

# SEARS POWERAMA 2013



TM

# TABLE OF CONTENTS

## ***Selling Skills***

Introduction _____	3
Training Event _____	5
Lawn & Garden Business Strategy _____	8
Sears Blue Lawn & Garden Crew _____	11
Craftsman Price Guarantee _____	12
Best of Blue _____	13
Sell Your Way _____	14
Using Sears.com to Close _____	22
Product Finders _____	24
Selling More/Accessory Chart _____	26
Competitive Comparison _____	28
Sears.com _____	30
RPA Selling _____	31
Digital Business Card _____	33
Sears Card/Leasing/Layaway _____	36
Overcoming Objections _____	39
SHOP YOUR WAY REWARDS <sup>SM</sup> _____	40
Craftsman Club/VIP Program _____	42
Sears Advantages _____	46
Delivery _____	50
Digital Journey _____	52
SHOPsEars _____	54
Reference App _____	56

## ***Product Training***

Introduction _____	59
Tractors and Tractor Attachments _____	61
Tillers _____	94
Mowers _____	103
Specialty Power _____	125
<i>Line Trimmers</i> _____	126
<i>Electric and Cordless Trimmers</i> _____	133
<i>Hedge Trimmers</i> _____	135
<i>Chainsaws</i> _____	137
<i>Blowers/Blower Vac</i> _____	141
<i>Power Edgers</i> _____	146
<i>Chippers/Vacs</i> _____	148
Pressure Washers _____	157
Outdoor Storage _____	169
Generators _____	186

**Spring 2013 is here for the Lawn & Garden business! Now is our time to demonstrate that Nobody Beats Craftsman with our great lineup of Craftsman powered lawn & garden equipment. Legendary Performance, Lasting Durability and Lowest Price Guaranteed!**

The 2013 Powerama Training Event is coming soon to help you be the most prepared and qualified sales associates in the industry. Once you complete your training, you'll be a certified member of the Sears Blue Lawn & Garden Crew, ready and able to assist our customers with any lawn & garden need they might have.

You will learn you can create lasting relationships with your customers is by incorporating the Sell it Your Way tool kit into your selling practices. This set of helpful tools will ensure your success throughout 2013 and beyond. These tools are designed to help you create The Total Solution with your customers — to keep them coming back to you in Lawn & Garden every time they have an outdoor project.

As a Sears associate, you can offer top-quality products to your customers and go beyond the sale to offer them solutions for their other needs. You can offer them:

- Delivery options to take the worry out of how to get the new product home.
- Maintenance and repair services to ensure that the product is always operating at peak performance.
- Repair Protection Agreements and Sears PurchaseProtect Plans that go above and beyond the warranty.
- Tractor deluxing that ensures that the product is set up properly so your customer can begin using it right away.
- Sears More Ways to Save that gives our customers financing and leasing alternatives to obtain the product they want in a convenient way.

**SEARS  
POWERAMA  
2013**



**Nobody Beats  
CRAFTSMAN  
Legendary Performance.  
Lasting Durability.  
Lowest Price Guarantee.**



## INTRODUCTION

But it's not just about the products. Giving your customers The Total Solution means going the extra mile by supplying accessories and attachments to enhance the equipment's performance, a protective shed to store the equipment in and so much more. The Total Solution is about making certain that your customers have everything they need to get their projects done.

You can also point out our commitment to "green" initiatives and show your customers our environmentally friendly lawn & garden products.

Training materials and resources are available to help you provide The Total Solution to your customers. They will help you increase your confidence as you interact with your customers and bolster your selling strategies for greater success. Be sure to leverage all of your online resources such as the Reference Application found in SHC Connect optimized for iPad, iHeld, smart phone and work station (kiosk) views.

It is mandatory that you attend this year's Powerama training event to gain product knowledge and hands-on expertise from our Lawn & Garden trainers. With Craftsman, additional services available to customers, Sell Your Way tools, useful training materials and the opportunity to offer your customers The Total Solution, you are going to wow your customers every time!

Protect your new purchase with a

### Repair Protection Agreement

Worry-free protection against unexpected breakdowns and repair needs.

- Expert service by our 10,000 professional repair specialists
- Unlimited service and no charge for parts and labor on all covered repairs (excluding normal wear and tear)
- Product replacement if the covered product cannot be fixed
- Fast help by phone—our technical and high-voltage specialists plus convenient repair scheduling
- 10% discount off regular price on all the Agreement covered 1-year-covered Powerade Maintenance Checks—plus covered installed parts
- Renewable, transferable and varying contract terms offer maximum flexibility

Get your Repair Protection Agreement today. Ask a salesperson or call 1-800-4-MY-HOME.

Some restrictions and limitations apply. See your purchase agreement for complete terms and conditions. ©2009 Sears, Roebuck and Co.



### Protection Agreements

Worry-free protection against unexpected breakdowns and repair needs.

SKU#	Model	Price	Cost	Loss
5269.99	7.0	\$7.50	\$1.75	\$5.75
	7.1	\$4.50	\$1.00	\$3.50

BY 04

Peace of Mind... for only pennies a day!

### SEARS

Good like Great price.

SKU#	Model	Price	Cost	Loss
\$599.99	112.0	\$16.67	\$2.85	\$13.82
\$18.00	112.1	\$16.67	\$2.85	\$13.82
\$599.99	112.2	\$16.67	\$2.85	\$13.82
\$749.99	112.3	\$16.67	\$2.85	\$13.82
\$599.99	112.4	\$16.67	\$2.85	\$13.82



*All of these are ways to give your customers added peace of mind that the lawn & garden equipment they buy at Sears will be useful and last for years to come.*

# 2013 POWERAMA TRAINING EVENT

Soon you will be participating in the 2013 Powerama Training Event, and you will want to be prepared. The training will provide a comprehensive, targeted and interactive learning experience for you to successfully recommend and sell lawn & garden products to your customers. To maximize your experience, it's important for you to come prepared to participate.



## Pre-Work Preparation



You must:

- Read the training guide and **bring it with you** to your local training event.
- Complete a series of pre-tests, which will be mapped to you in Online Learn Your Way. These tests will be based on the material found in the guide.
- Complete competitive shops prior to the event, both online and in store.

## Logistics

The kickoff event begins in Houston, Tx., on Feb. 8, 2013, and will stop at approximately 70 locations across the United States, including Puerto Rico, Hawaii and Alaska.

Your manager will register you for your local events using the online registration tool. The sessions are from 10 a.m. to 4 p.m. (including lunch and breaks\*) and are facilitated by vendor representatives. Some locations have arranged for night and weekend sessions.

## Event Presentation

The training sessions will be facilitated by three vendor representatives. There will be one trainer each from Briggs & Stratton, MTD and Husqvarna.

Approximately 75% of the session is dedicated to product knowledge and selling skills, such as qualifying the customer, while the other 25% is devoted to hands-on demonstration.

The following topics will be covered for you in each of the product knowledge sessions:

- Review of new products, features, benefits and innovations for 2013. They will provide demo guidelines for using the product to ensure safety.
- Sears and Craftsman Advantages, as well as key competitive advantages, will be clearly identified by category so you will be able to match your customer with the appropriate equipment.
- Steps will be provided to you for conducting basic demos for customers to help them feel comfortable with the product. You will also receive Keep It Sold tips.

\*Timing of lunch and breaks will vary by market.

**Post-Work**

You must complete a series of post-tests, which will be mapped to you in Learn Your Way. Once you have completed the tests with at least 90% correct, you will complete an online survey providing feedback on the event. This post-work is the final piece of the 2013 Powerama Training Event.

You will receive a 2013 pin for your lanyard at your training event certifying you as a Sears Blue Lawn & Garden Crew Specialist.

If you were hired after the event in your area, you should work with your manager to review this material and attend a local make-up session to complete this training.



**EVENT STOPS**

Below are the routes\* showing when and where the 2013 Powerama Training Event will roll into your area. It's important for you to follow up with your ASM to register you for the session in your area.

**Route 1**

City	# of Days	Start Date	End Date
Atlanta, GA	3	2/12	2/14
Columbia, SC	2	2/19	2/20
Charlotte, NC	3	2/25	2/27
Raleigh, NC	3	3/5	3/7
Richmond, VA	2	3/11	3/12
Charleston, WV	2	3/14	3/15
Baltimore, MD	3	3/19	3/21
Philadelphia, PA	4	3/25	3/28
York, PA	2	4/2	4/3
East Brunswick, NJ	3	4/9	4/11
Pittsburg, PA	3	4/16	4/18
Columbus, OH	2	4/22	4/23

**Route 2**

City	# of Days	Start Date	End Date
Houston, TX (Marriott)	1	2/8	2/8
Houston, TX	2	2/11	2/12
McAllen, TX	1	2/15	2/15
San Antonio, TX	2	2/19	2/20
Dallas, TX	3	2/25	2/27
New Orleans, LA	3	3/4	3/6
Birmingham, AL	2	3/11	3/12
Oklahoma City, OK	2	3/14	3/15
Tulsa, OK	2	3/19	3/20
Denver, CO	3	3/25	3/27
Omaha, NE	2	4/2	4/3
Minneapolis, MN	2	4/9	4/10
Milwaukee, WI	3	4/16	4/18

<b>Route 3</b>			
City	# of Days	Start Date	End Date
Orlando, FL	3	2/12	2/14
Jacksonville, FL	2	2/18	2/19
Miami, FL	2	2/21	2/22
Tampa, FL	2	2/26	2/27
Pensacola, FL	2	3/5	3/6
Knoxville, TN	2	3/11	3/12
Louisville, KY	2	3/14	3/15
Indianapolis, IN	3	3/19	3/21
Bloomington, IL	2	3/27	3/28
Moline, IL	2	4/3	4/4
Chicago, IL	6	4/8	4/13
Kalamazoo, MI	2	4/15	4/16
Detroit, MI	3	4/17	4/19
Toledo, OH	1	4/22	4/22
Cleveland, OH	3	4/24	4/26

<b>Route 4</b>			
City	# of Days	Start Date	End Date
Nashville, TN	2	2/12	2/13
Memphis, TN	2	2/14	2/15
Little Rock, AR	2	2/19	2/20
Wichita, KS	2	2/26	2/27
Kansas City, KS	3	3/5	3/7
St. Louis, MO	3	3/12	3/14
Cincinnati, OH	2	3/19	3/20
Hauppauge, NY	2	3/25	3/26
Hartford, CT	2	3/28	3/29
Portsmouth, NH	2	4/2	4/3
Boston, MA	3	4/9	4/11
Rochester, NY	3	4/16	4/18
Albany, NY	2	4/22	4/23

<b>Route 5</b>			
City	# of Days	Start Date	End Date
Lubbock, TX	1	2/12	2/12
Albuquerque, NM	1	2/14	2/14
Phoenix, AZ	2	2/19	2/20
San Diego, CA	2	2/25	2/26
San Bernardino, CA	2	2/28	3/1
Northridge, CA	2	3/4	3/5
Downey, CA	3	3/6	3/8
Merced, CA	2	3/11	3/12
Sacramento, CA	2	3/14	3/15

<b>Route 5 (cont'd)</b>			
City	# of Days	Start Date	End Date
Cupertino, CA	2	3/18	3/19
Concord, CA	2	3/21	3/22
Eugene, OR	1	3/26	3/26
Portland, OR	2	3/28	3/29
Seattle, WA	2	4/2	4/3
Redmond, WA	2	4/8	4/9
Spokane, WA	2	4/10	4/11
Salt Lake City, UT	2	4/16	4/17

\*Routes are subject to change. Please refer to the FLS Intranet for the most current routes:  
 FLS Retail Intranet > Key Links > Associate Sites > Home Improvement.

# LAWN & GARDEN STRATEGY

The Lawn & Garden business is excited to share with you its 2013 Business Strategy. Our goal is to continue to be the first choice in lawn care. We will do this by giving you the tools you need to take care of our Members. These tools include great Craftsman products and outstanding Shop Your Way services that surprise and delight members every time they shop. It's extremely important that each of you are aware of the strategies and tools we're creating to help you serve our members and help you sell more.

Below is the outline of our five main strategies. Each will be expanded upon through this book and during the upcoming Powerama Training Sessions.

## 1. Nobody Beats Craftsman

We will show customers why Craftsman is the best choice. When you combine Craftsman's performance, durability and value, Nobody Beats Craftsman.

### Legendary Performance

- Turn Tight is the tightest turning radius in its class.
- Fastest-cutting chainsaw in its class.
- Most powerful blower in its class.
- Quiet sense is 40% quieter than a typical pressure washer.
- EZ mowers offer EZ starting and EZ bagging.

### Lasting Durability

In addition to market-leading customer warranties on all products, only Craftsman offers:

- Lifetime cast-iron axle warranty on tractors
- Lifetime warranty on stick tools and hoses
- Lifetime mulch blade warranty on blowers
- 10-year limited crankshaft warranty on chainsaws
- Extended warranties on mower decks
- 10-year shaft warranty on trimmers

### Lowest Price Guarantee

The Craftsman Price Guarantee gives your customer confidence that they are getting a great price. In the spring, the Craftsman Price Guarantee covers tractors, mowers and trimmers. In the fall, it will cover chainsaws and blowers.

\*See [www.Sears.com/craftsmanpriceguarantee](http://www.Sears.com/craftsmanpriceguarantee).

**NOBODY  
BEATS**

**CRAFTSMAN®**

**LEGENDARY  
PERFORMANCE**

**LASTING  
DURABILITY**

**LOWEST PRICE  
GUARANTEE\***



## 2. Buyers Picks



One of the best ways to increase sales and income is to sell attachments and accessories. We want to help you do this by focusing our marketing and merchandising efforts on our core items with the highest attachment rate of accessories and attachments — **Buyers Picks.**

Ten items have been selected as **Buyers Picks:** five tractors and five mowers. These items will be aggressively promoted in all media and signed in store. You'll also be able to offer your customer a promotional **Buyers Bundle** of accessories and attachments with the purchase of any of these items throughout the season. The items are:

### Tractors

1. #28851, TURN TIGHT Yard Tractor
2. #28852, TURN TIGHT Yard Tractor (CA #28862)
3. #28856 TURN TIGHT Yard Tractor (CA #28866)
4. #28857 TURN TIGHT Yard Tractor
5. #28858 TURN TIGHT Yard Tractor (CA #28863)



### Buyers Bundles

Buyer's Pick: Tractors	Buyer's Bundle: Attachments		
	Bagger	Mulch Kit	Bumper
#28851	#24891	#33742	#24612
#28852 (#28862 CA)	#24903	#33746	#24612
#28856 (#28866 CA)	#24891	#33742	#24612
#28857	#24903	#33746	#24612
#28858 (#28863 CA)	#24917	#24154	#24612



### Mowers

1. #37092 Rear-Wheel Propelled Mower
2. #37037 Rear-Bag Push Mower
3. #37044 Front-Wheel Propelled Mower
4. #37060 Front-Wheel Propelled Mower
5. #37043 Front-Wheel Propelled Mower



## Buyers Bundles

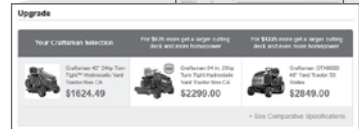
Buyer's Pick: Mowers	Buyer's Bundle: Accessories		
	Oil	Fuel Stabilizer	Gas Can
#37092	#33000	#33500	#33172
#37037	#33000	#33500	#33172
#37044	#33000	#33500	#33172
#37060	#33000	#33500	#33172
#37043	#33000	#33500	#33172



## 3. Digital Tools

We're revamping Sears.com, the Sears mobile shopping app and Shop Sears on the iPad with tools to help you sell more. Look for updates throughout the selling season.

- New product finders are replacing the finders used in Yard Guru. The new finders will allow you to narrow our large assortment down to 2–3 options that are perfect for your customer. It is easier to use than previous finders, so you can get to the right product faster.
- A new trade-up tool shows what you get when you step up to the next product in our line.
- [www.sears.com/craftsmanpriceguarantee](http://www.sears.com/craftsmanpriceguarantee) allows you to compare eligible Craftsman products to other brands at The Home Depot and Lowe's. Show your customer why Nobody Beats Craftsman by taking them to the comparison site. It also allows you to honor the Craftsman Price Guarantee.



## 4. SHOP YOUR WAY

Lawn & Garden will leverage the SHOP YOUR WAY and Craftsman Club platforms to help you sell more! We will engage more customers with the right offers at the right time, helping us drive more traffic to your store.

Make sure your customer is a member and look for opportunities to offer your customers exclusive SYW and Craftsman Club member deals and service offerings.

## 5. Train and Coach

The Lawn & Garden department is again, in 2013, investing a large commitment of time, energy and money in associate training and coaching.

- 2013 Powerama Training Event
- Best of Blue performance and incentive program

## SEARS BLUE LAWN & GARDEN CREW

It goes without saying that you are the most highly trained lawn & garden associates in the industry. No other retailer can brag about the kind of experience and training that Sears associates receive. That's why Sears is the best place to shop for lawn & garden products.

### **Sears Blue Lawn & Garden Crew Tenets**

Not only does Sears have the most highly trained sales associates in the industry, but we also have other advantages that make buying from Sears easy (and advantages your competition just can't match):

**Trusted Service** — The nation's largest service organization, with phone or online support 24/7.

**More Ways to Pay** — Sears credit, the Layaway Plan and now the Leasing option — whatever option is right for your customers, we have it!

