

CITGARD[®] Off-Road & Mystik[®] Heavy-Duty Grease

The webinar will begin in
less than 10 minutes.



CITGARD® Off-Road & Mystik® Heavy-Duty Grease

The webinar will begin in
less than 5 minutes.



CITGARD® Off-Road & Mystik® Heavy-Duty Grease



Steven Bowles – CLS & OMA-I

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



Doug Rice – CLS, CLGS & OMA-I

- CITGO Sr. Product Specialist
 - Grease Technology
- B.S. Chemistry
- 30 Years of Experience in Lubricants



Matthew McGovern

- CITGO Sr. Account Manager
- B.S. Finance
- 11+ Years Experience in Lubricants, including with
 - Petro-Canada Lubricants, District Sales Manager
 - Valvoline, Territory Business Manager



Agenda

Different Types of
Construction Equipment

CITGO CITGARD & Mystik
Off-Road Product Lines

Selling in the Off-Road
Industry



Types of Construction Equipment



**TOP US
Manufacturers
of Construction
Equipment**



Bobcat®

HITACHI



JOHN DEERE

CASE
CONSTRUCTION

KOMATSU



 **TEREX**
CORPORATION

JCB

CATERPILLAR

Parker

Types of Construction Equipment

Bulldozers

Dump Trucks

Concrete Mixers

Scrapers & Graders

Excavators

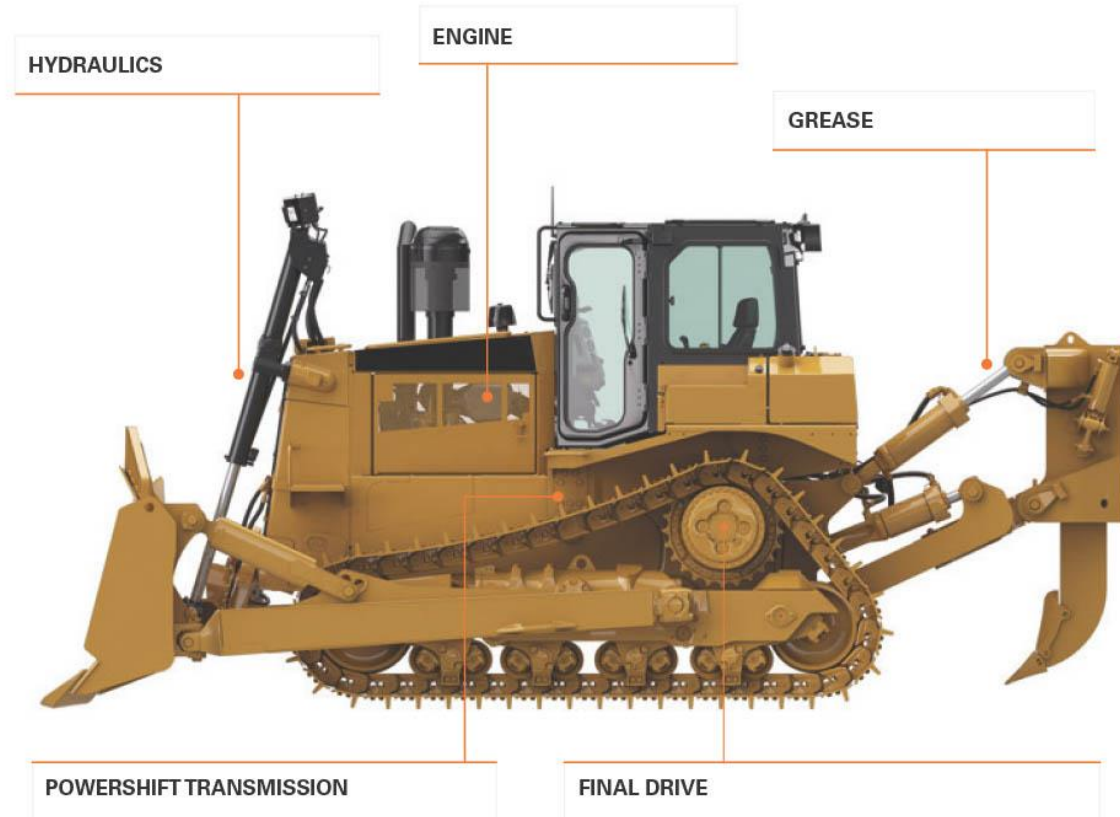
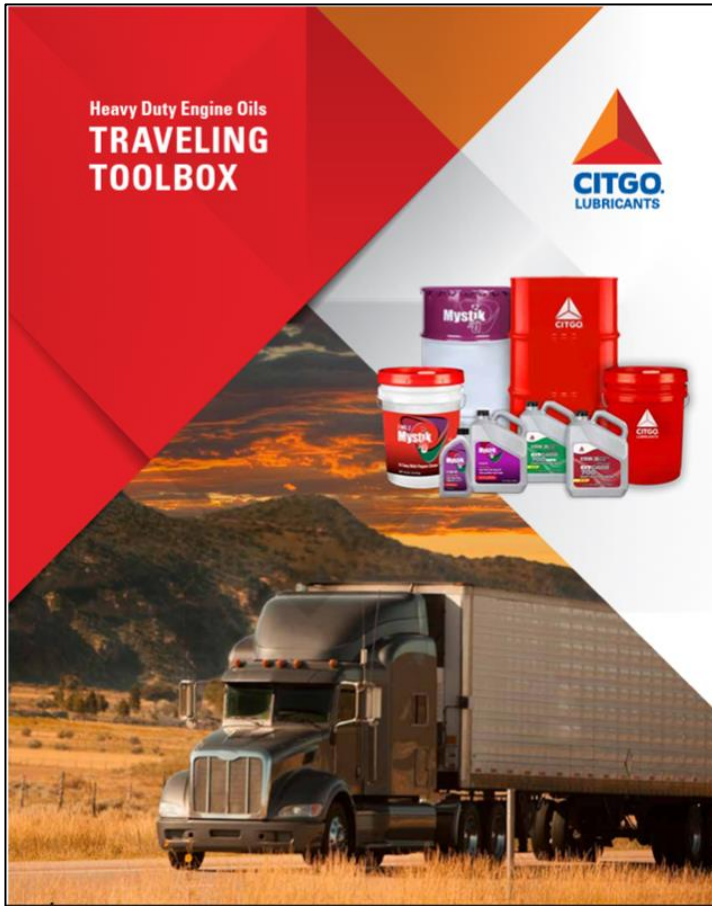
Backhoes/
Loaders

