

# CITGARD<sup>®</sup> Off-Road & Mystik<sup>®</sup> Heavy-Duty

The webinar will begin in  
less than 10 minutes.



# CITGARD<sup>®</sup> Off-Road & Mystik<sup>®</sup> Heavy-Duty

The webinar will begin in  
less than 5 minutes.



# Webinar starting soon; until then...



## TEST YOUR KNOWLEDGE

What CITGO product is the **best** cross for the CAT Hydo Advanced 10?



CITGO Hydurance<sup>®</sup>  
AW 100

CITGARD<sup>®</sup> 600 10W

CITGARD<sup>®</sup> 700  
10W-30

CITGO Premium  
Gear (MP) 80W-90



# Webinar starting soon; until then...



## TEST YOUR KNOWLEDGE

Which viscosity grade of engine oil is most likely to be used in Off-Road equipment?



0W-16

5W-30

15W-40

SAE 50



# Webinar starting soon; until then...



## TEST YOUR KNOWLEDGE

Mystik JT-9<sup>®</sup> LeakShield<sup>®</sup> Hydraulic Oils  
are dyed green:



TRUE

FALSE



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



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

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



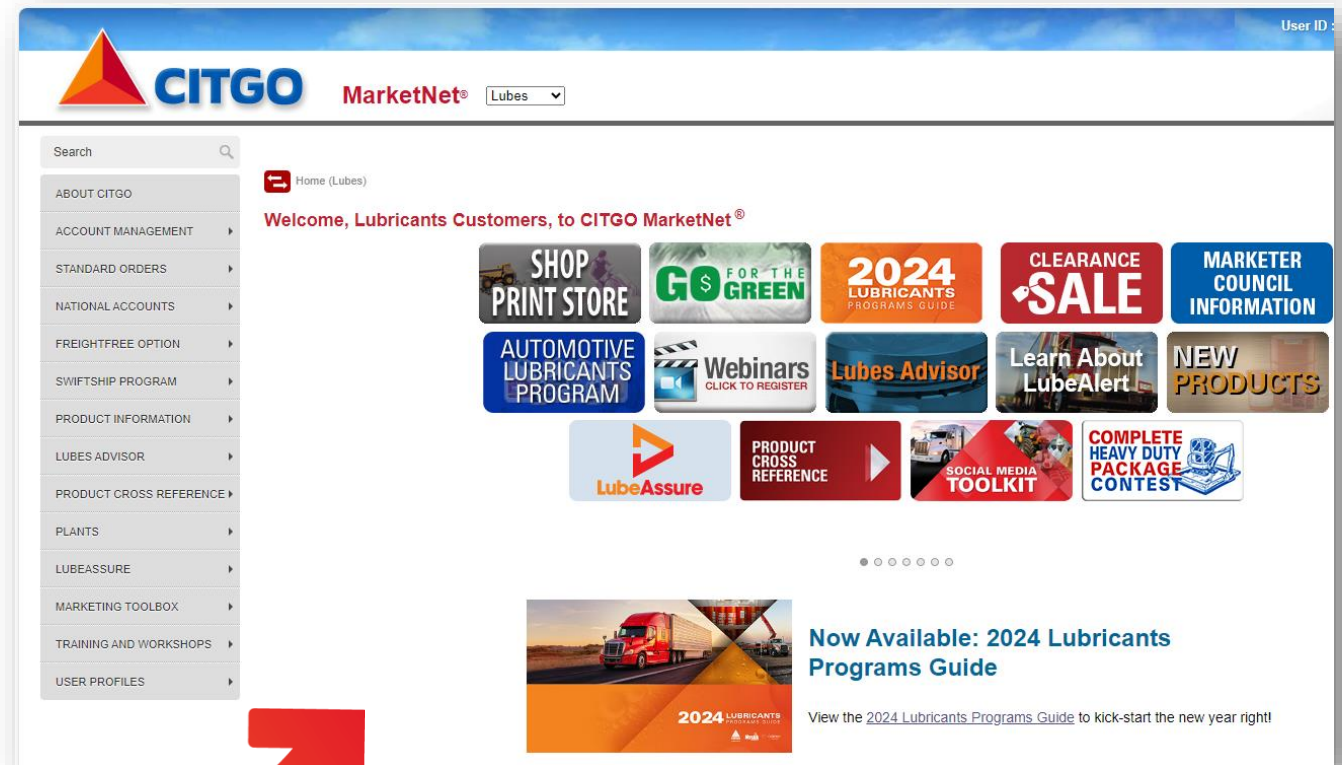
# Want Resources?