**Only at Sears.com** — With more brands, products and expert advice at Sears.com plus comparisons to the competition at [www.sears.com/craftsmanpriceguarantee](http://www.sears.com/craftsmanpriceguarantee), our online experience is second to none.



## CRAFTSMAN PRICE GUARANTEE

The Craftsman Price Guarantee continues in 2013. For spring 2013, the Craftsman Price Guarantee applies to Craftsman tractors, mowers and line trimmers.

New for 2013:

- The gift card will be replaced with SHOP YOUR WAY Points. For example, instead of giving customers a \$25, \$50 or \$100 gift card, you will be given a process to apply \$25, \$50 or \$100 in Points to the Member's SHOP YOUR WAY account.
- Customers do not have to be a SHOP YOUR WAY Member to get a price match. They do have to be a SHOP YOUR WAY Member to receive the \$25, \$50 or \$100 in Points.




### Craftsman Price Guarantee

**We have the lowest price. Find a lower price on a tractor, mower or line trimmer at your local Lowe's or The Home Depot store and we'll match it plus give you up to \$100 in points (100,000 points).**

*If you find a tractor, mower or trimmer at your local Lowe's or The Home Depot stores with a lower price (at least \$1.00 lower) and the same features as the comparable Craftsman model (as determined by the tool available at [www.sears.com/craftsmanpriceguarantee](http://www.sears.com/craftsmanpriceguarantee), then Sears will match the price and give members up to \$100 in points (100,000 points) to use on a future purchase. (\$10 in points (10,000 points) for eligible line trimmers \$69.99 and below, \$25 in points (25,000 points) for eligible line trimmers \$70 and above, \$50 in points (50,000 points) for eligible mowers or tractors \$1299.99 and below, \$100 in points (100,000 points) for eligible mowers or tractors, \$1,300.00 and above). Customer must purchase the qualifying Craftsman model mower, tractor or line trimmer to be eligible. Craftsman Price Guarantee terms may vary by market. See store or [Sears.com](http://Sears.com) for full details and exclusions.*

Take your customers to the comparison tool at [Sears.com/craftsmanpriceguarantee](http://Sears.com/craftsmanpriceguarantee) to show them how Sears and Craftsman win — there is no reason to shop anywhere else.

We have all the competitive brand match-ups for our Craftsman tractors, mowers and line trimmers on [Sears.com](http://Sears.com) and the Reference Application (Lawn & Garden > Product Info > Craftsman Price Guarantee), so it'll be easy to show your customers that we have the best products and prices out there when compared to The Home Depot or Lowe's. Nobody Beats Craftsman: Legendary Performance, Lasting Durability, Lowest Price Guaranteed!

Craftsman vs. Competition		BEST PRICE GUARANTEE	
Craftsman	John Deere	Gib Cadit	
 Craftsman C7 36hp 10-1/2" TuffTie Hydrostatic Trans Tractor Item 5A <b>\$1624.49</b>	 John Deere 0155 42" 18.5 HP PowerEdge Hydrostatic <b>\$1699.00</b> at Home Depot	 Gib Cadit 42 in. 18-hp Kubota Garage Front Loader, Auto Pneum. Tires, 4-Stroke <b>\$1799.00</b> at Home Depot	
Blade Material:			
Steel	Steel	Steel	Steel
Blade Type:			
3-in-1	3-in-1	3-in-1	3-in-1
Cutting Deck Material:			
Stamped Steel	Stamped Steel	Stamped Steel	Stamped Steel

## BEST OF BLUE\*

As a Home Improvement consultative sales associate, you're expected to provide The Total Solution selling experience to your customers. Selling practices that focus on the metrics shown below will generate the right opportunity for The Total Solution.

- **Sales Per Hour (SPH)** — Actual sales divided by hours worked. Sales Per Hour goals are established by ACR based on schedule unit sales forecast and hours worked.
- **Repair Protection Agreements (RPA) to Parity** — Protection Agreement sales.
- **Attachment Penetration Rate** — Eligible accessory dollars sold divided by eligible base dollars sold per transaction.

Utilize the selling tools available to you to maximize results on the above metrics.



### What's In It for You?

We want you to earn incentive money every month! If you meet these standards you will earn a **percentage** of your net revenue. Increasing your sales volume, selling additional merchandise accessories and Protection Agreements and selling The Total Solution puts more money in your pocket!

*\*Please see your manager for goal information.*

*Sears reserves the right in its sole discretion, to modify, cancel, terminate, extend and/or suspend the Best of Blue Recognition Program.*

### You Are the Professionals

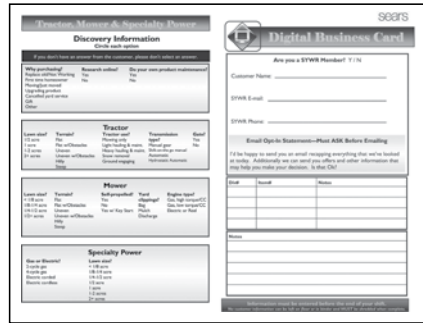
When you think of professionals, what comes to mind?

- They **prepare and practice** all the time.
- They are always **ready to sell**.
- They are **confident** about what they do.
- They **don't take shortcuts**.
- They **work hard**.
- They **don't make excuses**.
- They **focus and concentrate** on what needs to be done.
- They **analyze** their **performance**.
- They know their **stats**.
- They have **passion** for what they do.
- They live to **win**.
- They get paid for their **efforts**.

It's important for you to think of yourself as a professional. Each day you put on your game face and interact with our customers. We want our customers to think of Sears first for their lawn & garden needs. Your expertise and professionalism make you an elite member of the Sears Blue Lawn & Garden Crew!

# DELIVER AN INDUSTRY-LEADING MEMBER EXPERIENCE

As Members change, we continue to streamline our Member engagement process. SellYourWay is the four-step process you will use to guide the interactions you have with every Member. Your goal is to ensure that we're establishing a relationship to either close the sale on the spot or in the near future by using tools like Shopping Recap within the Digital Business Card.



## **SellYourWay — Greet, Discover, Solve and Close**

Sears' success is fundamentally built on an exceptional Member Experience before, during and after the purchase. You, the consultative sales associate, is responsible to create that experience. This involves being prepared, understanding the Member's needs by asking questions, listening and recommending a customized solution. Then, asking for the sale at the appropriate time and providing after-the-sale support.

Work with your Store Management teams to develop your Member Experience skills by embracing the steps below. Challenge yourself to try new approaches to ensure we are consistently delivering a "Wow" Member Experience in a competitive retail environment!



### **1. GREET** **ENGAGE AND BUILD A RELATIONSHIP**

It's important to ensure that the Member feels welcome in the store. Introduce yourself to the members and find out more about them to start building a relationship. This is also a perfect time to ask if they're a SHOP YOUR WAY member. If they are, this is a perfect opportunity to look up their Member level. If they're not, then you can take a few minutes to inform them of the benefits of the program and sign them up.

Asking them "Can" or "May I help you?" is not an effective greeting! An effective greeting would be, "Welcome to Sears. I see you're looking at mowers. Have you done any online research?" The Member's answer will help you to transition to the Discover step.



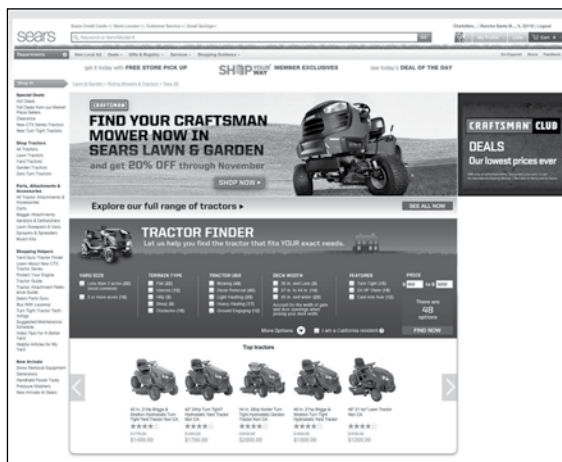
## **2. DISCOVER**

### **QUESTION/LISTEN/RECAP**

After you've welcomed your Member, you must begin asking them discovery questions to find out their specific needs. Keep it simple: LISTEN to your Members and LEARN their needs. Ask open-ended questions to uncover their specific situation (i.e., starting to do their own yard work, tree fell down in the yard, etc.).

If they haven't done any online research, now is a great time to bring them to the online product finder to help them discover the best solution for their situation. Make sure you match the product to the Member's needs and budget.

Once you've discovered the Member's needs and wants, be sure to recap the conversation by using the Product Finder to ensure you have all the specifics. Then move to step No. 3: Solve.



## **3. SOLVE**

### **DEMONSTRATE/RECOMMEND**

In this step, demonstrate the product and make recommendations. Here, you will create a customized solution to meet your Member's need(s). Get the Member involved in demonstrating the specific products that you both discovered using the online Product Finder. Explain the appropriate features and benefits. Make sure the Members understand how these features and benefits will meet their needs. Clearly state your recommendation and the reasons for them to the Members. Overcome any objections that come up, and if there are none, proceed to close the sale.

After the member selects a product, continue the process by demonstrating and recommending accessories that enhance the product and Member's experience. To select the correct accessories, utilize the Top 5 Accessories listed in this book for each product category.

Once the member has selected both the product and the matching accessories, identify the value of a Repair Protection Agreement (RPA). Explain the benefits of the RPA versus a typical manufacturer's warranty.

You need to be prepared to handle objections throughout the interaction, but objections commonly occur during the Solve step. See the Handling Objections section for tips and tricks.

Also, throughout the sale, you need to recognize buying signals that could be both verbal and non-verbal. These signals are your key to moving to the final SellYourWay phase, Close.

#### **4. CLOSE** **ASK FOR THE SALE**

Many associates hesitate to ask for the sale. This critical step can't be overlooked. We often lose the sale to the competition because of it.

As you've just learned, it's important to make the Member feel welcome, thoroughly discover their needs, demonstrate their options and make a recommendation that is customized to them. After you've done that effectively, they expect you to ask for the sale. Create a list of ways you can ask for the sale: "How would you like to pay for this today?" "May I recommend some great financing options?" "When can I have it delivered?"

Now that you have secured the sale, it's essential that you protect and care for that Member, just like a friend. Follow up with a phone call. Take the time to enter their information into the Digital Business Card. That extra care assures them that they did the right thing in buying from Sears.

When the interaction is complete but the Member is not prepared to make a purchase, then record their information in a Digital Business Card and ask them if you can send a Shopping Recap. Follow up with a phone call 1-2 days after they receive the recap.





## SellYourWay – Quick Reference Chart

1. Greet	2. Discover	3. Solve	4. Close
<p>a. Welcome the Member</p> <p>b. Engage and build relationships</p> <p>c. Ask Member is he/she is a SHOP YOUR WAY REWARDS Member</p> <p>d. Ask the Member if he/she has completed any online research</p>	<p>a. Ask questions to uncover needs</p> <p>b. Listen and understand their situation</p> <p>c. Use online tools to define product segment</p>	<p>a. Demonstrate products that fit the needs of the Members</p> <p>b. Use the Black, Red and Gray strategy</p> <p>c. Customize a recommendation for attachment and accessories</p> <p>d. Repair Protection Agreement selling</p>	<p>a. Ask for the sale</p> <p>b. Digital Business Card</p> <p>c. SHOP YOUR WAY REWARDS</p>



**“SELLING STRATEGIES” BY PRODUCT LINE:**

	<b>Tractors</b>	<b>Mowers</b>
<b>Discover the Customer's Need</b>	<ul style="list-style-type: none"> <li>• Yard size</li> <li>• Terrain</li> <li>• Uses for tractor (ground engaging or snow removal)</li> <li>• Transmission</li> <li>• Fenced yard with gate</li> <li>• California resident</li> </ul> <p>-----</p> <p>Helpful Tools to Use:</p> <ul style="list-style-type: none"> <li>• Product Finder on Sears.com</li> <li>• Marquee signs</li> </ul>	<ul style="list-style-type: none"> <li>• Yard size</li> <li>• Terrain</li> <li>• Grass clippings (how to handle)</li> <li>• Self-propelled or other</li> <li>• California resident</li> <li>• Any other features?</li> <li>• What kind of starting is preferred?</li> <li>• How important is comfort?</li> </ul> <p>-----</p> <ul style="list-style-type: none"> <li>• Brand preference (Craftsman, Craftsman CX Series, Remington, Black &amp; Decker)</li> </ul> <p>Helpful Tools to Use:</p> <ul style="list-style-type: none"> <li>• Product Finder on Sears.com</li> </ul>
<b>Solve by Narrowing Product Segment</b>	<ul style="list-style-type: none"> <li>• Lawn tractor</li> <li>• Yard tractor</li> <li>• Garden tractor</li> <li>• Zero-turn tractor</li> <li>• Small yard solution</li> </ul>	<ul style="list-style-type: none"> <li>• Push mower</li> <li>• Propelled mower (front or rear)</li> <li>• Wide-cut mower</li> <li>• Specialty mower (electric or reel)</li> </ul>
<b>Continue to Solve by Narrowing to Specific Product</b>	<ul style="list-style-type: none"> <li>• Show most featured to least featured products: Black = Best (Bigger Decks*, More Horsepower*, Electric Blade Engagement*), Red = Better (Bigger decks*, More Horsepower*, Upgraded Transmissions, TURN TIGHT, Cast Iron Front Axles) and Gray = Good (Steel Front Axle with 10-year Warranty, 18" Turning Radius)</li> </ul>	<ul style="list-style-type: none"> <li>• Show most featured to least featured products: Black = Best (More Torque, EZ Push Button Start*, Single Trigger EZ Walk*), Red = Better (Smooth Start Plus*, More Torque, EZ Bagging Access*) and Gray = Good (Smooth Start, Dust Blocker Bag*)</li> </ul>
<b>Craftsman Price Guarantee</b>	<ul style="list-style-type: none"> <li>• Sell the Craftsman Price Guarantee vs. The Home Depot and Lowe's</li> </ul>	<ul style="list-style-type: none"> <li>• Sell the Craftsman Price Guarantee vs. The Home Depot and Lowe's</li> </ul>
<b>Sell Innovation</b>	<ul style="list-style-type: none"> <li>• TURN TIGHT (6" turning radius)</li> </ul>	<ul style="list-style-type: none"> <li>• Smooth Start™ and Smooth Start Plus™</li> <li>• EZ Solutions (EZ Bagging Access, EZ Push Button Start, EZ Blade Control and EZ Walk)</li> </ul>
<b>Sell Solutions</b>	<ul style="list-style-type: none"> <li>• RPA (use Value at a Glance)</li> <li>• Top Accessories and Attachments                             <ol style="list-style-type: none"> <li>1) Bagger (fit up to deck size)</li> <li>2) Mulch kit</li> <li>3) Bumper (customer selects color/finish)</li> <li>4) Attachment of choice (per use)</li> <li>5) Belt, blades and filters (oil and air)</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>• RPA (use Value at a Glance)</li> <li>• Top Accessories and Attachments                             <ol style="list-style-type: none"> <li>1) Fuel stabilizer, oil and oil filter</li> <li>2) Gas can</li> <li>3) Blades</li> <li>4) Air filter, spark plug</li> <li>5) Lawn and leaf bags</li> </ol> </li> </ul>

\*Available on select models.