Milling Machines

Pavers



Basic Lubricant Applications



Bulldozers

- Used on virtually all construction sites
- Moves materials such as soil, sand and rubble
- Most are tracked, but some have wheels
- Come in a large range of sizes



Scrapers & Motor Grades

- Scrapers are used to perform rough grading
- Used to produce a flat or canted surface



Excavators

- Boom, dipper and bucket
- Used for digging (trenches, holes)
- Many attachments – drill, mower, claw, saw, snowplow



Backhoes/Loaders

- Skid-steer Loaders
- Backhoe Loaders
- Used for moving materials
- Typically, smaller than bulldozers and excavators
- Used on many construction sites, such as home construction





Dump Trucks

Haul
construction
materials



Concrete Mixers

Deliver
concrete to
construction
sites



Milling Machines

Remove part
or all the
asphalt
pavement



Pavers

Lay asphalt
or concrete
pavement

**CITGO &
Mystik
Lubricants for
Construction**



Off-Road Lubrication

Off-Road Hydraulics

High VI products can improve performance

Contamination: Dirt/water

Clarion Line for Environmentally sensitive areas

Off-Road Engine Oil: 15W-40 dominant

Heavy loads

Temperature extremes

Contamination: Dirt/water

CITGARD Diesel Engine Oils

Many pieces of
construction
equipment are
diesel-powered



CITGARD® 600 Monogrades

Obsolete API Categories CF, CF-2
SAE 10W, 30, 40 and 50

CITGARD 600 10W-30/15W-40

- Licensed API CK-4
- Approved for major HD OEMs



CITGARD 700 Synthetic Blend 10W-30/15W-40

- Balanced additive package
- Shear stable VM

CITGARD Diesel Engine Oils



CITGARD 800 Synthetic Blend 10W-30/15W-40

- For multi-fuel fleets
- CNG/LNG, Diesel, Gasoline



CITGARD 1000 Full Synthetic 5W-30/5W-40

- Synthetic Formula for temperature extremes

Low Temperature Pumpability Comparison

How much wear occurs waiting on 15W-40?