Complete  
HD  
Package  
Contest

Support  
Literature

Social  
Media  
Resources

Webinars



# Future Webinars

**June 28: Steel Industry Portfolio**

**July 19: Natural Gas Engine Oils & Power Generation**

**August 23: Agriculture & Forestry Industries**



# Steven Bowles – STLE 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 – NLGI CLGS; STLE CLS & OMA-I

- Sr. Product Specialist
  - Grease Technology
- B.S. Chemistry
- 30 Years of Experience in Lubricants including:
  - QC Laboratory Manager
  - Sr. Technical Service Representative
  - Sr. Account Manager



# Seth Schroeder

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



# 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

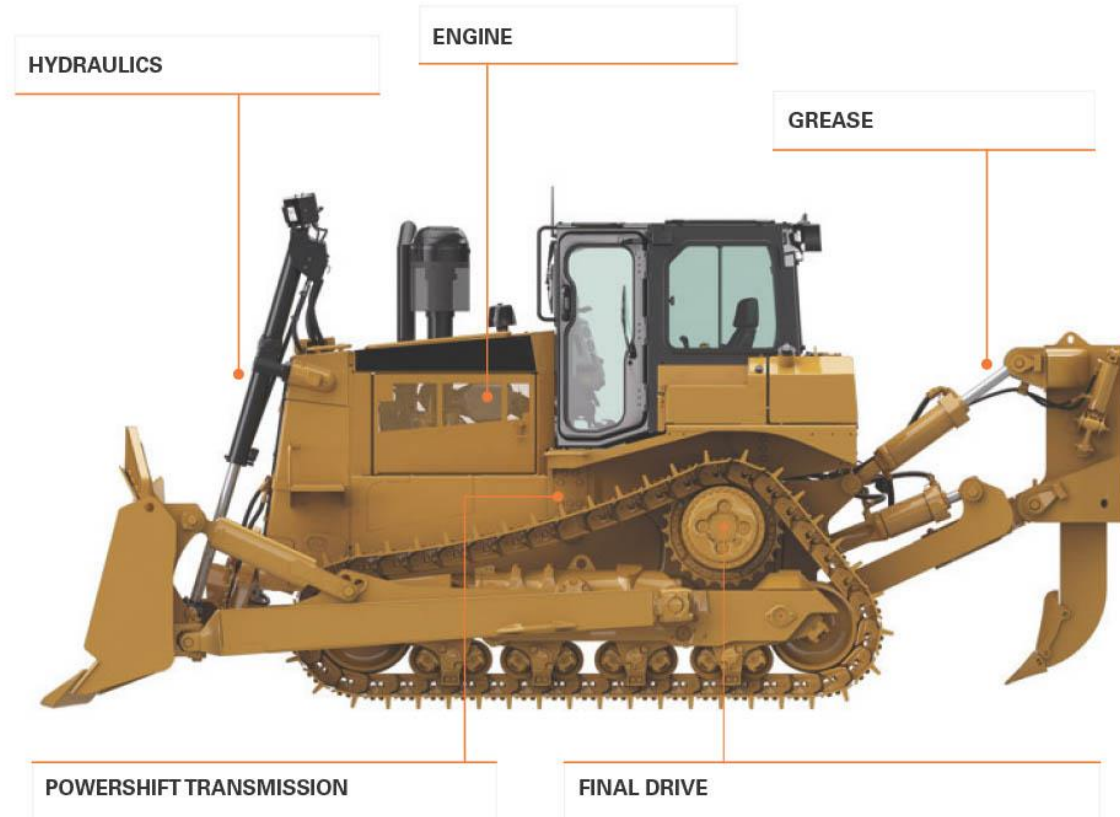
Backhoes/  
Loaders

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

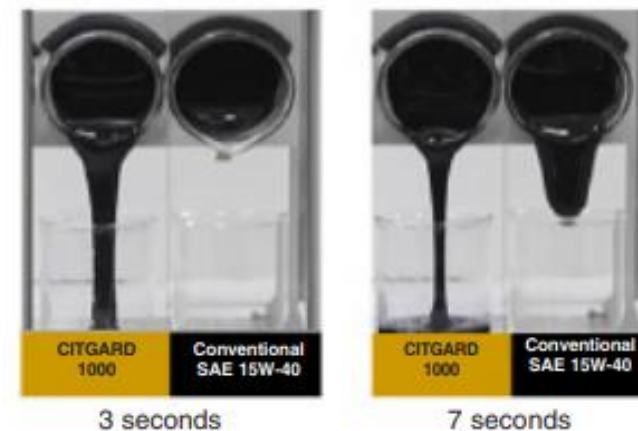


## CITGARD 1000 Full Synthetic 5W-30/5W-40

- Synthetic Formula for temperature extremes

### Low Temperature Pumpability Comparison

How much wear occurs waiting on 15W-40?



