

**Mystik**  
LUBRICANTS



# Agriculture & Forestry Industries

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# Amber Fessler – NLGI CLGS; STLE CLS & OMA-I



- CITGO Senior Technical Services Representative
- Materials Engineer
- 13 Years of Experience in Lubricants
- STLE Certified
  - Certified Lubrication Specialist
  - Oil Monitoring Analyst I
- NLGI Certified
  - Certified Lubricating Grease Specialist



# Want Resources?

Technical  
Services

Webinars

Support  
Literature

Social  
Media  
Toolkit

The screenshot shows the CITGO MarketNet website. At the top, there's a header with the CITGO logo, 'MarketNet' text, and a 'Lubes' dropdown menu. Below the header is a search bar and a navigation menu on the left with links like 'ABOUT CITGO', 'ACCOUNT MANAGEMENT', 'STANDARD ORDERS', 'NATIONAL ACCOUNTS', 'FREIGHTFREE OPTION', 'SWIFTSHIP PROGRAM', 'PRODUCT INFORMATION', 'LUBES ADVISOR', 'PRODUCT CROSS REFERENCE', 'PLANTS', 'LUBEASSURE', 'MARKETING TOOLBOX', 'TRAINING AND WORKSHOPS', and 'USER PROFILES'. The main content area features a welcome message: 'Welcome, Lubricants Customers, to CITGO MarketNet®'. Below this is a grid of promotional tiles: 'SHOP PRINT STORE', 'GO FOR THE GREEN', '2024 LUBRICANTS PROGRAMS GUIDE', 'CLEARANCE SALE', 'MARKETER COUNCIL INFORMATION', 'AUTOMOTIVE LUBRICANTS PROGRAM', 'Webinars CLICK TO REGISTER', 'Lubes Advisor', 'Learn About LubeAlert', and 'NEW PRODUCTS'. Further down, there are more tiles for 'LubeAssure', 'PRODUCT CROSS REFERENCE', 'SOCIAL MEDIA TOOLKIT', and 'COMPLETE HEAVY DUTY PACKAGE CONTEST'. At the bottom, a banner for the '2024 LUBRICANTS PROGRAMS GUIDE' is displayed with the text 'Now Available: 2024 Lubricants Programs Guide' and 'View the 2024 Lubricants Programs Guide to kick-start the new year right!'.



# Future Webinars

**September 20: Industrial Plant  
Utilities**

**October 18: Food, Bottling &  
Pellet Mill Industries**





# Steven Bowles – STLE CLS & OMA-I

- CITGO Sr. Product Specialist
- B.S. Zoology
- M.S. Environmental Science
- 20 Years of Experience in Lubricants
- 16 Years of Experience in Laboratory Supervision/Analytical Chemistry





# Matthew Gerber – STLE OMA-I

- CITGO Sr. Product Specialist
- B.S. Mathematics & Chemistry
- M.S. Mathematics
- 13 Years of Experience in Lubricants
- 10 Years of Laboratory Experience





# Seth Schroeder

- CITGO Sr. Account Manager
- 11 Years Experience in Lubricants, including with Noria Corporation
- Last 3 years covering CITGO Industrial National Accounts





# Agenda



Types of Agricultural &  
Forestry Equipment

Tractor Transmission-  
Hydraulic Fluid

Agricultural Product Portfolio

Professional Development  
Tips



# Agricultural Equipment



# Types of Agricultural Equipment

- Tractors
- Soil Cultivators
- Planters
- Fertilizer Applicators
- Balers
- Loaders
- Irrigators
- Harvesters



# Tractors

- Tractors are ubiquitous on farms
- Many manufacturers
- Run between 20 – 600 HP
- Many attachment options for various needs:
  - Loaders, snow pushers, mowers, tillers, etc.