3 seconds



7 seconds

Cold box testing at -22°F (-30°C) of used oil demonstrates the superior flow characteristics of CITGARD 1000 Full Synthetic 5W-40

Mystik JT-8[®] Super Heavy Duty Engine Oil



- Formulated to provide excellent protection for equipment operating in severe conditions.
- SAE 15W-50 is designed for use in older engines with higher miles or operating hours.

CITGO Gear Lubricants



CITGO SynDurance® Synthetic Gear Lubricants

SAE 75W-90, 80W-140

OEM Approvals:
Dana, Mack, Meritor
API GL-5/MT-1, SAE
J2360



CITGO CITGEAR® HD Synthetic Gear Lubricants

Not formally OEM
approved

SAE 75W-90, 75W-140, 80W-140

API GL-5/MT-1

SAE 50

API MT-1, Eaton PS-164 Rev 7



CITGO Premium Gear Oils (MP)

SAE 80W-90, 85W-140

API GL-5/MT-1

For use in both non-limited slip and limited slip differentials

CITGO Transmission Lubricants



CITGO SynDurance Synthetic All Seasons HD Transmission Fluid

- Meets performance requirements of CAT TO-4/TO-4M, Allison C-4 and Komatsu Micro-Clutch



CITGO TRANSGARD HD Transmission Fluids

- SAE 10W, 30, 50, 60
- Meets performance requirements of CAT TO-4, Allison C-4 (10W and 30) and Komatsu Micro-Clutch



CITGO Final Drive Oil

- Meets performance requirements of CAT FD-1
- SAE 60

CITGO TRANSGARD Tractor Hydraulic Fluid



Meets John Deere J20C

Meets performance requirements of CAT TO-2
(obsolete)

Used for Hydraulics/Transmission

Mystik JT-5[®] Synthetic Blend TFX Tractor Trans-Hydraulic Fluid



Meets John Deere J20C

Meets performance requirements of CAT TO-2
(obsolete)

Recommended for CNH MAT 3540 (2013 and older)

Used for Hydraulics/Transmission

CITGO Hydraulic Fluids (Zinc Containing)

HyDurance[®] AW

- Premium hydraulic fluids
- ISO 22, 32, 46, 68, 100, and 150

HyDurance AW All Temp

- High VI hydraulic fluids – ISO 32, 46, and 68

HyDurance AW CP Fluid

- High dielectric strength hydraulic fluid for use in applications near power lines – 25 cSt @ 40°C



CITGO Hydraulic Fluids (Non-Zinc Containing)

Low toxicity per acute aquatic toxicity test (OECD TG 203)



HyDurance AW NZ

- Premium hydraulic fluids
- ISO 32, 46, 68

HyDurance AW All Temp NZ

- High VI hydraulic fluids
- ISO 32, 46, and 68

HyDurance AW Super NZ

- Super NZ 32 and Super NZ (53 cSt @ 40C)
- Recommended for Hitachi excavators with 4000 hrs service intervals

Mystik JT-9 LeakShield® Hydraulic Oils

- Available in ISO grades 32, 46, 68 and 100
- HVI-32 and HVI-68 (Dielectric >35 kV)
- Contains seal swell agent to help lower fluid leakage
- Green color to help spot system leaks



Mystik® JT-6® Heavy Duty SynBlend 460 #2 Grease

An extended-service capable, extreme-pressure lubricating grease designed for a wide variety of heavy-duty industrial, on-highway and off-highway equipment applications, especially pins, bushings and anti-friction bearings.

