

# S.U.R.&R.

Innovative Automotive Solutions



## July 2010, News Bulletin

### *Selling “Replenishables” - Increase Sales Without Asking for an Order!*

We've all heard the benefits of selling consumables in today's market. Selling professional installers consumables like gloves, hand cleaner, and chemicals helps provide an additional steady revenue stream. However, there is a critical angle of consumables that is often missed (and in this crazy new economy, you need every angle you can get) to turn opportunities into actual sales. This new angle is selling a service of consumable kits called “replenishables”.

What distinguishes “replenishables” from traditional consumable products is that, unlike most other consumables, you don't usually need to ask for an order. It's just *assumed* the shop needs to replenish the kit inventory.

Replenishable kits like S.U.R.&R.'s fuel, brake, and A/C line repair kits are part tool and part manufacturing plant.

If a technician is doing a brake job and notices a kinked or cracked line, traditionally they have to stop and order a new line. Rather than ordering a line and holding up his bay waiting for the parts to arrive, the smart technician can make a replacement line in his bay in about five minutes at a fraction of the cost of buying a replacement OEM or aftermarket line.

A shop can **save approximately \$80** replacing a typical OEM GM fuel line while **reducing labor by up to 75%**.



Professional Distributor Magazine  
Featuring S.U.R.&R. (April, 2010)



“Replenishable” Kits Provide Added Profit \$

The reality is S.U.R.&R.'s kits aren't really a cost to the shop; they're a money maker (and time saver)! Shops rarely charge customers for shop towels, gloves, or hand cleaner, but they do charge for parts. The bottom line is “replenishables” provide profit \$ for all steps of distribution, including the shop!

For more information on the benefits of “Replenishables vs. Consumables”, please visit <http://www.fuelsender.com/marketing> (click on article link titled “Increase Sales Without Asking For An Order”).

### More New Innovative Solutions Coming Soon:

- ✓ **Rear A/C Block-Off Repair Kit**  
*No need to spend several hundreds \$ to repair rear vehicle A/C units just to get the A/C system running*
- ✓ **Full Line Transmission Line Repair Kit**  
*Utilizing new innovative repair/replacement technology (similar to the KP1200 technology)*

S.U.R.&R. remains committed to providing our customers with additional opportunities to produce continued, repeatable income, “month after month”. If you're looking for new innovative and profitable solutions to add to your product offering, **contact us today at 800-390-3996**.