# Soil Cultivators

Cultipacker

Chisel  
Plow

Harrow

Plow

Destoner

Subsoiler

Roller

Tiller



## Planters

- Seed Drill
- Planter

## Fertilizer Applicators

- Manure Spreaders
- Sprayers

## Balers

- Square Bales
- Round Bales



## Loaders

- Backhoe Loader
- Front End Loader
- Skid-steer Loader



## Irrigators

- Center-pivot Irrigator
- Wheel Line Irrigator



## Harvesters

- |          |             |
|----------|-------------|
| ▪ Cotton | ▪ Carrots   |
| ▪ Wheat  | ▪ Corn      |
| ▪ Beans  | ▪ Potatoes  |
| ▪ Beets  | ▪ Sugarcane |

An aerial photograph of a dense evergreen forest, likely spruce or fir, with a purple gradient overlay on the left and bottom edges. The text "Forestry Equipment" is centered in a white, bold, sans-serif font.

# Forestry Equipment

# Types of Forestry Equipment

- Cutting/Clearing
- Log Transportation
- Wood Processing





## Cutting/Clearing Equipment

- Feller Bunchers
- Forest Machines
- Processors/ Harvesters

## Log Transportation

- Skidders/Yarders
- Forwarders
- Log Loaders
- Logging Trucks

## Wood Processing

- Mulchers
- Grinders
- Woodchippers
- Saws/Sawmills
- Log/Stump Splitters



# Tractor Transmission- Hydraulic Fluid

# Requirements of Tractor Fluid

**Hydraulic Systems**  
(vane, piston, gear pumps)

## Hydraulic Oil

- Adequate viscosity across drain interval
- Compatible with all materials (non-corrosive)

**Gear Systems**  
(spur, planetary, spiral-bevel)

## Gear Oil

- GL-4 Type
- Protection at low-speed, high-load conditions

**Clutches**  
(powershift transmissions,  
Independent Power Take Off  
(IPTO))

## Transmission Oil

- Clutch capacity
- Balanced dynamic and static friction properties

**Wet Brakes**

## Brake Oil

- Noise control/suppression
- Balanced dynamic and static friction properties



# Tractor Transmission-Hydraulic Fluid

## Critical Properties

### Viscosity Profile

Low  
Temperature  
Fluidity

Adequate  
Operating  
Viscosity

Shear  
Stability

### Other Properties

Foam  
Control

Rust  
Prevention

Corrosion  
Protection

Wear  
Inhibition

**Wet hydraulic clutches**

**Hydraulic system:**

- Steering

**Hydraulic system:**

- SCVs and couplers
- Hydraulic pumps

**High load gears:**

- Differential
- Final drives

**High load gears:**

- MFWD gear case
- Transmission

**Hydraulic brakes**



# Agricultural Products





# Mystik JT-5<sup>®</sup> Tractor Trans-Hydraulic Fluid

Provides excellent performance in modern agricultural equipment where a single oil is used in the transmission, hydraulic system and lubrication of oil-immersed brakes.

Provides outstanding gear wear protection, brake chatter control and oxidation resistance.

Provides excellent filterability, rust and corrosion protection and water tolerance.

Meets John Deere J20C and is recommended for use in many other tractor OEM specifications.





# Mystik JT-5 Synthetic Blend TFX



Synthetic blend tractor transmission and hydraulic fluid which meets John Deere J20C and is recommended for use in many other OEM specifications

Designed for modern high-horsepower farm equipment

High viscosity index and high shear stability

Special friction modifiers to improve brake system function and prevent brake chatter

Suitable for use in tractors requiring Case New Holland MAT 3540 **built before 2013 only**

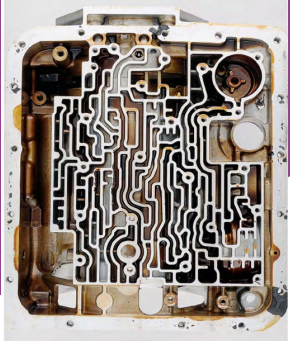
**Contains zinc.** Do not use to top off zinc-free fluids

# Importance of High-Quality THF



- Manufacturers only need to MEET one OEM specification and can claim SFU on others.
- John Deere J20C is one of the most stringent OEM requirements for tractor fluid.
- Mystik Tractor fluids MEET John Deere J20C.