Applications

- Mining and construction
- Pit and quarry equipment
- Agriculture
- Forestry and logging



Mystik JT-6 High Temp Greases

Extremely versatile, high-temperature lithium complex greases that combine excellent multipurpose properties with a high dropping point for application over a wide temperature range.

Applications

- Heavily loaded industrial
- Mining operations
- Sand/gravel plants
- Construction equipment



Mystik JT-6 High Temp with 3% Moly Grease

A high-performance mining and construction grease that provides superior performance where a moly-compounded, adhesive, multi-purpose high-temperature lithium complex grease is required. Contains 3% molybdenum disulfide (moly) for extreme service conditions

Applications

- Agricultural
- Trucking
- Heavily loaded industrial.
- Mining operations
- Sand/gravel plants
- Construction equipment where shock loads are placed on bearings



Mystik CalSuPlex® 5% Moly #2 Grease

An advanced calcium sulfonate complex grease. Contains 5% molybdenum disulfide (moly) for added protection and longer service life in severe applications

Applications

- Construction
- Mining and aggregate
- Forestry, pulp and paper mills
- Steel mills
- Conveyor systems



Mystik LithoPlex 3% Moly Greases & Mystik LithoPlex® 5% Moly Greases

These premium lithium complex greases provide outstanding protection in construction and mining applications. Contain molybdenum disulfide for additional protection in harsh environments.