**“SELLING STRATEGIES” BY PRODUCT LINE:**

	Line Trimmers	Pressure Washers
<b>Discover the Customer's Need</b>	<ul style="list-style-type: none"> <li>Fuel/engine type</li> <li>Corded or cordless (electric)</li> <li>Shaft type</li> <li>Regular or convertible</li> <li>Size of job</li> <li>Who is using it</li> <li>-----</li> <li>Brand preference (Craftsman, Black &amp; Decker)</li> </ul> <p>Helpful Tools to Use:</p> <ul style="list-style-type: none"> <li>Product Finder on Sears.com</li> </ul>	<ul style="list-style-type: none"> <li>Uses for pressure washers</li> <li>Size of job</li> <li>-----</li> <li>Brand preference (Craftsman, Craftsman CX Series, All-Power, Generac)</li> </ul> <p>Helpful Tools to Use:</p> <ul style="list-style-type: none"> <li>Product Finder on Sears.com</li> </ul>
<b>Solve by Narrowing Product Segment</b>	<ul style="list-style-type: none"> <li>Gas vs. electric</li> <li>2-cycle (mix required) vs. 4-cycle (no mix required)</li> <li>Cordless NiCd vs. Lithium</li> </ul>	<ul style="list-style-type: none"> <li>Gas: Light, Medium or Heavy-duty</li> <li>Electric: Light-duty</li> </ul>
<b>Continue to Solve by Narrowing to Specific Product</b>	<ul style="list-style-type: none"> <li>Show most featured to least featured products: Black = Best (Easy 2-Step Starting System (Prime, Pull)*, Aluminum Hassle Free™ Head*, 360 Degree Rotating Handle*, Aluminum Shaft*), Red = Better (Universal Attachment Capable, Speed Start Capable, Hassle Free Head, Easy 3-Step Starting System (Flip, Prime, Pull )*, Ergonomic Handles) and Gray = Good (Incredi-Pull Starting System)</li> </ul>	<ul style="list-style-type: none"> <li>Show most featured to least featured products: Black = Best (Higher PSI*, Quick Switch Detergent System*, Quiet Sense*, 5 Quick Connect Tips or 5-in-1 Nozzle, Heavy Duty Pump with Adjustable Pressure*), Red = Better (Higher PSI, Direct From Concentrate, 4 Quick Connect Spray Tips) and Gray = Good (Portable*, Fold down handle*)</li> </ul>
<b>Craftsman Price Guarantee</b>	<ul style="list-style-type: none"> <li>Sell the Craftsman Price Guarantee vs. The Home Depot and Lowe's — Lowest Price Guarantee</li> </ul>	
<b>Sell Innovation</b>	<ul style="list-style-type: none"> <li>Easy starting</li> <li>360 handle Hassle Free Head technology</li> <li>Speed Start (gas)</li> <li>C3</li> </ul>	<ul style="list-style-type: none"> <li>Electric 2-in-1 pressure washer/steam cleaner</li> <li>Quiet Sense™ - Automatic Throttle Control</li> <li>Quick Switch™ Direct from Concentrate Soap System</li> </ul>
<b>Sell Solutions</b>	<ul style="list-style-type: none"> <li>RPA (use Value at a Glance)</li> <li>Top Accessories and Attachments                             <ol style="list-style-type: none"> <li>Universal attachment (gas), line or spool (elec.)</li> <li>Line or spool (gas), 100' 14- or 16-gauge ext. cord (elec.)</li> <li>Pre-mixed 40:1 or 50:1 fuel (gas), wall hanger (elec.)</li> <li>Spark plug (gas), safety equipment (elec.)</li> <li>Speed Start™ Starter</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>RPA (use Value at a Glance)</li> <li>Top Accessories and Attachments                             <ol style="list-style-type: none"> <li>2+ bottles of soap/detergent</li> <li>Pump saver</li> <li>Replacement hoses</li> <li>Pump oil</li> <li>Specialty nozzles</li> </ol> </li> </ul>

\*Available on select models.

**“SELLING STRATEGIES” BY PRODUCT LINE:**

	<b>Chainsaws</b>	<b>Blowers</b>	<b>Generators</b>
<b>Discover the Customer's Need</b>	<ul style="list-style-type: none"> <li>• Diameter of cutting area</li> <li>• Frequency of use</li> </ul> <p>-----</p> <ul style="list-style-type: none"> <li>• Brand preference (Craftsman, Black &amp; Decker, Poulan, Remington, Bluemax)</li> </ul> <p>Helpful Tools to Use:</p> <ul style="list-style-type: none"> <li>• Product Finder on Sears.com</li> </ul>	<ul style="list-style-type: none"> <li>• Blower or blower/vac</li> <li>• Backpack or handheld</li> <li>• Fuel/engine type</li> <li>• Corded or cordless (electric)</li> <li>• Size of job</li> </ul> <p>-----</p> <ul style="list-style-type: none"> <li>• Brand preference (Craftsman, Black &amp; Decker, WORX, Weed Eater)</li> </ul> <p>Helpful Tools to Use:</p> <ul style="list-style-type: none"> <li>• Product Finder on Sears.com</li> </ul>	<ul style="list-style-type: none"> <li>• Uses for generator (items and size of home it will power)</li> <li>• Type of generator (portable or standby)</li> </ul> <p>-----</p> <ul style="list-style-type: none"> <li>• Brand preference (Briggs &amp; Stratton, Generac, Champion, All Power)</li> </ul> <p>Helpful Tools to Use:</p> <ul style="list-style-type: none"> <li>• Product Finder on Sears.com</li> </ul>
<b>Solve by Narrowing Product Segment</b>	<ul style="list-style-type: none"> <li>• Gas vs. electric</li> </ul>	<ul style="list-style-type: none"> <li>• Gas vs. electric</li> <li>• 2-cycle vs. 4-cycle</li> <li>• Blower/vac vs. blower</li> </ul>	<ul style="list-style-type: none"> <li>• Portable vs. standby</li> </ul>
<b>Continue to Solve by Narrowing to Specific Product</b>	<ul style="list-style-type: none"> <li>• Show most featured to least featured products</li> <li>• Explain the features and benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Show most featured to least featured products</li> <li>• Explain the features and benefits</li> </ul>	<ul style="list-style-type: none"> <li>• Show most featured to least featured</li> <li>• Explain the features and benefits</li> </ul>
<b>Sell Innovation</b>	<ul style="list-style-type: none"> <li>• Fastest Cutting Chainsaws</li> <li>• 18" chainsaw, plus bonus 14" bar and chain</li> </ul>	<ul style="list-style-type: none"> <li>• Most powerful blower</li> <li>• Speed Start</li> <li>• C3</li> </ul>	<ul style="list-style-type: none"> <li>• Power Surge™ alternator on portables</li> <li>• Patented Power Management system available on some standby models</li> </ul>
<b>Sell Solutions</b>	<ul style="list-style-type: none"> <li>• RPA (use Value at a Glance)</li> <li>• Top Accessories and Attachments               <ol style="list-style-type: none"> <li>1) Chain</li> <li>2) Bar and chain lubricant</li> <li>3) Oil</li> <li>4) Pre-mixed 40:1 fuel (gas)</li> <li>5) Case (if not provided)</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>• RPA (use Value at a Glance)</li> <li>• Top Accessories and Attachments               <ol style="list-style-type: none"> <li>1) Oil</li> <li>2) Pre-mixed 40:1 fuel (gas)</li> <li>3) Safety glasses</li> <li>4) Gloves</li> <li>5) Lawn &amp; leaf bags</li> <li>6) Gas can (gas)</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>• RPA (Use Value at a Glance; not available on standby generators)</li> <li>• Top Accessories and Attachments               <ol style="list-style-type: none"> <li>1) Heavy-duty extension cords (portable)</li> <li>2) Fuel stabilizer (portable)</li> <li>3) Engine oil (portable)</li> <li>4) Maintenance kit (standby)</li> <li>5) Cold weather kit (standby)</li> </ol> </li> </ul>

**“SELLING STRATEGIES” BY PRODUCT LINE:**

	<b>Tillers</b>	<b>Outdoor Storage</b>
<b>Discover the Customer's Need</b>	<ul style="list-style-type: none"> <li>• Size of garden</li> <li>• Uses for tiller</li> <li>-----</li> <li>• Brand preference (Craftsman, Mantis)</li> </ul> <p>Helpful Tools to Use:</p> <ul style="list-style-type: none"> <li>• Product Finder on Sears.com</li> </ul>	<ul style="list-style-type: none"> <li>• Size requirements</li> <li>• Material (steel, resin, wood, hybrid)</li> <li>• Types of storage (deck box, shed, storage building, gazebo, greenhouse)</li> <li>• Uses for storage</li> </ul> <ul style="list-style-type: none"> <li>• Brand preference (Craftsman, Suncoast, Arrow, Backyard Products (Colony Bay), Rubbermaid)</li> </ul> <p>Helpful Tools to Use:</p> <ul style="list-style-type: none"> <li>• Marquee signs</li> </ul>
<b>Solve by Narrowing Product Segment</b>	<ul style="list-style-type: none"> <li>• Cultivator (mini tiller)</li> <li>• Front-tine tiller</li> <li>• Rear-tine tiller</li> </ul>	<ul style="list-style-type: none"> <li>• Shed</li> <li>• Storage building</li> </ul> <ul style="list-style-type: none"> <li>• Deck box</li> <li>• Gazebo/Greenhouse (online only)</li> </ul>
<b>Continue to Solve by Narrowing to Specific Product</b>	<ul style="list-style-type: none"> <li>• Show most featured to least featured products</li> </ul>	<ul style="list-style-type: none"> <li>• Show most featured to least featured products</li> </ul>
<b>Sell Innovation</b>		<ul style="list-style-type: none"> <li>• Exclusive Versatrack Total Organization System with Hooktite Accessories</li> </ul>
<b>Sell Solutions</b>	<ul style="list-style-type: none"> <li>• RPA (use Value at a Glance)</li> <li>• Top Accessories and Attachments               <ol style="list-style-type: none"> <li>1) Gas can</li> <li>2) Oil</li> <li>3) Gloves</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>• Product Installation</li> <li>• Top Accessories and Attachments               <ol style="list-style-type: none"> <li>1) Versatrack Accessories</li> <li>2) Shelf kit or shelves</li> <li>3) Floor kit</li> <li>4) Organization kits, brackets, hooks</li> <li>5) Lock</li> </ol> </li> </ul>

## USING SEARS.COM TO CLOSE MORE SALES

If you are a returning L&G associate, you may be familiar with Sears Yard Guru, which was home to product finders and competitive comparisons. Sears Yard Guru has been retired, but you will have even more tools on Sears.com in 2013 to help you close more sales. Product finders, competitive comparisons, accessories, trade-up information and reviews have all been integrated into the L&G pages on Sears.com, making it easier for you to help your customers find the right

### *Why use Sears.com with customers?*

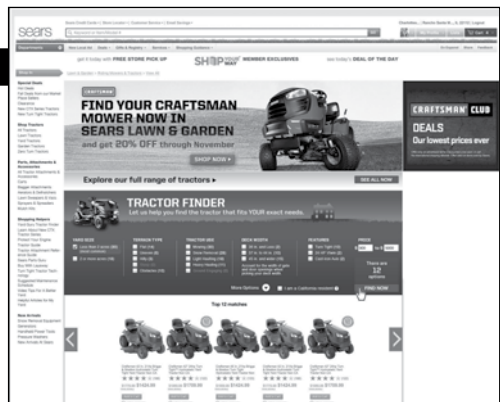
- You will close more sales! Help the customer feel confident that they are choosing the right product.
- Increase the basket by selling more!
- 70% of customers research online, many at Sears.com!
- Customers will see you as more knowledgeable.
- You can compare Craftsman to competitive brands to show why Craftsman wins at Sears.

### *What can you do on Sears.com?*

- Use the new product finders to narrow down the assortment to 2-3 products. Instead of going to a separate Yard Guru web experience, the new finders are integrated into the category pages of Sears.com! For instance, the tractor finder is on the home page for tractors, right where it should be!
- Compare Craftsman features and prices to brands sold at The Home Depot and Lowe's. You can access competitive comparison information on the product pages or at [Sears.com/craftsmanpriceguarantee](http://Sears.com/craftsmanpriceguarantee).
- Show available accessories and attachments.
- Show third-party customer reviews.
- Recommend the best trade-up with the new trade-up tool on the product page. See Trading-Up Section.

### *How to use it*

- Ask all customers if they have done online research and visited Sears.com.
- Take your customers to your iPad or the nearby web station and walk them through the product finders, up-sell module, reviews and competitive comparisons to help them narrow down their choices.
- Take your customers to the products on the sales floor and continue the selling process.





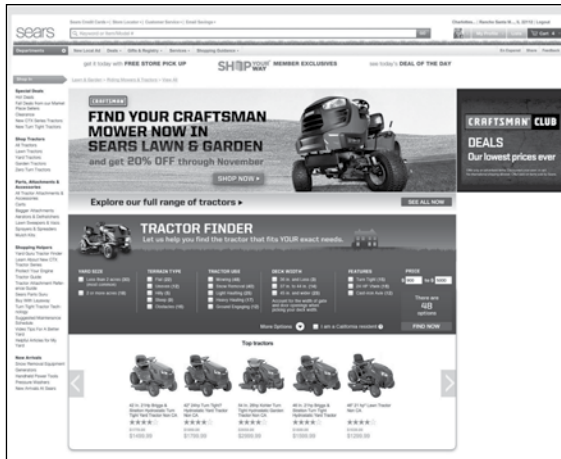
## NEW PRODUCT FINDERS

Product Selling is about helping customers determine the best product for their needs by asking qualifying questions and then recommending 2–3 products for them to consider.

These training materials provide you with all of the knowledge you need to help customers make the best purchase decisions. For products including tractors, mowers and trimmers you can add credibility to your customers' store visits by using the online product finders located on the Lawn & Garden pages on Sears.com.

### *Using Sears.com's Product Finder to Recommend 2-3 Products*

One of the great things about having a large assortment is the customer has many choices. But sometimes all of these choices make the decision harder for your customer. Sears.com can help you guide your customers through our large assortment to find the item that is perfect for them. Sears.com can help you simplify your customer's decision-making process. Customers looking for a tractor, mower or line trimmer can select desired features, such as engine type, deck size or yard size, to narrow down their choices from hundreds of products to 2-3.



1. Ask every customer, “Have you done any online research?” Remember over 70% of customers will have done some online research.
2. If they answer “Yes,” ask them, “Did you use Sears.com?”
3. If they answer either “Yes” or “No,” ask them, “May I show you the some choices on Sears.com?”
4. If they answer “Yes,” take them to a web station and access the finders on Sears.com. Then start the online discovery process. If they say “No,” begin the traditional sales floor discover process.

Once you’ve narrowed down the selection with Sears.com, take them to the product on the sales floor to continue the selling process.

*\*Tractor, Mower and Line Trimmer product finders will be available at the beginning of spring 2013. Other products will be added throughout the spring.*



## New Product Finders on Sears.com

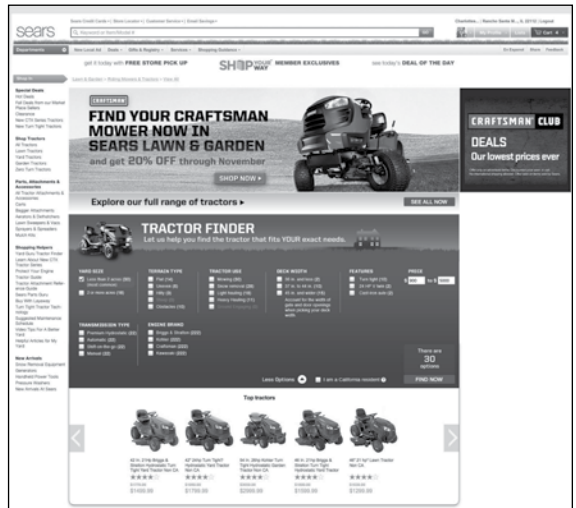
By answering the following questions, Sears.com automatically serves up the best product recommendations. These questions are the same as your discover questions in the selling strategies!

### TRACTORS

Customers will be asked questions such as:



- Size of yard?
- Type of terrain?
- Uses for tractor?
- Transmission type?
- Fenced yard with gate?
- California resident?



### MOWERS

Customers will be asked questions such as:



- Size of yard?
- Type of terrain?
- What to do with grass clippings?
- Want self-propelled?
- California resident?
- Any other features?
- What kind of starting is preferred?
- How important is comfort?

### TRIMMERS

After choosing gas or electric, customers will be asked such questions as:

- Fuel/engine type?
- Corded or cordless (electric)?
- Shaft type?
- Regular or convertible?
- Size of job?
- Who is using it?



*\*Tractor, Mower and Line Trimmer product finders will be available at the beginning of spring 2013. Other products will be added throughout the spring.*

## SELLING MORE

Now that you have the sale, we've created new tools to help you increase the customer's basket by trading up or adding accessories. Be sure to ask your customers discover questions and help provide them with The Total Solution.



### Trading Up

Once you've identified a product that meets your customer's needs, use Sears.com to see the next logical trade-up. On the product page at Sears.com, we give you the most likely trade-up products. You can review with your customer the feature enhancements and value they are getting for the additional money.

### Selling Accessories and Attachments

Become familiar with the most commonly purchased accessories and attachments for each product line. A list of some of the most common types of accessories and attachments are shown on the next page.

You can also see available accessories and attachments on the product pages at Sears.com. Click the accessories tab to see a list of available accessories.



### HOW TO SELL ACCESSORIES AND ATTACHMENTS:

1. Use positive statements such as, "I recommend..." or "You will need a..."
2. Walk the customer over to the attachment or accessory and hand it to him/her. Talk about the benefits of the item and why they'll need it.

If customers can't find the accessories and attachments they're looking for on the sales floor, be sure to point out that Sears offers a large assortment of accessories and attachments on Sears.com. Find the parts your customer needs using the in-store parts finder book (new this year).

### Buyers Picks

One of the best ways to increase sales and income is to sell attachments and accessories. We want to help you do this by focusing our marketing and merchandising efforts on our core items with the highest attachment rate of accessories and attachments —Buyers Picks. Ten items have been selected as Buyers Picks: five tractors and five mowers. These items will be aggressively promoted in all media and signed in store. You'll also be able to offer your customer a promotional Buyers Bundle of accessories and attachments with the purchase of any of these items throughout the season.