# Suitable For Use Tractor Fluids



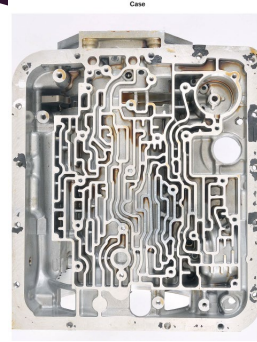
Bottom Case

Forward Clutch  
Piston Housing



Forward Piston

# Mystik JT-5 Tractor Trans-Hydraulic Fluid



Bottom Case

Forward Clutch  
Piston Housing

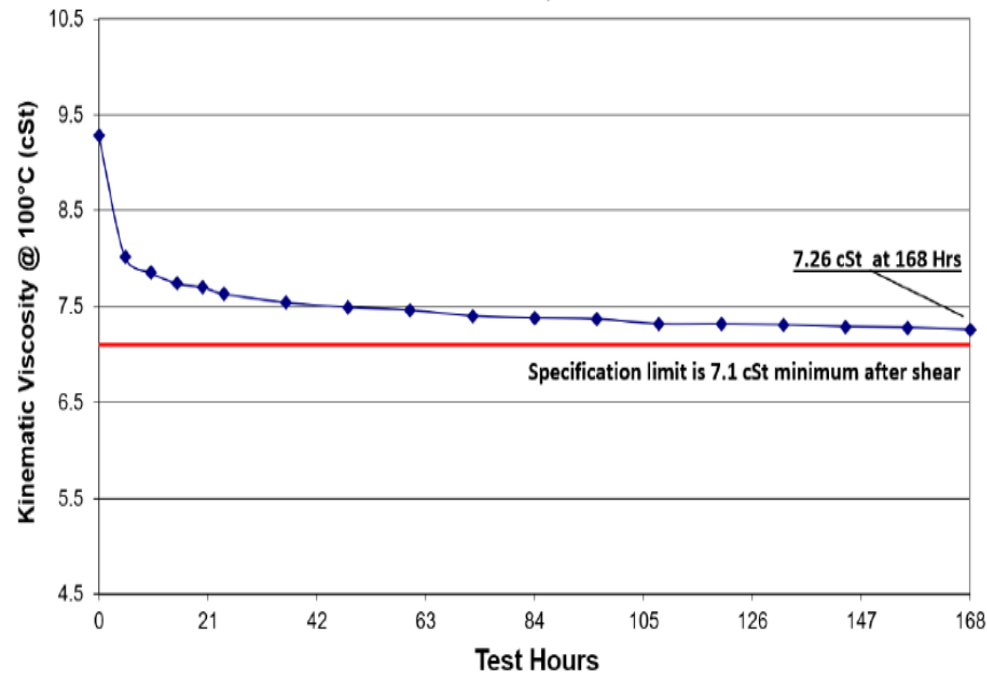


Forward Piston



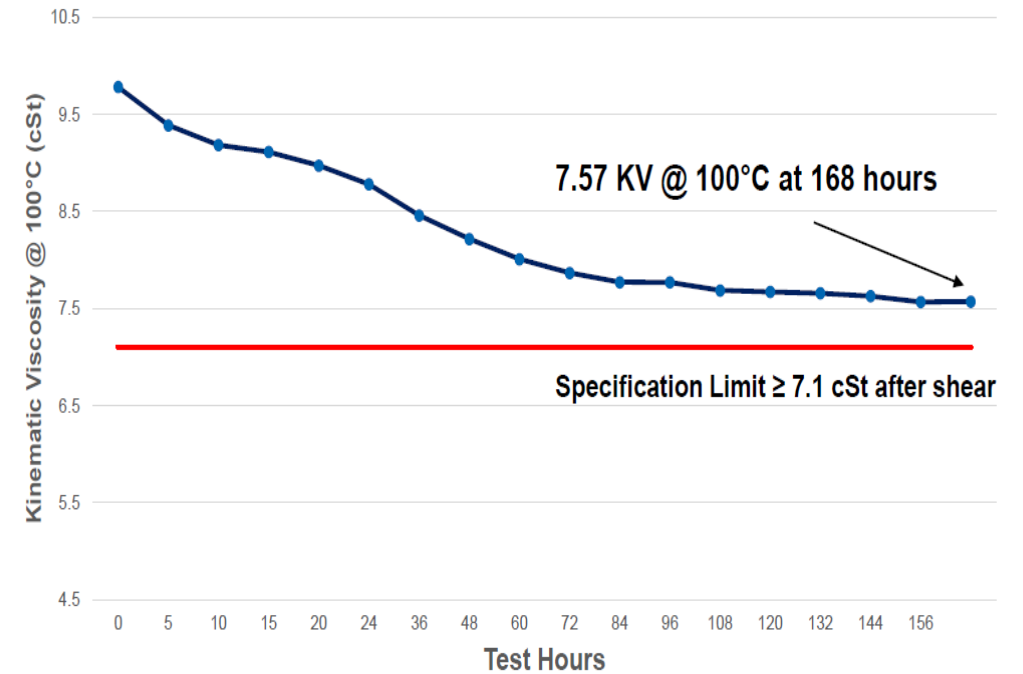
# Mystik JT-5 Tractor Trans-Hydraulic Fluid