Applications

- Construction equipment
- Mining equipment
- Conveyors



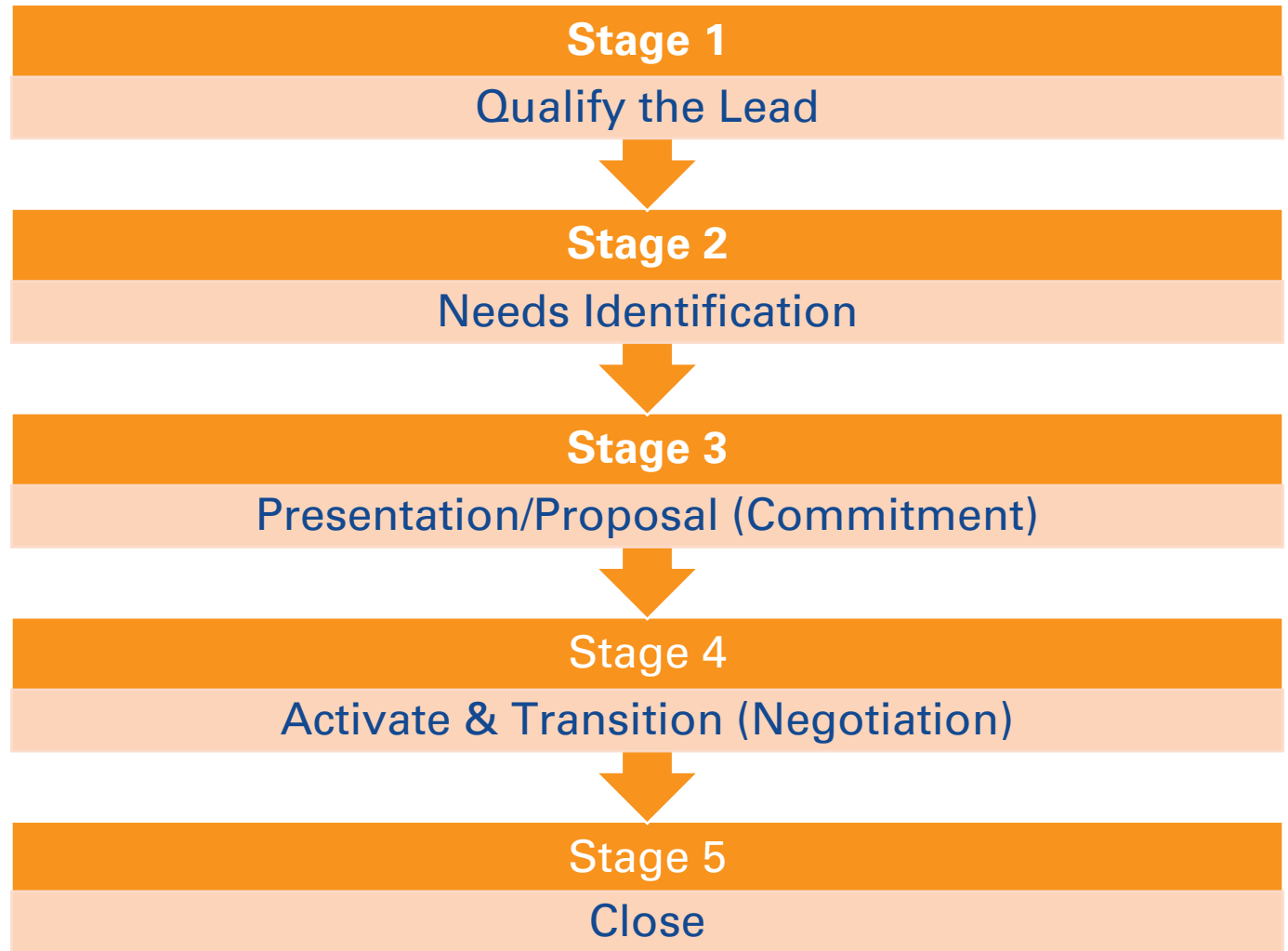
Mystik LithoPlex Mining Greases

Extremely versatile, premium quality lithium complex greases that provide superior protection in heavy-loaded applications and harsh environments. Contain molybdenum disulfide and proprietary additives to provide excellent protection in severe environments.

Applications

- Mining
- Construction
- Industrial applications.
- Where heavy loads and dirty environments are present

The 5 Stages of Heavy-Duty Selling



Stage 1 – Qualify the Lead

Lead Generation Software
(SIC or NAICS Codes)

The Internet

Cold Call

CITGO Blitzes

Network/Referrals

Trade Organizations

Rental Companies



Stage 1 – Qualify the Lead

Know your prospect and their industry.

Take someone to lunch in that industry to try to understand.

The key is to gain knowledge about the KPIs in this industry.

Learn by doing!

Hi [executive],

There are so many things I could ask you about the construction industry, but I know you're busy, so I'll go with my top question:

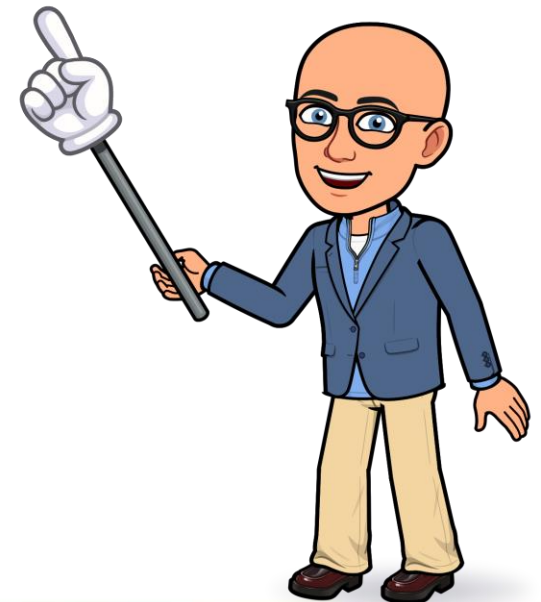
[Insert question here]. Example: How many hours do you run your equipment between services?

I'd really appreciate getting your thoughts.

Thank you,

[Your name]

Cold Call & Request Advice



Cold Calling As a New Rep

Be Different!



Cold Call or Initial E-Mail Format

INTRO

My name is Matt McGovern. I work for XYZ Distributor in Anytown, USA.

THREE POINTS ABOUT YOU

1. XYZ is a local, family-owned distributor.
2. We supply businesses with fuel, lubes and DEF.
3. We are small enough to care and big enough to deliver.