**TOP ACCESSORIES AND ATTACHMENTS BY PRODUCT LINE**

<b>Base Product</b>	<b>#1</b>	<b>#2</b>	<b>#3</b>	<b>#4</b>	<b>#5</b>
<b>Tractor</b>	Bagger (fit up to deck size)	Mulch kit	Bumper (customer selects color/finish)	Attachment of choice (per use)	Belt, blades and filters (oil and air)
<b>Gas mower</b>	Fuel Stabilizer, oil and oil filter	Gas can	Blades	Air filter, spark plug	Lawn and leaf bags
<b>Tiller</b>	Gas can	Oil	Gloves		
<b>Gas line trimmer</b>	Convertible attachment	Line or spool	Oil or 40:1/50:1 fuel	Spark plug	Speed Start™ starter
<b>Electric line trimmer</b>	Line or spool	100' 14-gauge extension cord	100' 16-gauge extension cord	Wall hanger	Safety equipment
<b>Gas and electric hedge trimmer</b>	Oil or 40:1 fuel (gas)	Fuel stabilizer (gas)	Gloves	Eye & ear protection	100' 14- or 16-gauge extension cord (electric)
<b>Gas and electric edger</b>	Oil or 40:1 fuel (gas)	Fuel stabilizer (gas)	Blades	Safety equipment	100' 14- or 16-gauge extension cord (electric)
<b>Gas blower/blower vac</b>	Oil or 40:1 fuel	Safety glasses	Gloves	Lawn and leaf bags	Gas can
<b>Gas chainsaw</b>	Chain	Bar and chain lubricant	Oil or 40:1/50:1 fuel	Case (if not provided)	Gas can
<b>Gas pressure washer</b>	2+ bottles of soap/detergent	Pump saver	Replacement hoses	Specialty nozzles	Pump oil
<b>Chipper/Vac</b>	Oil	Fuel stabilizer	Lawn and leaf bags	Safety equipment	Gas can
<b>Outdoor Storage</b>	Versatrack™ with Hooktite™ access	Shelf kit or shelves	Floor kit	Organization kit	Lock

For a complete list of accessories and attachments, please refer to the product's Merchandise List (ML) Book or Reference Application (Lawn & Garden>Product Info>product of choice).

# COMPETITIVE COMPARISON

## Nobody Beats Craftsman

We will show customers why Craftsman is the best choice. When you combine Craftsman's performance, durability and value, Nobody Beats Craftsman.

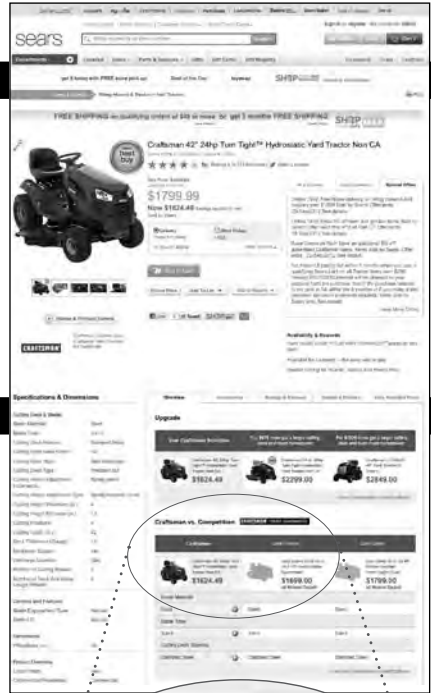
- Legendary Performance
- Lasting Durability
- Lowest Price Guarantee

## Using the Competition to Your Advantage

It is one thing to be able to tell your customers about the advantages of Craftsman products, but it is another thing to go a step beyond and prove it!

- Your customers will never have to go anywhere else to comparison shop again! We've done it all for them.
- On Sears.com you can compare features and prices of Craftsman tractors, mowers, trimmers, blowers and chainsaws to the brands sold at The Home Depot and Lowe's.\*
- You can show your customers how Craftsman products and Sears have the highest quality features with the best value in the marketplace.
- When customers come to Sears, they can rest assured that we have shopped the competition for them and they'll know they're walking away with the best product at the best price.

It's crucial to understand product features and be able to tell your customers how each feature offers them a benefit. You should research what competitive retailers have to offer and explain how you can give your customers what the competition cannot. Here are some ways you can research the competition:



\*The product categories available for competitive comparisons vary by season.

**Play “Mystery Shopper”** — See what products the competition is carrying and check their pricing.

- Do they offer a broad selection of products?
- How do the competition’s product features compare to what is available at Sears?
- Put yourself in the shoes of an average customer, and observe the competition’s customer service.
- Do the associates approach you, or do you have to find them?
- Are they friendly?
- Do they ask good discover questions?
- What are their credit terms?
- How do they service the product after the sale?



**Check Competitive Consumer Literature** — Learn about competitive products online or in consumer literature. Write down the item prices or compare online real-time with the Sears Yard Guru. This way you can use it for comparison for your customer.

**Keep Up to Date on Ads and Online Offers** — You can stay up to speed by reviewing the competition’s new products, special pricing and promotions offered through preprint ads.

Once you know what the competition has to offer in Lawn & Garden products, you can also use [www.sears.com/craftsmanpriceguarantee](http://www.sears.com/craftsmanpriceguarantee) for real-time pricing and feature comparisons for tractors, mowers, blowers, chainsaws and line trimmers.

For Speciality Power:

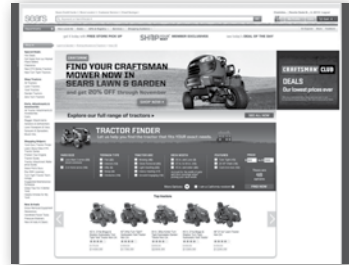
- The Competitive Comparison info tool is located within Sears.com. It can be accessed at the product page or on the Reference Application (Lawn & Garden > Product Info > Craftsman Price Guarantee).
- Competitive comparisons give you line-by-line comparisons of Craftsman L&G items and similar items from The Home Depot and Lowe’s.
- The competitive features and pricing will be listed.
- You’ll be able to identify the superior value and features of Craftsman products for your customers.
- Competitive comparisons will help you make a compelling product comparison for your customer.



# SEARS.COM

## ***Satisfy More Customers with Sears.com***

Within a matter of moments, you can expand your Lawn & Garden assortment with Sears.com. You can provide the customer with an endless aisle of merchandise! Not only does Sears.com enable you to sell items that are out of stock on the sales floor, but you can also sell any item that is not carried in your assortment, including web exclusives and specialty items. With a bigger selection and more variety available to your customers, it's easier to "Say Yes" to the customer. **And you earn the same commission as usual on every Store2Home sale you complete!**



## ***Signing In for Your Commission***

It's best to start on the landing page of the web station (pictured here) and click on the Store2Home tab. However, there is a Store2Home link available at the bottom of every Sears.com page. These links lead to a sign-in screen where you enter your Associate Seller ID and Store Number. (This information must be entered for you to get credit on a web sale and your usual commission.) Click on the store format your customer wants to shop in and then click Start Shopping.



## ***Other Ways to Use the Web Station***

Click on the "Associates" tab, then the "Work Station" link, follow your normal sign-in procedures, and you can easily check inventory or even punch in. The "Associate" page will also allow you to access tools you may need to help customers, such as:

- SHC Connect
- Alerts
- Rebates
- Substitution List
- Transition List
- All Div. Cross Reference Tool
- SHOP YOUR WAY REWARDS<sup>SM</sup>
- Manage My Life
- Competitor's Websites
- Manufacturer's Websites
- Digital Business Card

Always remember to log off of work station mode so the web station is available for customer use.

## ***Resources***

***The Store2Home and Sears.com job aids are available at FLS Retail Intranet > News > Sears Solutions - Say "YES".***

***Additional questions can be answered using a Help Ticket available on the Sears intranet at: Operations — Selling and Customer Experience > Say YES/sears.com.***

## REPAIR PROTECTION AGREEMENT SELLING

Be sure to ask customers questions as to how they plan on servicing their new products during the Discover phase of the Sell Your Way process. This way, you'll be able to bring the Repair Protection Agreement (RPA) features and benefits to life.

An RPA provides far superior peace of mind for customers and added protection of their investment versus a typical manufacturer's warranty. By presenting the value of the RPA versus the typical manufacturer's warranty using the RPA "Value at a Glance" sheets, your customers will gain a better understanding of how they can save money and control their service expenses over the life of their products.

Remember that Repair Protection Agreements are not available for electric trimmers, blowers, chainsaws and pressure washers. For these electric products, be sure to offer your customers a Sears PurchaseProtect (SPP) plan. The SPP provides customers with smart and convenient replacement coverage for their purchases.

### ***How to Say It — and Do It!!***

Simply ask your customers. You'll be surprised how many customers say "Yes" if you just ask.

- "As we discussed, our five-year protection agreement helps you budget your repairs for less than \$10 a month. Shall I include the Repair Protection Agreement with this sale?"
- If the customer says "Yes," then ring up the RPA with the sale.
- If the customer says, "No," say the following:
- "Let me take a few moments and recap the value of the Repair Protection Agreement versus the typical manufacturer's warranty so you can fully understand the value and benefits it will provide to you." (Use the RPA Value at a Glance sheet for the specific product line, and review the features/benefits with the customer.) "You can enjoy all this peace of mind for only less than \$10 a month. Would you like to include it in your purchase today?"

The graphic features the text "Sears Protection Agreements" in a large, white, sans-serif font at the top. Below it, in a smaller font, is the tagline "Coverage you can count on". The central part of the graphic is a grid of 12 small images showing various household appliances and tools, including a refrigerator, a microwave, a television, a lawnmower, a washing machine, a dryer, a vacuum cleaner, and a riding lawn mower. At the bottom right of the graphic, the "sears" logo is displayed in a white, lowercase, sans-serif font.

## Example RPA “Value at a Glance” sheet

Use the RPA “Value at a Glance” sheets to show what is covered under the typical manufacturer’s warranty versus what is covered under the RPA. Walk through each benefit so that your customers understand the outstanding value of the RPA.

Break the price down to a monthly value to demonstrate that the RPA is an affordable investment. All RPA Value at a Glance documents can be found on the Home Improvement Protection Agreement website, accessible via Season in a Box.

	Typical Warranty (24 Months)	Repair Protection Agreement (3/5 Years)
<b>Coverage Due to Normal Use</b> Provides complete coverage to all major components, including engine	Defects Only	YES
<b>Unlimited Service at No Charge for Parts &amp; Labor</b> No service fee for covered repairs Protection against Ethanol fuel	No	YES
<b>Non-technical calls</b> Customer instruct calls	No	YES
<b>Product Replacement</b> If a covered product cannot be repaired	No	YES
<b>Fast Help By Phone</b> Non-technical and instructional assistance available 7 days a week, plus convenient repair scheduling	No	YES
<b>25% Discount on Non-Covered Repairs &amp; Installed Parts</b> Save on tune up	No	YES
<b>25% Discount on Non-Covered Parts purchased via PartsDirect</b> Cleaners, spark plugs	No	YES
<b>25% Reimbursement on Non-Covered Parts purchased at any Sears store</b>	No	YES



# DIGITAL BUSINESS CARD

The Digital Business Card enables you to not only manage your leads, but also communicate digitally with your customers.

## How Does This Affect You?

Many times customers will choose to buy today and most customers purchase within three days of looking. In cases where the customer does not buy today, you must be able to capture information that will help you follow up with your customer. When you complete the customer preference notepad/discovery guide and use the Digital Business Card as a closing tool, you'll be able to take the customer out of the marketplace and away from the competition.

The image shows a 'Discovery Information' form from Sears. It includes sections for 'Tractor' and 'Mower' with various specifications like 'Horsepower', 'Fuel', and 'Engine type'. There is also a 'Specialty Power' section. The form is designed to capture detailed customer preferences for power equipment.

## SYSTEM ACCESS

Access to the Digital Business Card can be found at:

- In-store Find-it-Center — All-in-One page (Associates tab)
- All Associate Websites (typically found on the left navigation)

## Lead Capture/Integration into Sales Presentation

- Gather your customer's information by using the Customer Preference Pad.
- Reinforce the Craftsman Price Guarantee (CPG). Offer to research the competition via the Craftsman Price Comparison tool via Sears.com if they are considering shopping other retailers. Finally, discuss our Price Matching Policy.
- Create or update the lead in the Digital Business Card or SHOPsears application within Digital Journey Stores.

The image shows a screenshot of the 'Digital Business Card' application interface. It displays a 'New Lead' form with fields for 'Lead Date', 'Email', 'Account Number', and 'State'. Below this, there are sections for 'Customer Information' and 'Product Information', including fields for 'Customer Phone', 'Product Name', 'Price', and 'Address'. The interface is designed for quick data entry and lead management.

When inputting a new lead, be sure to fill in all the required customer info fields, as well as each of the products reviewed or purchased.

- Send a Shopping Recap or offer the customer an eReceipt (whichever is appropriate).

## **Sample Dialogue**

Here is some sample dialogue to help you encourage the customer to allow you to take down their personal information for the Digital Business Card (or write it down on the Customer Preference Pad).

- “I understand, Mr. Customer, that you’d prefer to wait on making a decision until you’ve talked to your spouse.” The following E-mail Opt-In Statement must be asked before e-mailing: “I’d be happy to send you an e-mail recapping everything that we’ve looked at today. Additionally, we can send you offers and other information that may help you make your decision. Is that OK? You can share the e-mail with your spouse and talk about your options.”
- “Thanks for coming in today! Buying a new tractor can be a significant investment. I understand the need to shop around before making a final decision. In the meantime, could I get your name, e-mail address and phone number? That way, I can send you a Shopping Recap e-mail that will recap the specific products that we talked about.”

*Note: Before asking to send a Shopping Recap e-mail, discuss the use of the Craftsman Price Guarantee (CPG) for applicable products.*

## **FREQUENTLY ASKED QUESTIONS**

- Q. Does it matter which phone number I ask the customer for?  
A. Use the phone number associated with their SYWR account.
- Q. Do I still get paid commission if the customer purchases through the shopping recap link I sent them?  
A. Yes, as long as the customer purchases through Sears.com within 90 days and checks out using the same e-mail address the recap was sent to.
- Q. Can I send a Shopping Recap e-mail for products in Home Improvement?  
A. Yes, products in Lawn & Garden, Outdoor Living, Tools and Fitness are eligible.

## **Shopping Recaps and Digital Receipts**

### **WHEN DO I SEND A SHOPPING RECAP E-MAIL?**

- When you determine your customer will not be making a purchase decision today.
- Ask your customer for permission to send an e-mail recapping the products you’ve reviewed with them today. The following E-mail Opt-In Statement must be asked before e-mailing: “I’d be happy to send you an e-mail recapping everything that we’ve looked at today. Additionally, we can send you offers and other information that may help you make your decision. Is that OK?”
- Explain that this e-mail will include links to product specifications, customer reviews and available accessories to enhance the performance of the product.

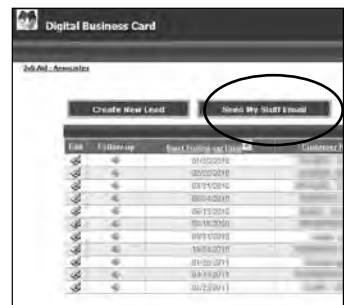
- Ask if you can follow up in the next few days to see if he or she has further questions or needs additional information.
- If your customer agrees, gather their name, telephone number and e-mail address in addition to the list of products that you presented:
  - Write this information on the Customer Preference Pad – or –
  - Enter it directly into the Digital Business Card or SHOPSEARS.
- Tell the customer that the e-mail will arrive in just a few minutes.
- Thank the customer and invite them to return to the store (or contact you directly) if they have any questions.

### **WHEN DO I CREATE A LEAD WITHOUT SENDING A SHOPPING RECAP E-MAIL?**

- If you have explained the Shopping Recap (as described above) and the customer indicates that they do not want/need an e-mail, ask for permission to follow up with a brief telephone call in a few days.
  - Some customers may not have an e-mail address to receive the Shopping Recap.
  - Others may simply not want to provide their e-mail.
- Assure the customer that the Shopping Recap is a one-time e-mail.
- If the customer is willing to provide a telephone number:
  - Write this information on the Customer Preference Pad – or –
  - Enter it directly into the Digital Business Card or SHOPSEARS.
- Follow up with the customer in a few days to ask for the sale.

### **WHEN DO I SEND A DIGITAL RECEIPT?**

- Every SYWR customer who purchases a product from you is eligible to receive a Digital Receipt.
- The Digital Receipt is designed for a customer who made a purchase within the store today.
  - The Digital Receipt is sent to the customer in replacement of (or in addition to) the paper receipt generated within the POS system.
  - This e-mail serves as a “Thank You” message and provides the customer with a digital record of their purchase.
  - Associates should offer the customer a Digital Receipt and process it through the register or the SHOPSEARS application as they normally would.



## BUY IT YOUR WAY!

Sears has many ways to help customers Buy It Your Way! If you include payment options in your conversations with customers, they'll know we offer the right way to help them get what they want, with many options to choose from. Read on for valuable information about all our payment options to help you serve customers better and close more sales!

### **Sears Payment Options**

Sears has three distinctly different payment options to help customers pay for their purchase:

#### **1. SEARS CREDIT CARDS (SEARS CARD AND SEARS MASTERCARD)**

**When to offer:** For all purchases.

**Why?** We always want to offer the Sears card to customers as the first payment type. If customers don't have a Sears card, we would like them to apply for either a Sears MasterCard or Sears Card.

#### **2. LEASING**

**When to offer:** In the following circumstances:

- If a customer is declined for a Sears card and a pre-approved offer for leasing from WhyNotLeaselt is presented through the POS.
- If a customer is not interested in applying for a Sears card, yet they want their merchandise today.
- If you determine the customer needs a smaller payment than what layaway provides.