JDQ-102 Test,



REFERENCE FLUID

JDQ-102 Test, OR-49414



MYSTIK JT-5 TRACTOR  
TRANS-HYDRAULIC FLUID

# Mystik JT-8® SHD Diesel Engine Oils

Diesel engines power most tractors and many other farm and forestry vehicles

**Mystik JT-8 Synthetic Engine Oil  
5W-40**

**Mystik JT-8 Synthetic Blend Super  
Heavy Duty Engine Oils 10W-30  
and 15W-40**

Meet the latest API service category (CK-4) and multiple diesel engine OEM specifications

**Mystik JT-8 Synthetic Blend Super  
Heavy Duty Engine Oils 10W-40  
and 15W-50**

Formulated to provide excellent protection for equipment operating in severe conditions

**Mystik JT-8 Synthetic Blend Super  
Heavy Duty Monograde Engine  
Oils (SAE 30, 40 and 50)**

Formulated for use in hydraulic systems, transmissions, and engines for which a monograde engine oil is recommended



# Mystik JT-8 Gasoline Motor Oils

## JT-8 Premium Gasoline Motor Oils

Advanced, fuel-efficient, synthetic blend products

Meets the latest API service category (SP) and ILSAC Resource Conserving rating (GF-6A)

Available in SAE 5W-20, 5W-30 and 10W-30 viscosity grades

## JT-8 Premium Gasoline Synthetic Motor Oils

Fully synthetic oils with an advanced additive system

Meets the latest API service category (SP) and ILSAC Resource Conserving rating (GF-6A)

Available in SAE 0W-20, 5W-20 and 5W-30 viscosity grades

0W-20 and 5W-30 are approved against the GM dexos 1 Gen 3 specification

# Mystik JT-4<sup>®</sup> Small Engine Oils

## Mystik JT-4 Synthetic 4-Cycle All-Terrain Vehicle Motor Oils

Formulated with premium synthetic base fluids and a special system to provide outstanding protection in high performance ATV and UTV engines

Recommended in applications requiring SM quality level and JASO MA

All terrain and utility vehicles are common on farms and ranches

SAE Viscosity  
Grades:

0W-40  
10W-40

# Mystik JT-4 2-Cycle Lawn and Garden Engine Oil

Premium performance synthetic blend lubricant designed for use in high-performance air-cooled 2-cycle engines:

- Chain saws
- Trimmers
- Snow blowers
- Generators
- Other equipment found on farms and ranches

It meets the requirements of the API TC, JASO FD and FC, and ISO L-EGD classifications.

# Mystik TerraSyn Irrigation Engine Oil

A synthetic SAE  
15W-40 oil

For use in  
stationary engines  
running on natural  
gas

Many such  
engines are used  
to drive irrigation  
water pumps





# Mystik Transmission Lubricants

## Synthetic Multi-Vehicle ATF

- Ford Mercon<sup>®</sup> V, Ford Mercon<sup>®</sup> and GM Dexron<sup>®</sup> III
- Allison C-4, TES-295/TES-389 (Not OEM-approved)