WHAT'S IN IT FOR THE PROSPECT?

We work with maintenance managers like you to reduce

- Cost per mile
- Typically, that reduction is in the 10s of thousands of dollars

SUMMARIZE & FLIP

What are the KPIs at your company?

Stage 2 – Needs Identification



BECOME AN
EXPERT

Equipment
Count

Type of
Equipment

Current Products

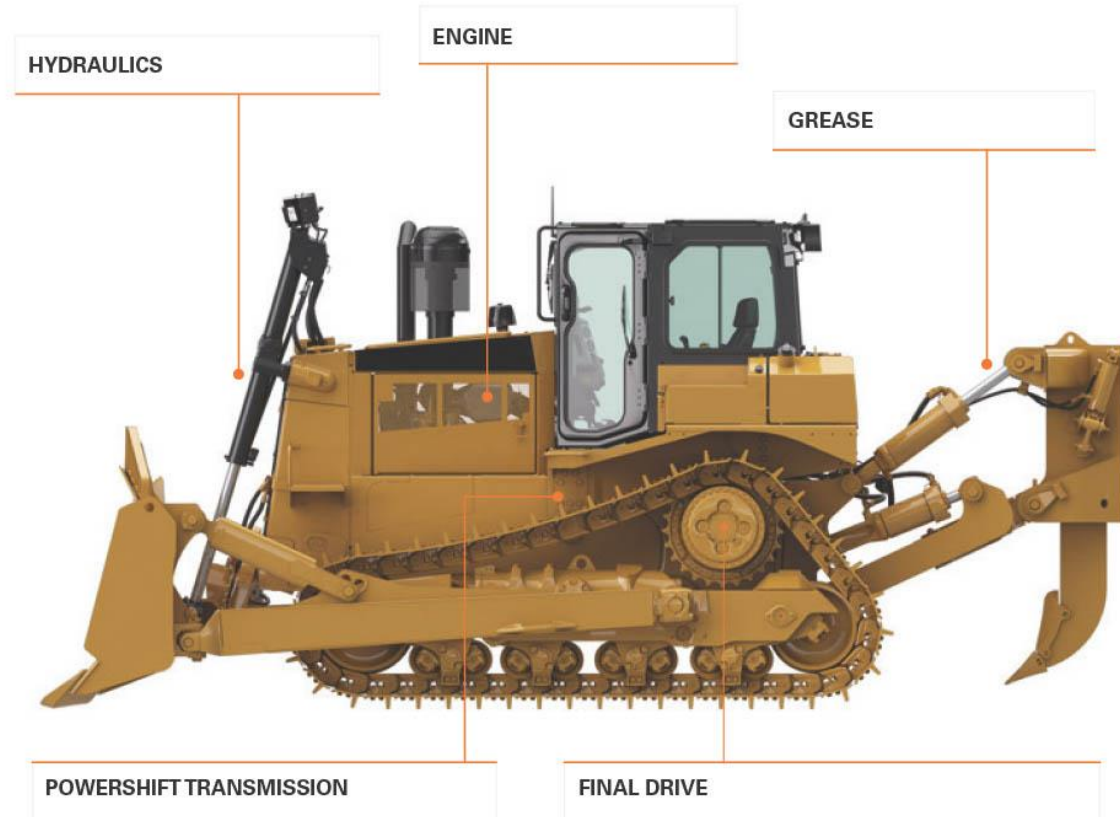
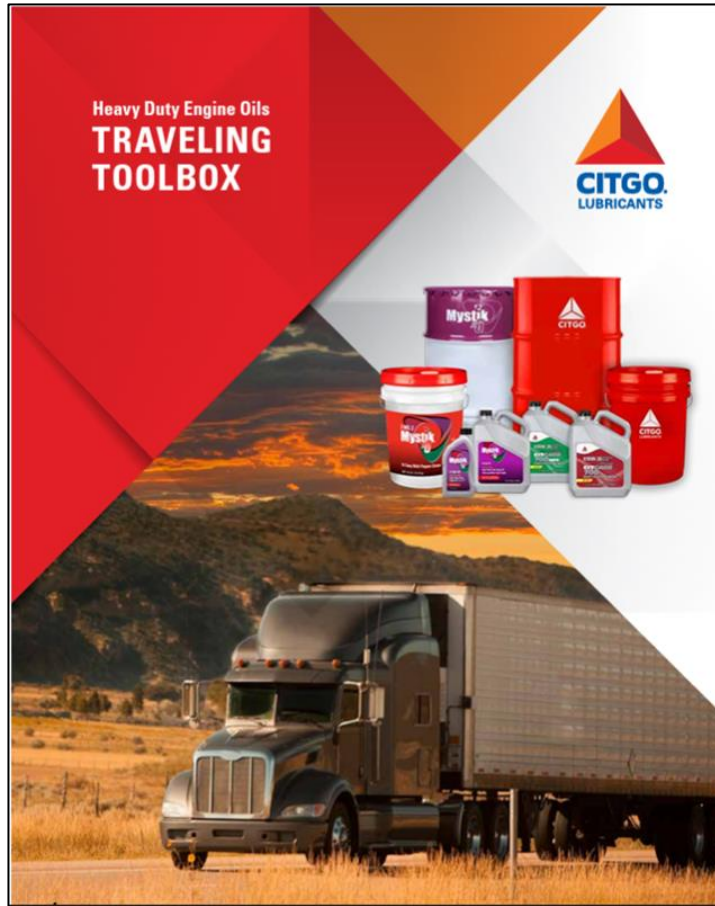
Environmental
Concerns