**Why:** We want to provide Lawn & Garden customers with another way to pay that may better meet their financial needs, yet allows them to take home their merchandise today.

#### **3. LAYAWAY**

**When to offer:** If a customer is declined for a Sears Card or the customer doesn't need their items today.

**Why?** Nobody should walk out of Lawn & Garden for financial reasons and Sears Layaway gives you another financial tool to close the sale with your customers.

### **Sears Cards**

Sears Card and Sears MasterCard are the two types of Sears-branded credit cards you should always encourage your customers to use when shopping at Sears. ALWAYS be sure to ask the "May I" question.

#### **CUSTOMER BENEFITS FOR THE SEARS CARD/SEARS MASTERCARD**

**Ask customers, "May I put this on your Sears card?"** Then, talk about the great SYWR Sears card offer that SYWR members receive: "SYWR Members who use their Sears card earn 2% in SYWR Points for all their Sears purchases."

Talk up up any special savings offers that are currently running for card members (e.g., 5% instant savings or 12 months special financing for power Lawn & Garden purchases over \$299 with Sears card).

**If the customer does not have a Sears card, then you can**

**ask:** “Did you know you can save \$15 if you’re approved for a Sears MasterCard today? All it takes is a valid photo ID and a few minutes of your time.”

Customer Benefits	Sears Card	Sears MasterCard
<b>\$ off first purchase</b>	\$10	\$15
<b>Special savings offers for card members</b> (e.g., 5% instant savings or 12 months special financing for power Lawn & Garden purchases over \$299 with Sears card)	Yes	Yes
<b>SYWR members who use their card earn 2% in Points for all Sears purchases</b>	Yes	Yes
<b>No annual fee</b>	Yes	Yes
<b>Use it anywhere MasterCard is accepted</b>		Yes
<b>Offers a higher line of credit</b>		Yes

**DON'T FORGET...**

Check your Weekly Ad Calendar for the most up-to-date Sears card credit offer. The customer may qualify for:

- Special financing (no interest) promotions (e.g., 12 months special financing)
- An additional percentage off when using the card (e.g., 5% instant savings)
- SYWR Points or an Award card

***Leasing***

Explain to customers that we have a lease-to-own program through WhyNotLeaselt where credit is not required and customers can take their merchandise home today. All you need from the customer is a first payment on a debit or credit card.

**CUSTOMER BENEFITS OF LEASING:**

- No credit required
- Customers can take merchandise home today with a minimal payment
- Gives them options to:
  - Own the merchandise after minimum payment terms
  - Extend the payment terms
  - Return merchandise to WhyNotLeaselt

**1. If the customer applies for a Sears card and is declined, the POS system may offer a “Lease” option. If the customer qualifies, say,** “While we were unable to approve your request for a Sears card, you have been preapproved for a lease through WhyNotLeaselt. This is our leasing program that allows you to take the product home today. All I need is your first payment on a debit or credit card. Would you like to take home your merchandise today under the lease-to-own program?”

**2. If the customer is not interested in applying for a Sears card, yet they want their merchandise today, say,** “Our lease-to-own program allows you to take your merchandise home today with no credit required, minimal information and a low first payment. Would you like to take home your merchandise today under the lease-to-own program?”

### ***HELPFUL TIPS FOR SUCCESSFUL LEASING SALES***

- Ensure that the customers make their first payment with a debit or credit card
- Use the leasing calculator to calculate the customer’s lease payments and total cost to own so that he/she clearly understands the terms
- Explain the leasing options to make sure they know they have choices
  - They can own the merchandise after minimum payment terms
  - Extend the payment terms
  - Return merchandise to WhyNotLeaseIt

### ***Layaway***

Always tell your customer how easy it is to use Sears Layaway to get the things they want or need. Sears Layaway allows customers to reserve merchandise at today’s low prices and take their items home once the Layaway contract is paid in full. Customers can initiate a Layaway contract either in store or online.

### ***CUSTOMER BENEFITS OF LAYAWAY:***

- Lock in today’s prices.
- Pay no interest.
- Pay over time (standard eight week option or 12 week option on purchases of \$400 or more).

If you determine the customer doesn’t need the merchandise today, or if the customer was declined for a Sears card application, ask: “Would you like to put this on Layaway today?”

**Then, explain why:** “For as little as \$5 and a small down payment, you can lock in today’s low prices and pay no interest while we hold your merchandise for you at today’s price. Then, you can pay it off over time with no interest!”

### ***How About That!***

Helpful tips for selling Layaway:

- Use the Sears Layaway brochure and “Buy it Your Way” slide rule to explain how simple and convenient the program actually is.
- Use Layaway as a tool to help the customer trade up, or to bundle multiple items.
- Don’t forget to mention ease of payment to the customers. They can even make their Layaway payments online!

### ***Key Activities to Ensure Successful Layaway Sales***

- Always make sure the Layaway signs are up throughout the department.
- Always keep Sears Layaway brochures readily available.
- Be aware of the most important selling seasons so you can offer your customers the Layaway option far enough in advance of the event.

## OVERCOMING OBJECTIONS

Remember, an objection is simply a request for more information. At any time during the selling interaction you need to be prepared to handle an objection.

This is your opportunity to help customers learn more about the product and the total value this potential purchase represents. Take the time to listen to their objections and guide them through the following process. Be alert to buying signals.

If the objection comes up during the close, then “Ask for the Sale” after the objection is handled. If not, and the customer is not ready to buy, then continue with your interaction.

### You will want to:

- Clarify their objections by asking open-ended questions.
- Respond by communicating that you understand their objection and then answer the concern/question.

### ***Why Do Customers Walk?***

We’ll work through some of these reasons so you can be prepared for any selling situation.

#### **ASSOCIATES ARE NOT ASSERTIVE OR CONFIDENT**

- They don’t take control of the sale
- They don’t tie customer wants/needs to product benefits
- They allow the sale to drift, are unfocused and don’t take control of the close
- They don’t relate to the customer (i.e., ask a customer, “How will you use the pressure washer around the house?”)

#### **ASSOCIATES DON’T HANDLE OBJECTIONS FROM CUSTOMER**

- Objections may be customer perceptions, misunderstandings, lack of information or real obstacles. You can resolve many of these by simply listening to your customers and following the Sell Your Way process to help find their solutions.
- How do you recognize objections?
- Why is addressing each one important?
- How do you keep a positive attitude when addressing behaviors/barriers?

#### **COMMON MISCONCEPTIONS CUSTOMERS MAY HAVE:**

- “Everyone carries trimmers.”
- “Sears is always priced higher than other retailers.” Discuss the Craftsman Price Guarantee and the Price Match Policy.
- “Extended warranties and RPAs are the same thing.” Explain that RPAs offer services above and beyond those provided by a product’s warranty. Warranties usually only cover defects in materials and workmanship.

# SHOP YOUR WAY REWARDS PROGRAM

## *Program Overview*

SHOP YOUR WAY REWARDS<sup>SM</sup> (SYWR) was created for our customers as a way of saying “thank you” for shopping with us. Customers can join the program during their transaction by simply providing their name, e-mail address and zip code. With a valid e-mail address, they become a Bonus Member, which allows them great Bonus Member benefits such as eReceipts.



Customers have the choice to spend earned rewards on their next purchase, or they can accumulate rewards and save them for a future purchase. Participation in the SYWR program is free. Members will see their “earned” status on their sales receipt. Members may go online to ShopYourWay.com to create a profile, view special offers, view purchase history, add transactions, customize their PIN (required to redeem) and much more!

## *Enrollment Is Easy*










Customers who are at least 13 years of age can enroll in our program at Point-of-Sale in most Sears & Kmart locations. Customers who live in the United States, Mexico and Puerto Rico are eligible to enroll (not currently accepting enrollments from Canada residents). All Sears Holdings Associates and immediate family members must flag themselves as an Associate during enrollment. For enrollment, a customer will need to provide first name, last name, ZIP code and a valid e-mail address.

Once enrolled, Members will receive their membership ID and personal identification number (PIN) through e-mail. Remember, the PIN is required to redeem Points.



**Reminder:** All new enrollments must have an e-mail address. If a customer cannot provide an e-mail address, they cannot be enrolled in the program.



<b>Member Benefits</b>		<b>Bonus Member</b> <small>(with a valid email address)</small>	<b>Base Member</b> <sup>†</sup> <small>(with a mobile number only)</small>
 Earn 10 Points for every \$1 spent on qualifying purchases		<input type="radio"/>	<input type="radio"/>
 Earn and redeem Points at Sears, Kmart, Lands' End, Sears Auto Center, Sears.com, Kmart.com, Craftsman.com and myGofer.com		<input type="radio"/>	<input type="radio"/>
 Earn Points at Kmart Pharmacy and Sears Home Services		<input type="radio"/>	<input type="radio"/>
 Electronic receipt lookup		<input type="radio"/>	<input type="radio"/>
 Receive text Bonus offers when you opt-in to receive text messages*		<input type="radio"/>	<input type="radio"/>
 Access Member-only website		<input type="radio"/>	<input type="radio"/>
 Earn Bonus Points in-store and online		<input type="radio"/>	
 Receive Bonus Points offers by email and e-delivery of local store ads		<input type="radio"/>	
 Take advantage of eReceipts**		<input type="radio"/>	

<sup>†</sup> Includes existing Member without a valid email address. Message and data rates may apply. \*\* Available in most store locations.



### SHOPYOURWAY.COM

ShopYourWay.com is a great resource for you and for your customers. Here's just a few of the great things that can be found there:

- **Partners** — Did you know you could be earning SYWR Points at a variety of partners? Check out the Partners page on ShopYourWay.com.
- **Member Number or PIN** — Click the Forgot Your Member Number or PIN? link to receive either number.
- **Change existing PIN** to something that can be easily remembered.
- **Forgot to give your SYWR information** during a recent purchase, submit a Missing Transaction.
- **Want to save money**, check out available eCoupons.
- **Win Your Way** with Shop Your Way Rewards Contents & Sweepstakes.

# VIP PROGRAM

## What is the VIP Program?

The VIP program is a way for Sears to thank their best customers by providing them with even more offers. There are 3 VIP tiers:

- VIP Silver — spend \$2,500
- VIP Gold — spend \$5,000
- VIP Platinum — spend \$10,000



## Who can qualify for the VIP program?

Any Shop Your Way Rewards Member in active standing will be able to qualify for VIP tiers, including employees.

## What benefits do Members get from being a VIP Member?

Some examples of VIP benefits include:

- Receipt lookup
- Baseline rewards
- Personalized cards
- Quarterly bonus point days
- Bi-annual savings book
- Cyber bonus point days
- Birthday bonus offer
- Dedicated customer relations phone number



### ***What is the difference between the VIP tiers?***

The more a Member spends over a year on qualifying purchases, the higher VIP tier they achieve and the better the benefits they enjoy. For example, the birthday bonus offer for VIP Silver Members is 5x points, VIP Gold Members 10x points and VIP Platinum Members 15x points.

### ***Does my VIP membership expire?***

Upon achieving tier status, Members maintain that status for the remainder of the current year and all of the following year (unless they subsequently qualify for a higher tier). For example, if a Member qualifies for VIP Silver in August 2011, they will maintain VIP Silver until the end of December 2012. Please remember, the Member must spend at least \$2,500 in the 2012 calendar year to maintain VIP Silver through the end of 2013.

### ***How will my Member know if they have reached VIP status?***

Ongoing Member communication, primarily through e-mail and personal web pages, provides updates to Members on their status.



# LOYALTY PROGRAMS

## *Craftsman Club*

Currently, there are over 10 million Craftsman Club® Members. Research shows that these customers are passionate about Craftsman tools, tend to buy high-end items and make frequent purchases. That makes Craftsman Club Members some of our most important customers for items in Lawn & Garden and Tools. In fact, we have the highest response rate from our Craftsman Club Members on lawn and garden promotions.



### **BECOMING A CRAFTSMAN CLUB MEMBER**

Joining Craftsman Club is simple. You can ask your customers if they're already a member, and if not, ask if they would like to join Craftsman Club and start receiving the many benefits of membership. There are several easy ways to register:

- Call the Craftsman Club line for your customers and sign them up in the store.
- Walk them to the in-store web station and click "Craftsman Club."
- Go to Craftsman.com to enroll them.
- If they would prefer to register themselves, you can give them the Club phone number **(1-800-682-8691)** or suggest they go to [craftsman.com/craftsmanclub](http://craftsman.com/craftsmanclub). They simply need to provide their name, phone number, mailing address and e-mail address.

### **BENEFITS OF BECOMING A CRAFTSMAN CLUB MEMBER**

Craftsman Club Members receive monthly mailers either by e-mail or online, and they even get special member prices during Club Saver Days. Other advantages for Club membership include: **New Tool Announcements** — Members are the first to hear about new Craftsman tools and lawn & garden equipment, along with new innovations to improve current tools.

**Exclusive Deals and Savings** — Members get advance notice of big sales and exclusive special offers — in addition to the special pricing they already get during Club Saver Days.

**Expert Tips** — Members can get expert advice about the right kind of tool to choose for a particular task and other helpful tips that can make the job easier and more precise.

**Projects** — Customers can find basic plans, materials and procedures for using Craftsman tools to complete popular projects.

**Member Spotlight** — Some of the best and most interesting projects that Club Members have completed using Craftsman tools are featured, with photos and descriptions of the project included to share with other Club Members.

**Monthly Newsletters** — Customers get a free, exclusive monthly Craftsman Club newsletter full of special offers, product information, expert tips and cool projects.



## SEARS ADVANTAGES

It is well known that Sears has an outstanding selection of lawn & garden products; nearly anything your customers need, you can provide. But the real advantage that Sears has is what we can give our customers beyond the sale. By utilizing all of the available services at Sears, you can offer your customers The Total Solution and meet their every need.

Repair Protection Agreements, Sears PurchaseProtect and Parts and Services are services that our customers value when they are purchasing lawn & garden equipment. With these services, your customers can rest assured that their purchase will not only fulfill their current requirements, but also benefit them for years to come.

### Repair Protection Agreements (RPA)

Repair Protection Agreements cover your customers' purchases above and beyond the manufacturers' warranties. It is wise and valuable coverage that every customer should consider purchasing, and it's extremely important for you to provide them with all of the pertinent information as you present them with the product.

- RPAs offer your customers peace of mind.
- They go beyond the manufacturer's warranty to protect your customer from unexpected repair needs.
- All functional failures due to normal use are covered — no exclusions.
- Customers get expert service by our professional repair specialists.
- They provide comprehensive protection from normal wear and tear.
- Customers can have unlimited service calls on covered repairs at no extra charge and with no hidden fees.
- Customers will have the product replaced if the covered product cannot be fixed due to unavailability of parts.
- Convenient in-home service is available on tractors, snow throwers and rear-tine tillers.
- Nontechnical and instructional assistance is available by phone.



Protect your new purchase with a

### Repair Protection Agreement

Worry-free protection against unexpected breakdowns and repair needs.

- Expert service by our 10,000 professional repair specialists.
- Unlimited service and no charge for parts and labor on all covered repairs including normal wear and tear.
- Product replacement if the covered product cannot be fixed.
- Fast help by phone—non-technical and instructional assistance plus convenient repair scheduling.
- 10% discount off regularly priced service the Agreement doesn't cover—severe Premature Maintenance Checks—plus related installed parts.
- Renewable, transferable and varying contract terms offer maximum flexibility.

Get your Repair Protection Agreement! Just Ask a salesperson or call 1-800-4-MY-HOME!

Some restrictions and exclusions apply. See Sears Protection Agreement Terms & Conditions or inquire with a salesperson for details.