## Multi-Purpose ATF

- Ford Mercon<sup>®</sup> and GM Dexron<sup>®</sup> III

## Tenax Lubricants

- SAE 30 and 50
- Meet Caterpillar TO-4 requirements

## Twin Disc Fluid

- Low viscosity fluid for Twin Disc 3-stage torque converters

# Mystik Gear Lubricants

## SX-7000 Synthetic Gear Lubricants

- Full synthetic gear lubricants that meet API GL-5/MT-1, SAE J2360 and several OEM specifications
- SAE 75W-90 and 80W-140

## JT-7 Multi-Purpose Gear Lubricants

- API GL-5/MT-1 and SAE J2360
- SAE 80W-90 and 85W-140
- Dyed red
- Excellent for Limited Slip fill/top-off

## Gear Lubricant 90

- API GL-4, SAE 90

# Mystik JT-9® LeakShield Hydraulic Oils

Premium quality anti-wear, anti-leak hydraulic Oils

Available in ISO grades 32, 46, 68 and 100

Also available in high VI ISO 32 and 68 viscosity grades with dielectric testing for Cherry-Pickers

Dyed green for easy leak detection



# Mystik Bar & Chain Lubricant

- Protects chain, rivets, and bars on chainsaws from wear, heat and corrosion
- Helps suppress dust and reduce friction
- Additive package helps control splatter
- Designed for use across a wide temperature range



# Other Mystik Products



Hydraulic Jack Oil

Turbine Drip Oil

Non-Detergent  
General-Purpose  
Oils

Miscellaneous  
equipment on farms  
and ranches needs  
specialized  
lubricants



# Mystik Greases for Agriculture and Forestry





# Professional Development





We are past the days  
of showing up,  
shaking hands and  
telling jokes.

You must be able to  
build a relationship  
that ultimately closes  
the deal!



- How can you make the process easier for them?
- How can you make the buying experience superior and better for them?
- What questions are you asking?
- How do you prevent objections?
- Don't just show up!

**HOW YOU CARRY  
YOURSELF MATTERS**

# Loss Aversion

Salespeople represent a loss or hardship

Prospects tend to put on a defensive front

Discuss your experiences in-depth if you bring them up

A typical buyer's mindset is reluctant to change

Ask good questions to make them feel safe and get them to warm up

# What Converts Customers?

## Make Your Conversations Count

1

They feel safe  
with you

2

You Understand  
Them



# Start Building a Rapport

Ask the Right Questions to Get Valuable Information

- Operational Details
- Buying committee
- Urgency
- Priority
- Budget

- Set Yourself Apart
- Find out what makes your customer different from others



# Let Them Talk

What are your  
past  
experiences?

Who are your  
customers?

Not so much  
what you ask,  
but how you ask

Selling is  
understanding a  
customer's  
problem

Be their solution  
but don't over  
promise and  
underdeliver

# Be Respectful of Your Competition

- Don't bad mouth existing suppliers
- You can end up insulting the buyer in the process
- Use reverse psychology by using the embrace and pivot technique
- Highlight the added value you bring