OEM
RECOMMENDED
INFORMATION

ISO Cleanliness Targets

CAT-Recommended Fluid Cleanliness Targets		
CAT-Recommended Cleanliness Targets for Fluids Dispensed into Machine or Engine Fill Tanks	Fill Oils	ISO -/16/13
	Dispensed Fuels	ISO 18/16/13
	Dispensed DEF	ISO 18/16/13
CAT-Recommended Machine Roll-off Cleanliness Targets	Hydraulic Systems (Implement & Steering)	ISO -/18/15
	Electronic Transmissions	ISO -/18/15
	Mechanical Transmissions	ISO -/21/17
	Differentials, Wheels & Axles	ISO -/18/15

Stage 2 – Needs Identification



**“Other than
price, what are
you looking for
from your
lubrication
program?”**



Sample Transition

I'd like to take the information I gathered today and prepare a proposal. The [XYZ Distributor] team and CITGO Lubricants will work on a comprehensive solution to show you how we will reduce your maintenance cost per mile [or whatever the company measures]. The total savings is usually in the 10s of thousands of dollars.

Would you be able to meet next Tuesday at 10:30 AM? Is there anyone else we should have at the meeting?

Stage 3 – Presentation/ Proposal





Labor Costs



Labor Shortages



Equipment Downtime



Inventory



Lack of Time

Best Practices



Mystik[®] LithoPlex[®]
5% Moly Greases

Mystik[®] CalSuPlex[®]
5% Moly #2 Grease



**Ask for their
Business**

SAMPLE CLOSE

We've addressed the items that were discussed at our initial meeting. I've shown you how [XYZ Distributor] will help your business overcome those issues and presented several thousand dollars in value by moving your business to us.

If our prices are competitive given the benefits of working with us, will you commit to moving your business to [XYZ Distributor]?