Item Price	SEARS PROTECT	SEARS PROTECT PLUS	SEARS PROTECT PLUS PLUS
\$200.00	\$4.99	\$5.99	\$6.99
\$200.01 - \$499.99	\$9.99	\$11.99	\$13.99
\$500.00 - \$999.99	\$14.99	\$17.99	\$19.99
\$1,000.00 - \$1,499.99	\$19.99	\$23.99	\$25.99
\$1,500.00 - \$1,999.99	\$24.99	\$29.99	\$31.99
\$2,000.00 - \$2,499.99	\$29.99	\$35.99	\$37.99
\$2,500.00 - \$2,999.99	\$34.99	\$40.99	\$42.99
\$3,000.00 - \$3,499.99	\$39.99	\$45.99	\$47.99
\$3,500.00 - \$3,999.99	\$44.99	\$50.99	\$52.99
\$4,000.00 - \$4,499.99	\$49.99	\$55.99	\$57.99
\$4,500.00 - \$4,999.99	\$54.99	\$60.99	\$62.99
\$5,000.00 - \$5,499.99	\$59.99	\$65.99	\$67.99
\$5,500.00 - \$5,999.99	\$64.99	\$70.99	\$72.99
\$6,000.00 - \$6,499.99	\$69.99	\$75.99	\$77.99
\$6,500.00 - \$6,999.99	\$74.99	\$80.99	\$82.99
\$7,000.00 - \$7,499.99	\$79.99	\$85.99	\$87.99
\$7,500.00 - \$7,999.99	\$84.99	\$90.99	\$92.99
\$8,000.00 - \$8,499.99	\$89.99	\$95.99	\$97.99
\$8,500.00 - \$8,999.99	\$94.99	\$100.99	\$102.99
\$9,000.00 - \$9,499.99	\$99.99	\$105.99	\$107.99
\$9,500.00 - \$9,999.99	\$104.99	\$110.99	\$112.99
\$10,000.00 - \$10,499.99	\$109.99	\$115.99	\$117.99
\$10,500.00 - \$10,999.99	\$114.99	\$120.99	\$122.99
\$11,000.00 - \$11,499.99	\$119.99	\$125.99	\$127.99
\$11,500.00 - \$11,999.99	\$124.99	\$130.99	\$132.99
\$12,000.00 - \$12,499.99	\$129.99	\$135.99	\$137.99
\$12,500.00 - \$12,999.99	\$134.99	\$140.99	\$142.99
\$13,000.00 - \$13,499.99	\$139.99	\$145.99	\$147.99
\$13,500.00 - \$13,999.99	\$144.99	\$150.99	\$152.99
\$14,000.00 - \$14,499.99	\$149.99	\$155.99	\$157.99
\$14,500.00 - \$14,999.99	\$154.99	\$160.99	\$162.99
\$15,000.00 - \$15,499.99	\$159.99	\$165.99	\$167.99
\$15,500.00 - \$15,999.99	\$164.99	\$170.99	\$172.99
\$16,000.00 - \$16,499.99	\$169.99	\$175.99	\$177.99
\$16,500.00 - \$16,999.99	\$174.99	\$180.99	\$182.99
\$17,000.00 - \$17,499.99	\$179.99	\$185.99	\$187.99
\$17,500.00 - \$17,999.99	\$184.99	\$190.99	\$192.99
\$18,000.00 - \$18,499.99	\$189.99	\$195.99	\$197.99
\$18,500.00 - \$18,999.99	\$194.99	\$200.99	\$202.99
\$19,000.00 - \$19,499.99	\$199.99	\$205.99	\$207.99
\$19,500.00 - \$19,999.99	\$204.99	\$210.99	\$212.99
\$20,000.00 - \$20,499.99	\$209.99	\$215.99	\$217.99
\$20,500.00 - \$20,999.99	\$214.99	\$220.99	\$222.99
\$21,000.00 - \$21,499.99	\$219.99	\$225.99	\$227.99
\$21,500.00 - \$21,999.99	\$224.99	\$230.99	\$232.99
\$22,000.00 - \$22,499.99	\$229.99	\$235.99	\$237.99
\$22,500.00 - \$22,999.99	\$234.99	\$240.99	\$242.99
\$23,000.00 - \$23,499.99	\$239.99	\$245.99	\$247.99
\$23,500.00 - \$23,999.99	\$244.99	\$250.99	\$252.99
\$24,000.00 - \$24,499.99	\$249.99	\$255.99	\$257.99
\$24,500.00 - \$24,999.99	\$254.99	\$260.99	\$262.99
\$25,000.00 - \$25,499.99	\$259.99	\$265.99	\$267.99
\$25,500.00 - \$25,999.99	\$264.99	\$270.99	\$272.99
\$26,000.00 - \$26,499.99	\$269.99	\$275.99	\$277.99
\$26,500.00 - \$26,999.99	\$274.99	\$280.99	\$282.99
\$27,000.00 - \$27,499.99	\$279.99	\$285.99	\$287.99
\$27,500.00 - \$27,999.99	\$284.99	\$290.99	\$292.99
\$28,000.00 - \$28,499.99	\$289.99	\$295.99	\$297.99
\$28,500.00 - \$28,999.99	\$294.99	\$300.99	\$302.99
\$29,000.00 - \$29,499.99	\$299.99	\$305.99	\$307.99
\$29,500.00 - \$29,999.99	\$304.99	\$310.99	\$312.99
\$30,000.00 - \$30,499.99	\$309.99	\$315.99	\$317.99
\$30,500.00 - \$30,999.99	\$314.99	\$320.99	\$322.99
\$31,000.00 - \$31,499.99	\$319.99	\$325.99	\$327.99
\$31,500.00 - \$31,999.99	\$324.99	\$330.99	\$332.99
\$32,000.00 - \$32,499.99	\$329.99	\$335.99	\$337.99
\$32,500.00 - \$32,999.99	\$334.99	\$340.99	\$342.99
\$33,000.00 - \$33,499.99	\$339.99	\$345.99	\$347.99
\$33,500.00 - \$33,999.99	\$344.99	\$350.99	\$352.99
\$34,000.00 - \$34,499.99	\$349.99	\$355.99	\$357.99
\$34,500.00 - \$34,999.99	\$354.99	\$360.99	\$362.99
\$35,000.00 - \$35,499.99	\$359.99	\$365.99	\$367.99
\$35,500.00 - \$35,999.99	\$364.99	\$370.99	\$372.99
\$36,000.00 - \$36,499.99	\$369.99	\$375.99	\$377.99
\$36,500.00 - \$36,999.99	\$374.99	\$380.99	\$382.99
\$37,000.00 - \$37,499.99	\$379.99	\$385.99	\$387.99
\$37,500.00 - \$37,999.99	\$384.99	\$390.99	\$392.99
\$38,000.00 - \$38,499.99	\$389.99	\$395.99	\$397.99
\$38,500.00 - \$38,999.99	\$394.99	\$400.99	\$402.99
\$39,000.00 - \$39,499.99	\$399.99	\$405.99	\$407.99
\$39,500.00 - \$39,999.99	\$404.99	\$410.99	\$412.99
\$40,000.00 - \$40,499.99	\$409.99	\$415.99	\$417.99
\$40,500.00 - \$40,999.99	\$414.99	\$420.99	\$422.99
\$41,000.00 - \$41,499.99	\$419.99	\$425.99	\$427.99
\$41,500.00 - \$41,999.99	\$424.99	\$430.99	\$432.99
\$42,000.00 - \$42,499.99	\$429.99	\$435.99	\$437.99
\$42,500.00 - \$42,999.99	\$434.99	\$440.99	\$442.99
\$43,000.00 - \$43,499.99	\$439.99	\$445.99	\$447.99
\$43,500.00 - \$43,999.99	\$444.99	\$450.99	\$452.99
\$44,000.00 - \$44,499.99	\$449.99	\$455.99	\$457.99
\$44,500.00 - \$44,999.99	\$454.99	\$460.99	\$462.99
\$45,000.00 - \$45,499.99	\$459.99	\$465.99	\$467.99
\$45,500.00 - \$45,999.99	\$464.99	\$470.99	\$472.99
\$46,000.00 - \$46,499.99	\$469.99	\$475.99	\$477.99
\$46,500.00 - \$46,999.99	\$474.99	\$480.99	\$482.99
\$47,000.00 - \$47,499.99	\$479.99	\$485.99	\$487.99
\$47,500.00 - \$47,999.99	\$484.99	\$490.99	\$492.99
\$48,000.00 - \$48,499.99	\$489.99	\$495.99	\$497.99
\$48,500.00 - \$48,999.99	\$494.99	\$500.99	\$502.99
\$49,000.00 - \$49,499.99	\$499.99	\$505.99	\$507.99
\$49,500.00 - \$49,999.99	\$504.99	\$510.99	\$512.99
\$50,000.00 - \$50,499.99	\$509.99	\$515.99	\$517.99
\$50,500.00 - \$50,999.99	\$514.99	\$520.99	\$522.99
\$51,000.00 - \$51,499.99	\$519.99	\$525.99	\$527.99
\$51,500.00 - \$51,999.99	\$524.99	\$530.99	\$532.99
\$52,000.00 - \$52,499.99	\$529.99	\$535.99	\$537.99
\$52,500.00 - \$52,999.99	\$534.99	\$540.99	\$542.99
\$53,000.00 - \$53,499.99	\$539.99	\$545.99	\$547.99
\$53,500.00 - \$53,999.99	\$544.99	\$550.99	\$552.99
\$54,000.00 - \$54,499.99	\$549.99	\$555.99	\$557.99
\$54,500.00 - \$54,999.99	\$554.99	\$560.99	\$562.99
\$55,000.00 - \$55,499.99	\$559.99	\$565.99	\$567.99
\$55,500.00 - \$55,999.99	\$564.99	\$570.99	\$572.99
\$56,000.00 - \$56,499.99	\$569.99	\$575.99	\$577.99
\$56,500.00 - \$56,999.99	\$574.99	\$580.99	\$582.99
\$57,000.00 - \$57,499.99	\$579.99	\$585.99	\$587.99
\$57,500.00 - \$57,999.99	\$584.99	\$590.99	\$592.99
\$58,000.00 - \$58,499.99	\$589.99	\$595.99	\$597.99
\$58,500.00 - \$58,999.99	\$594.99	\$600.99	\$602.99
\$59,000.00 - \$59,499.99	\$599.99	\$605.99	\$607.99
\$59,500.00 - \$59,999.99	\$604.99	\$610.99	\$612.99
\$60,000.00 - \$60,499.99	\$609.99	\$615.99	\$617.99
\$60,500.00 - \$60,999.99	\$614.99	\$620.99	\$622.99
\$61,000.00 - \$61,499.99	\$619.99	\$625.99	\$627.99
\$61,500.00 - \$61,999.99	\$624.99	\$630.99	\$632.99
\$62,000.00 - \$62,499.99	\$629.99	\$635.99	\$637.99
\$62,500.00 - \$62,999.99	\$634.99	\$640.99	\$642.99
\$63,000.00 - \$63,499.99	\$639.99	\$645.99	\$647.99
\$63,500.00 - \$63,999.99	\$644.99	\$650.99	\$652.99
\$64,000.00 - \$64,499.99	\$649.99	\$655.99	\$657.99
\$64,500.00 - \$64,999.99	\$654.99	\$660.99	\$662.99
\$65,000.00 - \$65,499.99	\$659.99	\$665.99	\$667.99
\$65,500.00 - \$65,999.99	\$664.99	\$670.99	\$672.99
\$66,000.00 - \$66,499.99	\$669.99	\$675.99	\$677.99
\$66,500.00 - \$66,999.99	\$674.99	\$680.99	\$682.99
\$67,000.00 - \$67,499.99	\$679.99	\$685.99	\$687.99
\$67,500.00 - \$67,999.99	\$684.99	\$690.99	\$692.99
\$68,000.00 - \$68,499.99	\$689.99	\$695.99	\$697.99
\$68,500.00 - \$68,999.99	\$694.99	\$700.99	\$702.99
\$69,000.00 - \$69,499.99	\$699.99	\$705.99	\$707.99
\$69,500.00 - \$69,999.99	\$704.99	\$710.99	\$712.99
\$70,000.00 - \$70,499.99	\$709.99	\$715.99	\$717.99
\$70,500.00 - \$70,999.99	\$714.99	\$720.99	\$722.99
\$71,000.00 - \$71,499.99	\$719.99	\$725.99	\$727.99
\$71,500.00 - \$71,999.99	\$724.99	\$730.99	\$732.99
\$72,000.00 - \$72,499.99	\$729.99	\$735.99	\$737.99
\$72,500.00 - \$72,999.99	\$734.99	\$740.99	\$742.99
\$73,000.00 - \$73,499.99	\$739.99	\$745.99	\$747.99
\$73,500.00 - \$73,999.99	\$744.99	\$750.99	\$752.99
\$74,000.00 - \$74,499.99	\$749.99	\$755.99	\$757.99
\$74,500.00 - \$74,999.99	\$754.99	\$760.99	\$762.99
\$75,000.00 - \$75,499.99	\$759.99	\$765.99	\$767.99
\$75,500.00 - \$75,999.99	\$764.99	\$770.99	\$772.99
\$76,000.00 - \$76,499.99	\$769.99	\$775.99	\$777.99
\$76,500.00 - \$76,999.99	\$774.99	\$780.99	\$782.99
\$77,000.00 - \$77,499.99	\$779.99	\$785.99	\$787.99
\$77,500.00 - \$77,999.99	\$784.99	\$790.99	\$792.99
\$78,000.00 - \$78,499.99	\$789.99	\$795.99	\$797.99
\$78,500.00 - \$78,999.99	\$794.99	\$800.99	\$802.99
\$79,000.00 - \$79,499.99	\$799.99	\$805.99	\$807.99
\$79,500.00 - \$79,999.99	\$804.99	\$810.99	\$812.99
\$80,000.00 - \$80,499.99	\$809.99	\$815.99	\$817.99
\$80,500.00 - \$80,999.99	\$814.99	\$820.99	\$822.99
\$81,000.00 - \$81,499.99	\$819.99	\$825.99	\$827.99
\$81,500.00 - \$81,999.99	\$824.99	\$830.99	\$832.99
\$82,000.00 - \$82,499.99	\$829.99	\$835.99	\$837.99
\$82			

- Customers receive 25% off regularly priced noncovered repairs and related installed parts including tune-ups and preventive maintenance at their Service Center or in their home.
- Customers receive a 25% discount on the purchase of consumable parts — like filters and blades — ordered from Sears PartsDirect (1-800-252-1698).
- Customers receive a 25% Reimbursement on the purchase of non-covered parts and consumables purchased at any Sears store. Associates can sell the part in the store, earn commission, and your customer can call 1-800-927-7836 to receive reimbursement.

A successful way to integrate this important option into your presentation is to use the Home Services PRIDE approach. It will allow you to focus on the important benefits and it outlines the best methods for you to use when selling the agreement to your customers. Customers can then make an informed decision to purchase one.

**P**resent Enthusiastically to Every Customer

**R**ecommend at the Product First

**I**nstill Value with Real Life Examples

**D**ifferentiate Yourself and Sears

**E**ngage Digitally and Close the Sale



### ***Associate Protection Agreement Website***

The Lawn & Garden associate protection agreement website has been developed. The website is organized in a manner that makes it quick and easy for you to find training and tips on how to integrate protection agreements into the merchandise sale. Use the Protection Agreement link on the Home Improvement Associate site.

### ***Sears PurchaseProtect***

Sears PurchaseProtect is smart and convenient replacement coverage available on a wide range of non-gas-powered products. Eligible product is generally less than \$300 and is not serviced or repaired by our service organization. Electric blowers, trimmers, chainsaws and more benefit from comprehensive coverage.

- Price is always 15% of the merchandise selling price and will prompt at POS.
- Coverage is two years from the return policy for branded product and three years for Craftsman.
- All failures due to normal wear and tear are covered.
- If the product fails, the customer is issued a Sears gift card for the full purchase price plus tax.
- No exclusions or restrictions on gift card usage.
- SPP terms and conditions contain all the information a customer needs to file a claim and is a great sales aid for you to use when presenting the offer.

## ***Go Beyond the Sale with Sears Home Services***

Springtime is the peak season for lawn & garden preparation. Customers want to make sure their lawn mowers and tractors are running smoothly and maybe replace some worn parts on their equipment. You can let customers know that The Sears Parts and Service organization is the source for repairs and maintenance for products, whether they were purchased from Sears or another source! Sears Home Services is one of a kind — no other retailer is better at providing post-sale services completely through the life of a product.



**Parts and Repair Centers** — Sears Parts and Repair Centers offer many convenient and speedy options for customers. Customers can:

- Carry in a repair (such as mowers, line trimmers and pressure washers)
- Buy a part
- Take advantage of great deals on reconditioned merchandise

## ***Sears PartsDirect***

Most lawn & garden gas-powered and hand-held equipment is eligible for protection under a Repair Protection Agreement. Customers get added peace of mind that can keep their lawn & garden equipment in top working condition.

Customers looking for repair parts not carried in your store? You can help and earn 5% commission and contribute to your store to web goal along the way!

Over the past year, store associate commission payouts have SIGNIFICANTLY INCREASED as a result of adding the entire PartsDirect portfolio to Sears.com and introducing the Reserve & Pay feature (see below for the complete list of Reserve & Pay benefits). A lot of associates are taking advantage of the program and making more money on part sales! Don't miss out on this easy opportunity.

To access the PartsDirect portfolio through Sears.com, simply click on the "Parts & Services" department in the department list on Sears.com's homepage. You can search the same information as on the PartsDirect site today — by model number, part number,

## ***Call-Click-Come In***

There are four ways for customers to contact Sears Home Services:

1-800-4-MY-HOME (800-469-4663)

24/7 access at [sears.com/homeservices](http://sears.com/homeservices)

Visit a Sears Parts and Repair Center (Sears.com lists the store locations)

For troubleshooting issues (which can help to reduce unnecessary service calls), customers can call this consumer help line for lawn & garden assistance: 1-800-659-5917, seven days a week from 8 a.m.–11 p.m. (EST)



and bring up product schematics. We want to enable you to “Say Yes” to your parts customers, save them time and provide convenience while you build Customers for Life.

**Benefits of Reserve & Pay:**

- Customers can choose “Reserve and Pay” and pay for parts orders at POS while on an in-store web station.
- Customers can pay for a parts order using a Sears Gift card.
- Customers can pay for a parts order using PayPal.
- Customers can add non-parts and parts in the same checkout (for example, if your customer is buying a drill from Sears.com and parts from PartsDirect, they will only check out once).



## DELIVERY

Sears Delivery can deliver products and assemble/deluxe them prior to delivery, so customers can begin using their new products right away. Separate installation service is available for larger items, such as storage sheds and larger installations,\* that can often require special tools or a two-man crew.