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<sup>®</sup> 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<sup>®</sup> 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<sup>®</sup> 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 Seth Schroeder. 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



Be Confident!

Equipment  
Count

Equipment  
Manufacturers

Current Products

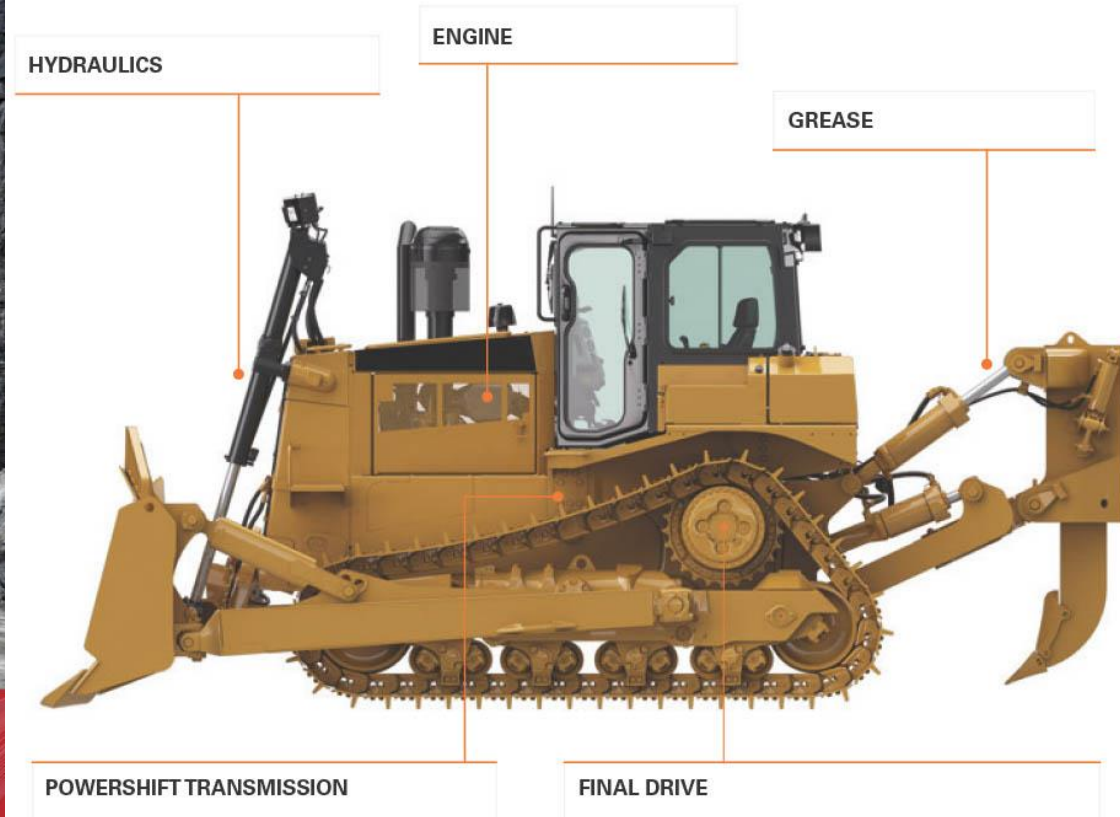
Environmental  
Concerns

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<sup>®</sup> LithoPlex<sup>®</sup>  
5% Moly Greases

Mystik<sup>®</sup> CalSuPlex<sup>®</sup>  
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**