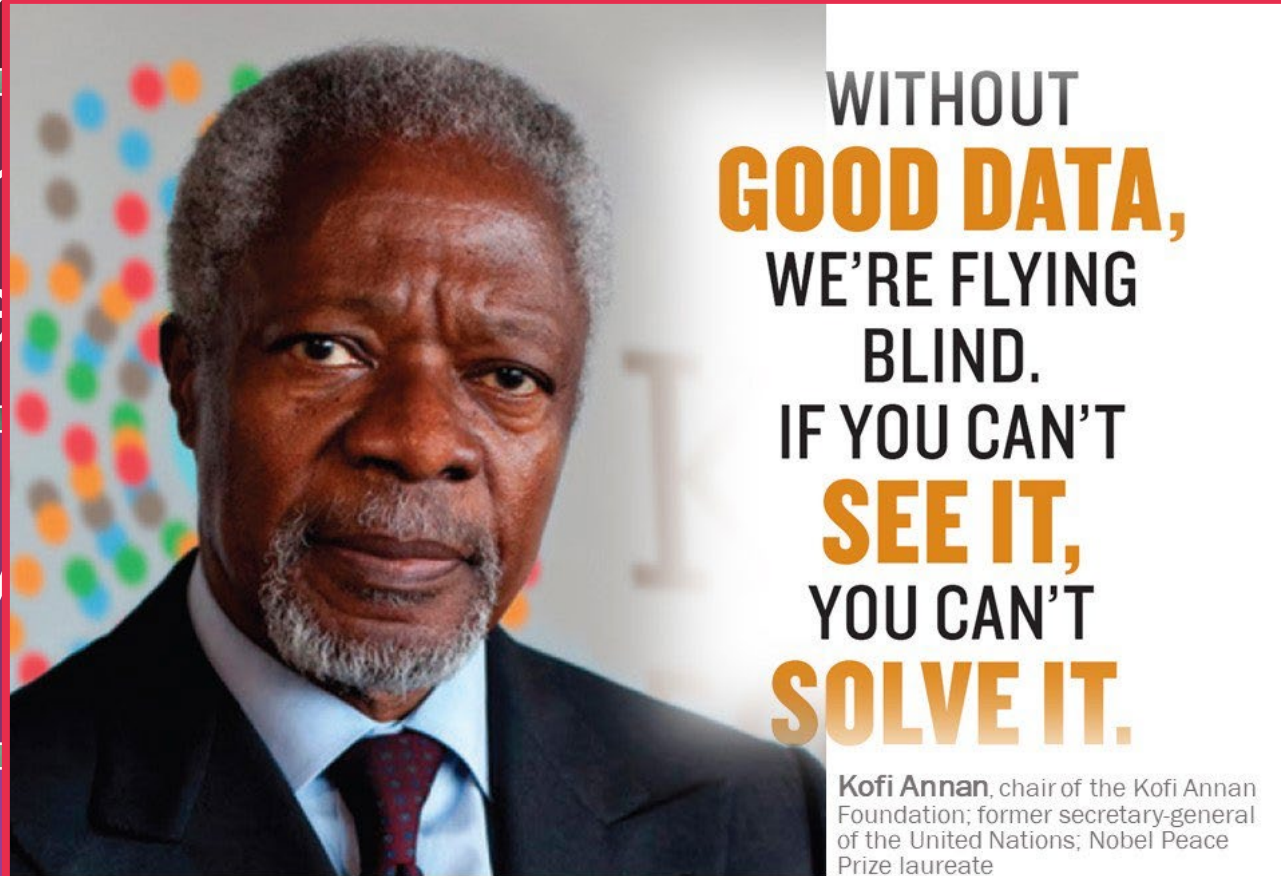
# Qualifying a Prospect

Is this customer a good fit for the services that you provide?

Preplan  
invalua

Qualify

Don't fall victim to being strung along



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ind!

# BUILDING TO OUR NEXT APPOINTMENT

Use the initial conversation to build to your next appointment

Don't be pushy but **ask for the business**

Ask your questions, gather information, and set up your next appointment

A secondary meeting can remove the buyer's defensiveness

Research between meetings

Dive deeper into their problems and your solutions in the next meeting





# Selling to a Committee

Assertiveness  
can be key

Summarize,  
recap and push  
for the close

Don't get caught in an endless cycle  
of calls and indecision

Start using plural nouns like “we”  
and “us”



# Gaining a Foothold



Suggest a trial

Put your best foot forward

Be involved in the process

Build off success

Win what they give you and  
then ask for more

Do it right to win a customer  
for life

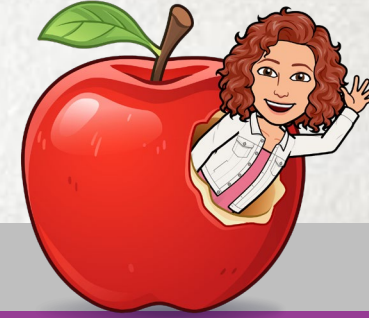
# The Soft Sale

- The customers will close themselves
- The conversation does the heavy lifting
- Know when the deal is closed
- Stop selling and start serving





# Questions?



Please post your  
questions using the  
Q&A function.



**For technical inquiries or issues:**  
Lubes Answer Line 800-248-4684  
[lubeshelp@citgo.com](mailto:lubeshelp@citgo.com)



# Mystik<sup>®</sup>

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Thank You!