomise the Airco Clean liquid into a fine mist that circulates through your HVAC system to kill the mould and bacteria growing on the evaporator surface and refreshes the air ducts and the passenger compartment.



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



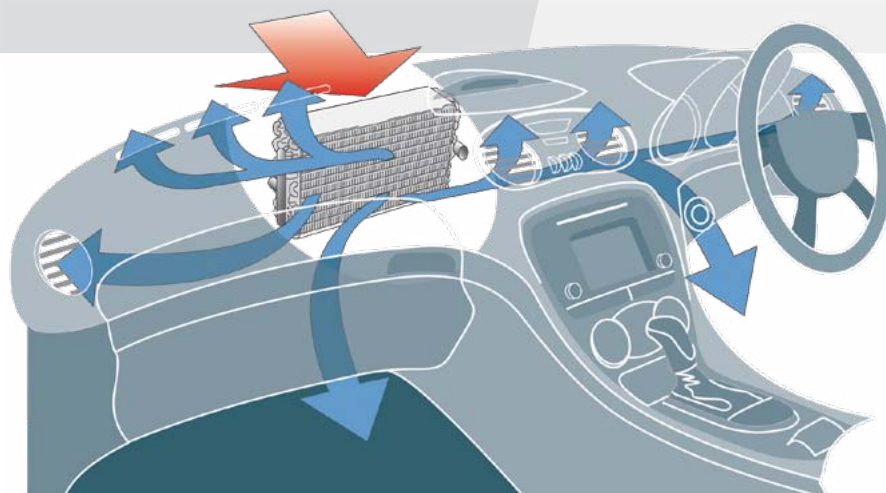
Oil



A/C

WHY WYNN'S AIR CONDITIONING SERVICE?

- The moist, dark environment inside the Air Conditioning System provides ideal conditions for the growth of micro-organisms.
- Dust & pollen carried through the ventilation system are an ideal medium for the growth of bacteria.
- When the Air Conditioning is switched on these micro-organisms are blown into the passenger compartment & inhaled by the passengers.

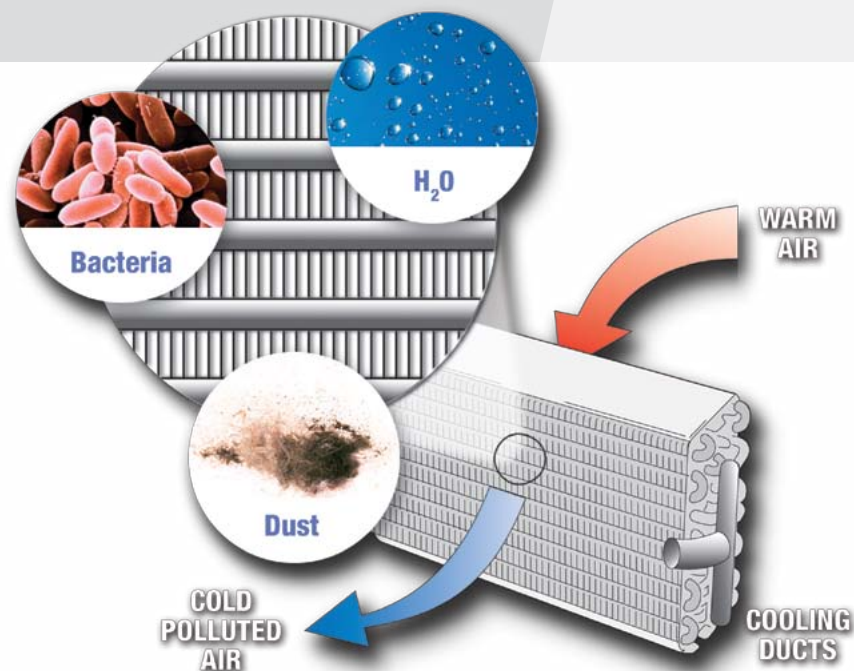


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THE PROBLEM

Symptoms:

- Mould & bacterial growth in the Air Conditioning System.
- Unpleasant cabin smells.
- Eye & throat irritation.
- Bronchial infections.
- Allergic reactions.



Bacterial Growth on Evaporator

A/C

THE SOLUTION

A Wynn's Air Conditioning Service:

- Destroys mould & bacterial growth in the Air Conditioning System.
- Eliminates allergic reactions.
- Eliminates eye, throat & bronchial infections.
- Eliminates unpleasant cabin odours.
- Maintains cleanliness of Air Conditioning System & vented cabin air for up to 12 months.



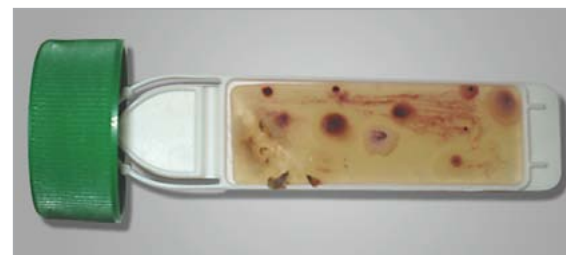
Wynn's Aircomatic II Machine



A/C

BENEFITS OF THE SERVICE

- Customers notice fresher vented air & a pleasant smelling cabin in their vehicle as they drive home.
- They make the judgement that the service has improved the vehicle & was money well spent.
- You have looked after the customers needs & fulfilled your “Full Service Promise”.



BEFORE



AFTER

A/C

UPGRADE OPPORTUNITIES

- The vehicle is used mainly for short trips?
- The Air Conditioning is only used in summer?
- Stale or mouldy smells from the air vents?
- Allergies are worse when in the vehicle - does the customer suffer from asthma, hay-fever or other allergies?
- How long since the Air Conditioning was last serviced?



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HOW DO I UPGRADE CUSTOMERS?

- Recommendation.
- Diagnostic Questioning.
- Technicians Advice.



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RECOMMENDING THE SERVICE

- When was the last time you had your vehicles Air Conditioning System cleaned? (Answer)
We recommend an Air Conditioning System cleanse at least once a year to prevent the growth of bacteria & mould in the system.
- Your car is overdue for an Air Conditioning System cleanse which we recommend is carried out at least once a year to restore the quality of the air entering your cabin. I suggest we keep that up to date to avoid any future problems.
- At this interval we recommend your car has an Air Conditioning System Service to remove mould & bacteria growth to restore the cleanliness of the air vented into your cabin. It's important we do it while it's here today to help avoid any future health issues.



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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 Air Conditioning in your vehicle.”*
- *“What smells/odours have you noticed coming from the air vents?”*

A/C

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 A/C Service could help.
- Call the customer back & tell them what the technician has identified.



A/C

TELESALES SCRIPT

- Hello, this is _____ from _____, we have your car with us today. I'm calling regarding a procedure we recommend annually that eliminates mould & bacterial growth in the Air Conditioning System - it kills any contamination & coats the surfaces to prevent any new bacteria building over the next twelve months. I'm just calling to gain your authority to go ahead with the work.



A/C

RESPONSES

- *“I hardly use my Air Conditioning”*
 - Actually we find systems that are left dormant for periods are the most prone to contamination.
- *“What does it do?”*
 - We use a machine that delivers a specialist treatment into the Air Conditioning System to kill mould & bacterial growth inside the evaporator, air vents & vehicle cabin. It also coats your Air Conditioning system to help prevent further growth for up to a year.



A/C

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.



A/C

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!



A/C

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.



A/C

THANK YOU

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



Fuel



Power Steering



Transmission



Aircon



Cooling



Oil



**PROFESSIONAL
SERVICE PROGRAMS**