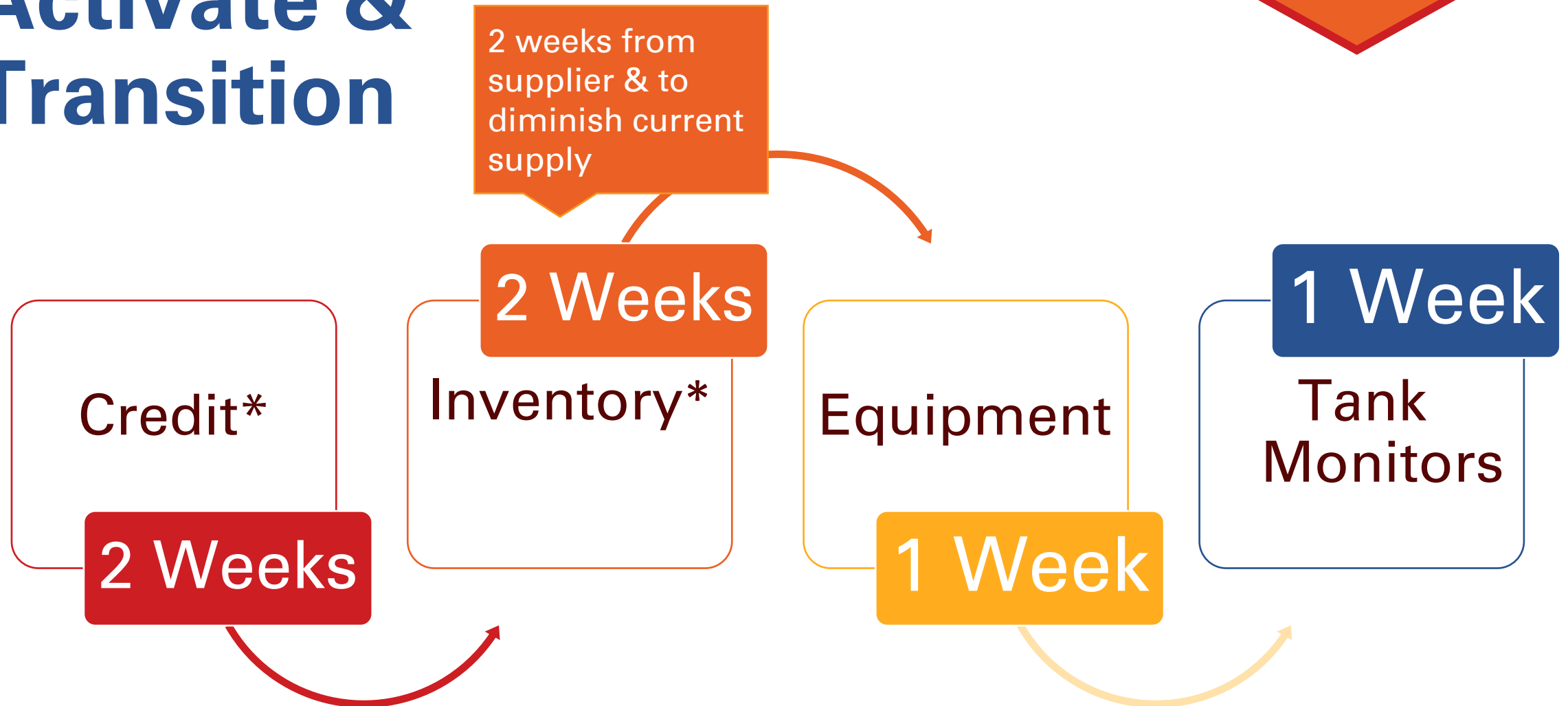
**HAVE THE CREDIT APP AS  
COMPLETE AS POSSIBLE BEFORE  
MEETING**

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

**YES!**

# Stage 4 – Activate & Transition

## Sample Timeline



\*Occur simultaneously

# Stage 5 - Close

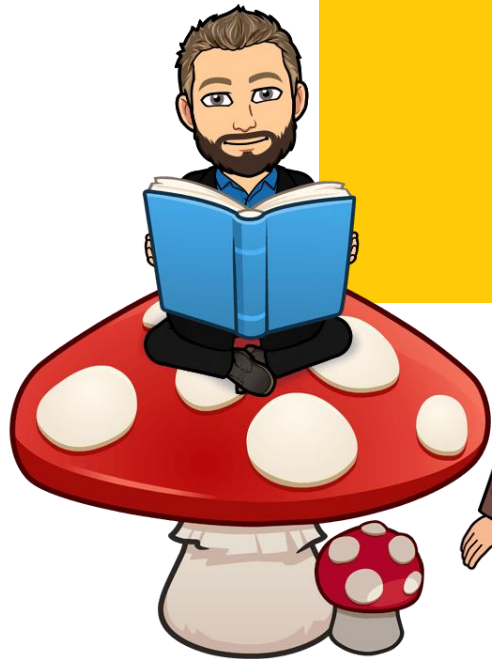


Remember, the sale is not closed until a purchase order is received, the product is delivered and the invoice is paid.

# Questions?



Please post your  
questions using the  
Q&A function.



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



**Thank You!**

See you next time!