*\*In select markets*

Our Delivery service has expanded customer communication options. Customers can now receive Electronic Delivery Confirmation. A confirmation e-mail will recap the merchandise purchased, delivery address, contact phone numbers and delivery date. You would be surprised at how many corrections we find and FIX before a missed delivery.

This e-mail will provide customers with important order tracking, measuring guidelines and online rescheduling options. Customers will continue to receive a phone call the evening prior to delivery with their two-hour time window and a 30-minute call ahead on the day of delivery. In early 2013, we will have the ability to send text messages to mobile devices. We're excited about the improved delivery communications! Be sure to ask EVERY customer for an e-mail address at the POS prompt for improved delivery notifications.



### ***Delivery, Deluxing and Haul-Away Guidance***

It's important for you to understand the guidelines for riding mower and tractor delivery service. With the bulk and large size of some lawn & garden equipment, customers may need help transporting their purchases. Sears Delivery not only moves the item from the distribution center to your customer's home, but it also ensures that the item is not damaged in the process. Delivery is great for purchases such as:

- Tractors
- Tractor attachments
- Storage buildings
- Wide-cut mowers
- And more!

We'll even haul away the customer's old tractor for a nominal fee.

Assembly is another way to offer help to customers who are purchasing a large item. Sears offers free tractor deluxing with every tractor that is being





delivered. Sears prefers to do the deluxing for our customers to ensure that the tractor they purchased is in top working condition before the customer starts using it. Tractor attachments purchased with the tractor are also eligible for assembly/deluxing at no charge. Tractor and tractor attachment deluxing is performed prior to the delivery date. **At the time of sale, it is important to ensure each item to be assembled is SCIM-coded as “Setup & Put in Place” (SCIM code 3/DOS code “C”) to schedule deluxing prior to delivery.**

**Please note that Delivery Teams cannot drive the customer’s tractor and perform or observe the first cut for him/her.**

Delivery Teams will assist customers before they perform their first cut by reviewing the following safety and operational features:

- Oil dipstick
- Air filter
- Fuel filter
- Oil filter
- Service minder light (every 50-hour reminder)
- Fuel tank
- Safety starting/seat functionality
- Choke/Throttle/Forward/Reverse positions
- Deck control
- Blade control

If the customer requests that their old tractor be hauled away, be sure to follow the Tractor Haul-Away Instructions. When the “haul-away” service is sold, the “haul-away” service request will print on the Delivery manifest instructing the Delivery Team to perform this service.



## DIGITAL JOURNEY

Digital Journey refers to our enhanced mobile technology tools on the sales floor. You will have greater resources available at your fingertips thanks to the iPad or iHeld you'll receive, along with Wi-Fi and a Guest network installed in stores.\* By taking this Digital Journey with us, you'll improve your own sales performance and help the company as well!



### WHAT IS IT?

To help you meet our customers' needs, provide superior service and work efficiently, digital devices (i.e., mobile wireless devices) are being used to support a growing number of customer interactions and store activities. Going forward, you'll have a modern electronic device on the sales floor to help you find and compare products, educate customers and so much more. In addition, we've upgraded our Wi-Fi network and created a Guest option so customers can get online with their smartphones or tablets.

Being able to use the apps and interfaces on your new devices will make you more productive and heighten our customers' experiences. Our ultimate goal is to build digital relationships with our customers. This will help give us a competitive advantage within the marketplace.



### WHAT'S AVAILABLE?

As of December 2012, about 400 stores have received shipments of iPads and iHelds and are currently using them. These devices will allow you to be more productive and build digital relationships with our customers. You'll have access to reports, tasks, associate information and several helpful apps, including SHC Connect, which provides you with the most common apps you'll need in one mobile place. SHC Connect is accessed from the main app menu on the iHeld or iPad. Simply click on the SHC Connect icon. You will find the Lawn & Garden information in the Reference Application, which will connect you with important selling information, as well as a link to HI SCORE (your personal metrics), customer facing videos and sales information.

*\*iPads, iHelds and Wi-Fi available in select stores.*



### WHAT'S TO COME?

Many more stores will receive new devices in 2013. In addition, plenty of apps will be added to make your job even easier!



### WHERE ARE RESOURCES?

You can read all about Digital Journey, including breaking news, apps, upgrades, policies and procedures, at Digital Journey University, located in the Reference Application.



There are also two Pebble groups where you can access additional information and helpful tips. The Digital Journey Pebble group contains feedback from associates, and the SHC Digital Leader Pebble group contains tips and tricks from the store technology experts. All three resources provide great ways to stay connected and up to date on Digital Journey!



## SHOPSEARS

SHOPsears is an app designed to help you assist your customers in finding the right products and obtaining The Total Solution.

### WHAT DOES SHOPSEARS DO?

SHOPsears is a great way for you to help your customers find the products they need. When your customers ask for your assistance in finding the right product for them, you can open the SHOPsears app on your tablet.

Once there, you can search for specific products by name, model number, division/ item number, or you can do a search by department and filter the results based on your customers' needs.

### COMPARE

One of the most beneficial features of SHOPsears is the compare option. When viewing a list of products, you can click on a few to highlight them, and then click Compare Products. It's a perfect way for customers to see how one product stacks up against the other, which can make their decision easier to make. Please note when using a tablet PC, the Compare to Competition feature is made available via the Craftsman Comparison Tool on Sears.com product pages.

### FILTER

When you search for products through the Discover Products path, you can narrow the products by using filters. On the search results screen, just scroll down and tap on "Narrow Your Results". You can even select multiple categories for each filter! **For example, when searching for tractors, you can search by transmission type, engine power, engine brand and more.**

### CHECK AVAILABILITY

When you find products that interest your customers, you can check the earliest available delivery date by tapping the Delivery button and entering the customer's zip code. You can also arrange to order products for a future pickup at the MPU. SHOPsears will also support Transfer Sales if the product is available in another store. All of this information is available at your fingertips!



## **SHOPPING RECAPS**

You have a great opportunity to provide your customer with excellent service by sending them a Shopping Recap of the key products you discussed. This recap will provide the customer with an image of the product and key information such as size, type, brand, specifications, price and more.

Another great aspect is that you can enter notes specific to each product to remind the customer about key features you discussed. The recap can be sent to the customer in either English or Spanish.

You can create recaps for customers based on the search process, and then send those recaps to your customers and retain them for your records. That way if they need time to think it over, you can resume the sales process at a later date. There is also a notes section on the recap screen specifically for you.

Use this area to capture trigger points about your interaction with the customer so that when they call or come back into the store, this will help jog your memory about the discussion you previously had in the store. If the customer chooses to purchase from Sears.com after receiving the Shopping Recap, the associate who sent the Recap will receive full commission for the sale if purchased within 90 days of the Recap date.



Recap ID	Customer Name	Status
10/30/2011	YOSHIMI YUTSUNE	New
11/13/2011	GOSSET KIRK	In Progress
11/13/2011	GOSSET KIRK	In Progress
11/17/2011	Gage Kirk	New
11/18/2011	Gage Kirk	In Progress

## **RECENT ENHANCEMENTS!**

Beginning in January, we will enhance the SHOPsears app to enable customer checkout. At that point, you will be able to sell the customer a product, all the accessories, Protection Agreements, Delivery and Installation — all through the iPad. Imagine being able to do all of the selling and POS process while the customer is interacting with the product!

## **RESOURCES**

For more information on the SHOPsears app, access the User Guide via <http://learningportal.intra.searshc.com/training/retail/sears/shopsears/index.shtml> or through the Help button on the Home page of the app. There are some videos and quick reference guides to help you along. It's updated often to keep you current.



# REFERENCE APPLICATION

The Reference Application has replaced Season in a Box and is the new and improved single location for all of your Lawn & Garden information needs. The Application is easy to navigate and filled with sales support information, news, training and other great content. The Reference Application can be accessed from SHC Connect (see below).



**Click on SHC Connect**  
Begin by tapping on the SHC icon



**Click on the Reference icon**



*Help guide*

*Custom set your departments*

*Swipe left and right here to move pages on Tablet/iHeld*

*Department's information bars. Click on bar to get data, scroll up and down to see more*



*Back to SHC Connect*

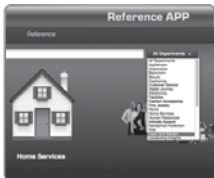
*Select department to search/Search Bar*

*Department icons (Click image to see department's info.)*

*Click on green arrows to get more information*

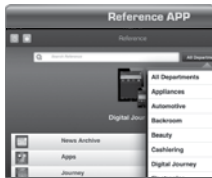
**Reference provides quick access to information. Reference documents are best viewed on tablets, kiosks and PCs, and they can be viewed on iHeld.**

## Here are some of the benefits of the Reference Application:



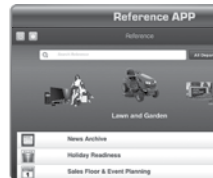
**All content in one place**

*Access to all information in one portal with easy navigation.*



**Improved Search feature!**

*Do a quick search to find the information you need quicker.*



**Season in a Box**

*All information from Season in a Box is now located on the Lawn & Garden landing page.*



**View or read and enjoy!**

*The content that you want quickly and easily.*

**Plus:**

- Inventory information
- Presentation standards
- ML books
- Product information
- Selling strategy by line
- Consumer buying guides
- Step-up sheets
- Value at a glance sheets by line
- Links to Game-on and HI Score.







## LAWN & GARDEN PRODUCTS

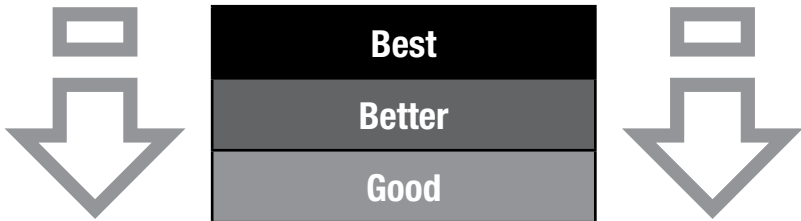
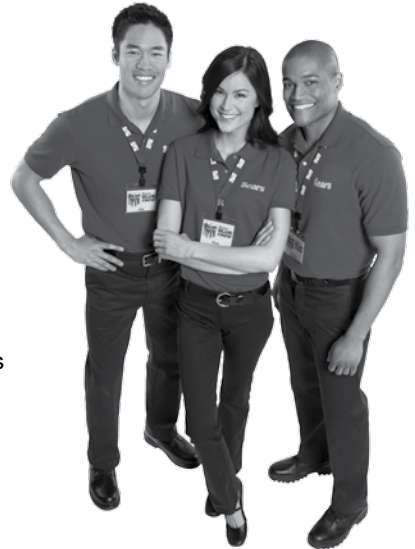
The following product pages provide a great deal of information about popular Lawn & Garden items and how to sell them. You'll learn all about mowers, tractors, pressure washers, tillers, generators, outdoor storage and more, and you'll be better prepared to explain to your customers which products are right for them and why. You will also learn how Nobody Beats Craftsman products in performance, durability and price.

### ***Selling Tips***

During the Discover Phase, try to uncover not only your customers' needs, but also their wants or desires. See if they're open to enjoying features that they don't necessarily have to have, but may want. In most cases, it's been a while since a customer has made this type of purchase. Be sure to share new features, benefits and innovations.

Always give them options; let them know what's out there. Don't lock them into a particular model too early. If they have time, let them explore a little — the more involved they become with our products the more they may decide they would like to have certain comfort items or convenience features.

Whenever possible, start with our "Best" models in the product category, and let the customers know which features and benefits they will lose if they trade down to a less fully featured model. Once you reveal our offerings, let it be up to the customer to decide what they want.





# TRACTORS

Tractors are a solution for those who want to minimize the time and effort spent mowing and maintaining their property. Besides getting lawn care done faster and easier, a tractor is also a versatile vehicle for gardening, hauling, snow removal and more. Customers also buy a tractor for style, and with a tractor from our lineup, your customers will be the envy of the neighborhood.\*

Remember the color trade-up structure that we have established:

- Black = Best
- Red = Better
- Gray = Good

When you qualify a lawn tractor customer, you start at the best lawn tractor, which will be black.

Here are some other things you can expect for 2013:

- We're adding a 54" Craftsman zero-turn (#25061) in 2013, with the goal of making Craftsman more competitive in the zero-turn market.
- We'll continue with the Craftsman Exclusive TURN TIGHT™ technology, which is tested and substantiated to deliver an industry-leading 6" turning radius. It's a great feature on all of our yard and garden tractor series tractors (you'll read more about that later).
- We'll continue to offer the Craftsman Limited Lifetime Front Axle Warranty — at no additional cost to the consumer. This, too, is a Craftsman Exclusive.
- We're improving the lawn tractor lineup by adding a new Craftsman tractor with a 46" deck that will feature a 22-HP KOHLER engine and a hydrostatic transmission (#28915 49-state, #28889 California).
- We'll also be re-launching the Craftsman LT1500 (grey) with a proven Craftsman 420cc engine sure to make the Craftsman lineup even more competitive (#28882 49-state, #28887 California).



#28861



## Buyer's Picks

These tractors will be our focus items for the 2013 season and will never be out of stock:

1. #28851, TURN TIGHT Yard Tractor
2. #28852, TURN TIGHT Yard Tractor (California, #28862)
3. #28856, TURN TIGHT Yard Tractor (California, #28866)
4. #28857, TURN TIGHT Yard Tractor
5. #28858, TURN TIGHT Yard Tractor (California, #28863)



- A commitment to be in stock EVERY day on the Buyer's Pick tractor!
- Our Buyer's Picks have our customers' most popular features!

\*The assortment in California will vary from the national assortment. Some of this training for tractors will not be applicable.

**Buyer's Picks (cont'd)**

The Buyer's Pick tractors have a natural attachment rate for the following tractor attachments and accessories (Buyer's Bundle), in addition to the Protection Agreement. These attachments will never be out of stock:

1. 2-Bin Bagger
2. Mulch Kit
3. Dual Bar Bumper



- A commitment to be in stock EVERY day on the three most important accessories/attachments sold with the Buyer's Pick.
- An everyday additional discount on the attachments/accessories if the customer buys all three.

**FOR QUICK REFERENCE,  
HERE IS THE FIT-UP CHART:**

Buyer's Pick: Tractors	Buyer's Bundle: Attachments		
	Bagger	Mulch Kit	Bumper
#28851	#24891	#33742	#24612
#28852 (#28862 CA)	#24903	#33746	#24612
#28856 (#28866 CA)	#24891	#33742	#24612
#28857	#24903	#33746	#24612
#28858 (#28863 CA)	#24917	#24154	#24612

Be sure to sell the Buyer's Bundle with every Buyer's Pick tractor you sell!

**SPECIAL  
OFFER  
AVAILABLE!**

**Nobody Beats Craftsman****LEGENDARY PERFORMANCE**

- Turn Tight™ Technology 6" turning radius
- The Most Reliable Start (MRS) spark plug
- Briggs & Stratton Platinum engines qualified for a 25% longer engine life\*

\*When compared to the expected life standards of a Briggs & Stratton Intek™ with XRD™ engine.

**LASTING DURABILITY**

- Lifetime Cast-Iron Front Axle Warranty (found on select lawn tractors, as well as all yard and garden tractors)
- 10-year Steel Front Axle Warranty (found on select lawn tractors)
- 2-year warranty (3-year warranty on tractors #28861 and #28867)

## **LOWEST PRICE GUARANTEE**

We have the lowest price. Find a lower price on a tractor, mower or line trimmer at your local Lowe's or The Home Depot store and we'll match it plus give you up to \$100 in points (100,000 points).

See page 12 for more details about this great offer.

## ***Key Selling Points***

**Large Selection** — Sears has the largest selection of tractors from the No. 1 brand in Lawn & Garden: Craftsman.

**Tractor Attachments** — Sears offers a large attachment selection, with more than 60 attachments available in store and for delivery and another 300 online. Attachments create versatility for the tractor, making it more valuable to your customer. Tractor attachments are a way for you to build a relationship with your customer for the life of the tractor. Attachments with universal hitch pins can be used with **any brand** of tractor.

**Delivery** — Customers can get their tractors and attachments delivered quickly, professionally deluxed and assembled, and ready to ride. We will also haul away a customer's old tractor (for an additional fee).

**Service** — Sears is the only retailer able to offer a national service organization that offers free in-home warranty service. If your customer moves, they can still receive the same level of professional service they do today.

## ***Sears Advantages***

Sears is a leader in market share for tractors. Innovation, quality and value continue to be the key Craftsman brand advantages.

Every Craftsman tractor is built to Sears' specifications and must pass rigorous tests in our lab.

Sears offers America's broadest selection of tractors powered by either Briggs & Stratton (B&S), KOHLER or Craftsman engines.



## 2013 Craftsman Tractor Improvements

- Lawn tractors now have a Craftsman tractor with a hydro transmission and a KOHLER engine.
- New LT1500 (grey) with a Craftsman brand 420cc engine.
- New 54" Craftsman Zero-Turn tractor.
- New redesigned RER tractor (simplified connection of the discharge chute with the interlock switch).