CONFIRM THE SOLUTION

PUT TOGETHER PRICING

COMPLETE NEGOTIATIONS

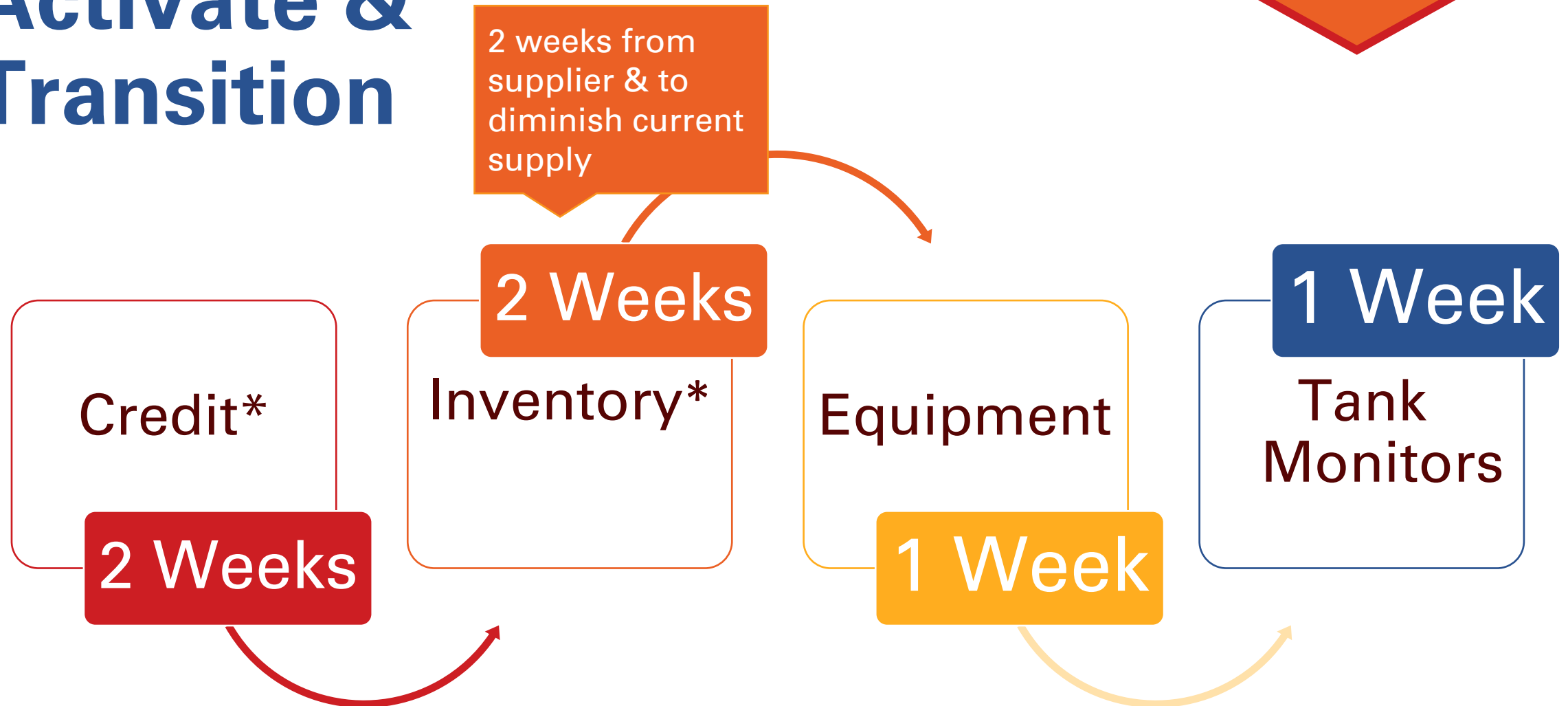
**HAVE THE CREDIT APP AS
COMPLETE AS POSSIBLE BEFORE
MEETING**

**ESTABLISH A TIMELINE – DON'T
OVERPROMISE!**

YES!

Stage 4 – Activate & Transition

Sample Timeline



*Occur simultaneously

Stage 5 - Close



Remember, the sale is not closed until a purchase order is received, the product is delivered and the invoice is paid.

Questions?

Please post your
questions using the
Q&A function.



Contact Us

Lubes Answer Line
800-248-4684

8:00 AM - 12:00 PM
1:00 PM - 5:00 PM CT
Monday - Thursday

8:00 AM - 12:00 PM
1:00 PM - 4:30 PM CT
Friday

lubeshelp@citgo.com



Future Webinars

September 22: Clarion® Food Grade Lubricants

October 20: Steel Industry Portfolio

December 1: Grease Fundamentals



Thank You!

See you next time!