#28915

## TRACTOR SELLING STRATEGIES

### Qualify the Customer's Needs With Your Discover Questions:

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Size of yard?</li> <li>• Type of terrain?</li> <li>• Uses for tractor?</li> </ul> | <ul style="list-style-type: none"> <li>• Transmission type?</li> <li>• Fenced yard with gate?</li> <li>• California resident?</li> </ul> |
|--|--|

### Narrow to Product Segment:

- |   |   |
|---|---|
| <p><b>Use:</b></p> <ul style="list-style-type: none"> <li>• Discover questions</li> <li>• Marquee signs</li> <li>• Product Finder on Sears.com</li> </ul> | <p><b>To determine the type of tractor needed:</b></p> <ul style="list-style-type: none"> <li>• Lawn tractor</li> <li>• Yard tractor</li> <li>• Garden tractor</li> <li>• Zero-turn tractor</li> <li>• Small yard solution</li> </ul> |
|---|---|

### Narrow to Specific Product:

- Then show the customer the most fully featured tractor in that group.
- Explain the features and benefits.
- Explain the trade-offs as the customer eliminates features and you step down to lower featured models in the product group.
- Craftsman has simplified the tractor assortment in a Best-Better-Good format using colors: Black=Best (Bigger Decks\*, More Horsepower\*, Electric Blade Engagement\*), Red=Better (Bigger Decks\*, More Horsepower\*, Upgraded Transmissions, TURN TIGHT, Cast Iron Front Axles), Gray=Good (Steel Front Axle with 10-year Warranty, 18" Turning Radius).

*\*Available on select models.*

### Craftsman Price Guarantee:

Sell the Craftsman Price Guarantee vs. The Home Depot and Lowe's

### Innovation:

Tell the customer about TURN TIGHT™ innovation on select tractors (6" turning radius is tightest in the industry).

### Accessories and Attachments:

- Offer attachments and accessories to complete the sale based on the customer's needs.
- Use the marquee sign to show the different types of tractor attachments.
- Use the Online Sears Parts Finder available at Manage My Life.

### Top Accessories:

- Bagger (fit up to deck size)
- Mulch kit
- Bumper (customer selects color/finish)
- Attachment of choice (per use)
- Belt, blades and filters (oil and air)

### Repair Protection Agreement:

Use the Value at a Glance Sheet when you offer a Repair Protection Agreement to complete the sale.



## ***Qualify the Customer's Needs — Detail***

Discover questions help you learn what the customer wants by actively listening. You must pay close attention to what your customers are saying and respond by asking questions to ensure full comprehension. Having a conversation with your customers is the key to assisting them in making their purchase decision.

Here are the discover questions you should be using for tractor customers.

### **Have you done any online research?**

- If your customer answers either “yes” or “no,” ask, “May I show you the Sears Online Finder?”
- If they answer “yes,” take them to the Sears Online Finder and proceed through the online process.
- If they answer “no,” proceed with the discover questions that will lead to the right products for the customer’s need.

### **Have you owned a tractor before?** Ask about likes and dislikes.

- Did they like its comfort features?
- Did they like the tractor’s handling and capabilities?

Customers want to know tractor basics and what may have changed since their last tractor purchase. For first-time buyers, walk them through the Sears Online Finder to narrow down their needs and wants.

## **DISCOVER QUESTIONS**

**How big is your lawn?** Larger decks/wider cutting paths get the job done faster.

**What type of terrain will you be mowing?** Uneven terrain may require a deck with gauge wheels and cast-iron axle for durability. Having many obstacles may require a tighter turning radius with greater maneuverability. Yards with steep hills may require a tractor with shiftable gears (no zero-turn tractors for these customers; they are not intended for use on hills).

**What will you use your tractor for?** The customer’s response will help you determine what type of tractor is needed.

- Ground-engaging requires a garden tractor.
- Snow thrower attachments require a yard tractor or larger, while snow blades work with yard tractors or larger and select lawn tractors.
- Zero-turn tractors are for ultimate maneuverability and reduced cutting time.

### **What type of transmission?**

If the customer has owned a tractor previously, he may have a transmission preference to take into account.

**Do you have a fenced yard with a gate?** If yes, the deck may need to be 42" or smaller. Smaller decks are more maneuverable and can fit through most gates. Customers will need to know the width of their gate.

## **IMPORTANT CUSTOMER CONSIDERATIONS**

### **What will you do with your yard clippings?**

- **Mulch** — With an optional mulch kit, a customer saves time and effort “cleaning up” after mowing. Plus, mulching returns important nutrients to the soil.
- **Bag** — Bagging collects yard waste for easy disposal and leaves the yard looking clean.

Two-bin or three-bin storage systems are available for all tractors. Each bin holds a 32-gallon yard leaf bag, and no additional blower is required to deposit clippings into the bins.

**Who will be using the tractor?** An automatic transmission suits all tractor operators, including a teenager. If younger family members will be operating the tractor, point out the Reverse Operating System (ROS), which increases safe operation of the tractor while moving in reverse.

**Who will be servicing your tractor?** A tractor needs to be serviced just like a car. Many customers tend to forget about regular service intervals. Briggs & Stratton Platinum Series engines may be attractive to these customers or those who push the tractor beyond suggested service periods. Briggs & Stratton’s overhead valve (OHV) design enhances durability with a cooler-running engine and longer valve life. Briggs & Stratton engines also feature long-life cast-iron cylinder sleeves. Tractors with KOHLER Courage Plus engines allow for longer times between servicing because of their large-capacity dual-element air cleaner, large-capacity oil and fuel filters and high-performance spark plugs.



## TRACTOR TYPES

### Lawn Tractors (LT) —

These are ideal for lawns up to two acres with flat surfaces and few obstacles. Lawn tractors are also good for hauling and lawn maintenance and are available in deck sizes of 42" and 46". Lawn tractors accept all non-ground engaging attachments and select models also accept snow blades (but not snow thrower attachments).



#28882

### Yard Tractors (YT) —

Yard tractors are ideal for yards one acre or larger and can be used on any type of terrain. The Briggs & Stratton Platinum or KOHLER engines and cast-iron axles make these perfect for heavy-duty hauling, lawn maintenance and snow removal. All of the 2013 yard tractors feature TURN TIGHT technology with a 6" turning radius. Yard tractors are available in deck sizes from 42"–54" with 4-gauge wheels. High back seats provide comfort during extended use, and a larger gas tank lets your customers cut longer without having to stop and refill.



#28852

**Garden Tractors (GT)** — Garden tractors will do everything the yard tractor will do, as well as ground-engaging jobs such as tilling and cultivating. A true garden tractor will have 23" rear wheels and 1" cast-iron axles. The GT is also the only tractor designed to use the front-end scoop attachment.

GT6000



**Zero-Turn (ZT) Tractors** — Zero-turn tractors can reduce cutting time 30% or more and are ideal for large yards or yards with obstacles, such as trees or flower beds. They're not recommended for yards with hills or uneven terrain.

A zero-turn tractor is not versatile with most attachments. While customers can still bag with a zero-turn tractor, tow-behind attachments are not recommended for these tractors.

Speed and maneuverability are the ultimate benefits of a zero-turn tractor. It will trim as close as your customers want; they can maneuver in and out of tight areas or around obstacles and spin on a dime. In 2013, the Craftsman zero-turn assortment will be expanded to include a zero-turn with a 54" deck featuring a 24-HP KOHLER Courage Pro engine (#25061).

#25061



## Small Yard Solutions



**Craftsman RER-1000 Rear-Engine Rider** — A versatile, more nimble lawn machine with a 30" deck that is easier to maneuver, allowing customers to go where regular tractors can't. Its compact design and lower body are great for quick and easy mount/dismount.

It also has these features:

- 420cc Craftsman engine with spin on oil filter
- 30" deck (ideal for fitting through small gates)
- 6-speed shift on the go transmission
- 18" turning radius for greater maneuverability
- Open frame allows for clear visibility
- Improved discharge chute fit-up for 2013



#29000

## Get Ready to Drive Tractor Sales

- Sit in the operator's seat of every model on display.
  - How big is it?
  - How comfortable?
  - Can you adjust the seat?
  - Practice advocating features and benefits.
- Locate all of the controls.
  - How do you start the tractor?
  - What type of transmission does it have, and how do you engage it?
  - Where is the clutch for a gear transmission?
  - How comfortable is the reach to switches and controls?
  - Where is the light switch?
- How are attachments installed?
- Which attachments on display fit this tractor?
- Which attachments do what?
- Which bagger fits this tractor?
- How are attachments installed on the tractor?
- Why is selling attachments a simple matter of just asking?



### Demonstration Tip

The best way to demonstrate how to steer a zero-turn tractor is by using the “shopping cart” reference. Sit on the tractor and simulate pushing a shopping cart to move the tractor forward. To go in reverse, pull back on the bars, as you would on a cart. To turn the tractor left, push the right bar forward and pull back on the left; to go right, push the left bar forward and pull back on the right. Turning left and right may be the trickiest maneuver to master, so let your customers try it out for themselves!

### Discover Question

**Q.** Are you interested in saving time while mowing?

**A.** TURN TIGHT and zero-turn technology will help customers save time. With a 6" turning radius, TURN TIGHT gives customers the tightest turn of any non-zero turning tractor on the market, so customers can get the job done more efficiently. Zero-turn tractors move quickly and they easily maneuver around obstacles, so customers can reduce mowing time by 30% or more.

## **Craftsman Tractors Exclusive TURN TIGHT Technology**

Craftsman's exclusive TURN TIGHT technology gives Craftsman tractors the tightest turning radius of any yard or garden tractor in the industry. This season we'll continue to be able to beat the turning radius on all yard and garden tractors, even Cub Cadet!

Here are some things you should know about TURN TIGHT.

### **TURN TIGHT DEFINITION**

TURN TIGHT is a turning radius technology that enables a tractor to cut around small landscape objects up to an 6" radius on a yard or garden tractor.

### **TURN TIGHT TECHNOLOGY**

TURN TIGHT utilizes an innovative steering system accomplished through a patent pending control system that allows the front wheels to increase their turning range without contacting the mower deck or tractor chassis. With this technology, the wheels turn to match their corresponding radius, i.e., the inside wheel matches the inside radius and the outside wheel matches the outside radius.

### **TURN TIGHT ADVANTAGES OVER COMPETITION**

- It is the tightest turning radius available on a non-zero turning tractor. Turning radius on Craftsman tractors exceed their closest competition by over 50%.\*
- Delivers faster turning maneuverability.

*\*Craftsman's 50% improvement represents an 6" turning radius on a Craftsman yard tractor vs. a comparable Cub Cadet tractor with a 12" turning radius.*



**KEY TURN TIGHT FACTS:**

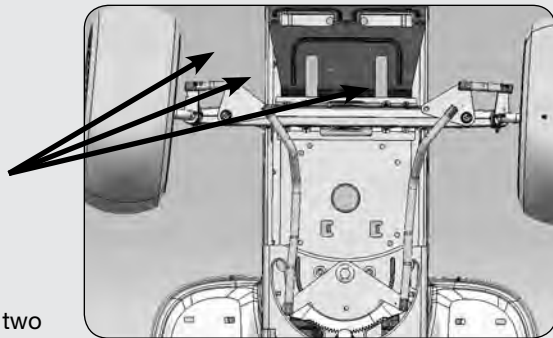
- A tractor's turning radius is measured at the rear wheel when a tractor steering wheel is turned as far as possible while in motion.
- A tighter radius indicates a smaller turn. As a result, a tractor with a tighter turning radius is able to mow around smaller obstacles without using the reverse motion. Since radius is  $\frac{1}{2}$  of a circle's diameter, theoretically a 6" turning radius, will allow a user to completely mow around a 12" obstacle.
- For open areas, a tight turning radius allows users to quickly turn around and mow parallel to the last mowed swath in the opposite direction. This is a departure from a tractor with larger turning radius which requires more time and more use of the reverse gear to properly position the unit for parallel path mowing.
- A tighter turning radius allows users to circumvent tighter mowing areas that are created by sheds, landscape beds, bird baths, etc. In some instances, operators may reduce the need for a trim mower for supplemental mowing when the turning radius is reduced.

**KEY TURN TIGHT FEATURES:**

- 6" turn radius on yard tractors.
- 6" turn radius on garden tractors.
- Available on 10 tractor models ranging in price from \$1,399 to \$2,999.

***How Does it Work?***

- Industry's tightest turning radius
- Improves maneuverability and consumer experience
- How it works:
  - Based on a traditional cast-iron front axle
  - Add crank linkages
  - Add bell crank
  - This added linkage allows the two wheels to turn at different angles, which results in a tighter turning radius.





# TRANSMISSIONS

Transmissions deliver power to the tractor's wheels. The type of transmission determines how the tractor operates and how the user controls it. Craftsman tractors are available with four transmission types:

## ***Shift-on-the-Go Transmission***

- Ideal for flat or slightly uneven terrain.
- The operator manually controls the speed and gear with a dash-mounted shift control.
- Lower gears emphasize torque over speed, and higher gears deliver less torque but faster speeds.
- The operator does not need to stop the tractor when shifting from low to high gear but should stop when shifting from high to low gear and must stop from forward to reverse and reverse to forward.

## ***6-Speed Gear Transmission***

- Ideal for hilly terrain.
- The operator manually controls the speed and gear with a fender-mounted shift control.
- Lower gears emphasize torque over speed, and higher gears deliver less torque but faster speeds.
- The operator must stop the tractor when changing gears or moving from forward to reverse.

## ***Automatic (CVT) Transmission***

- Maximizes the ease of the tractor operation.
- Operates using a system of belts and pulleys to change speeds; very similar to changing gears on a bicycle. Some maintenance of the belts will be required.
- Operator does not need to stop to change speeds.
- Operates using pedal control.

## ***Hydrostatic Automatic Transmission***

- Ideal for any type of terrain (not recommended for yards with steep hills).
- Operates in a sealed system that uses fluid to drive pumps that control the speed of the tractor; similar to that of an automobile.
- No maintenance required.
- Operator does not need to stop to change speeds or move from forward to reverse.
- Smooth operation.
- Available in fender-mounted or automotive pedal control.

# ENGINES

Tractor engines are described by horsepower (HP) and/or cc rating, which tells your customer the engine's work capacity. The Sears tractor lineup is equipped with a variety of engines — each with the power to be a solution to specific customer needs.

## ***Engines***

### **SINGLE-CYLINDER ENGINES**

- Good choice for mowing with smaller decks, up to 46".
- Ideal for mowing up to 2 acres of relatively flat ground.
- Suitable for light to moderate hauling and lawn maintenance attachments.

### **TWIN-CYLINDER ENGINES**

- Provides a smoother, quieter ride with less vibration, which leads to longer engine life.
- Ideal for lots over 2 acres.
- Well suited for hilly or rough terrain.
- Available on 42" decks and above.
- Suitable for heavy-duty hauling, lawn maintenance and ground-engaging attachments.

## ***Lubrication Systems***

These lubrication systems store, clean, cool and recirculate oil through the engine to cool and lubricate its moving parts.

### **SPLASH LUBRICATION**

A gear-driven paddle in the crankcase distributes oil to lubricate components.

### **PRESSURIZED LUBRICATION**

A controlled flow of clean oil goes to the bearings for less wear and longer engine life. A high-efficiency pump in the oil pan supplies lubricant to the crankshaft and connecting rod-bearing surface.

### **FULL-PRESSURE LUBRICATION**

Similar to an automobile engine that continuously delivers oil under pressure to critical engine components for maximum lubrication and engine life. A high-efficiency pump in the oil pan supplies lubricant to the crankshaft and connecting rod-bearing surface.

## ***Overhead Valve (OHV)***

Inlet and exhaust valves are located in the cylinder head above the pistons. They run cooler and cleaner for longer engine life and better fuel economy.

# ENGINE BRAND ADVANTAGES

## ***Briggs & Stratton Engines Featured in the Craftsman 2013 Tractor Line Include:***

**Gold Series** — These engines feature a spin-on oil filter, oil delivered to the lower bearing and a larger-capacity air cleaner. Some Gold Series engines also feature a MRS (most reliable start) spark plug.



**Platinum Series** — Engines in this series include all of the features of the Gold Series plus full-pressure lubrication, an automotive style spin-on oil filter, a premium air cleaner, fuel filter (V-twins only) and a MRS (most reliable start) spark plug.



### **WHICH MEANS...**

<b>COMPARE THE BRIGGS &amp; STRATTON ENGINE OPTIONS</b>	<b>GOLD SERIES</b>	<b>PLATINUM SERIES</b>
Overhead valve for cooler, cleaner performance	•	•
Cast-iron cylinder sleeve for longer life	•	•
Pressure lubrication for more demanding operating conditions	•	
Full-pressure lubrication for extreme operating conditions		•
Advanced Debris Management System – easy maintenance and maximum protection	•	•
Spin-on oil filter for longer life	•	
Premium spin-on oil filter for maximum protection		•
MRS most reliable spark plug ensures a surefire spark every time	•*	•

\*There's one Gold Edition engine with MRS and one without.

**KOHLER ENGINES****KOHLER COURAGE PLUS SINGLE-CYLINDER**

- Overhead valve for smoother running and better fuel economy.
- Cast-iron liner extends engine life.
- Full-pressure lubrication provides constant lubrication of the engine.
- Twin-cam design and cross-flow cylinder head runs cooler to extend the life of the engine.
- Inverted crankcase ensures leak-proof operation.
- Large air and fuel filters capture more dirt and debris, extending engine life.
- Featured on item #28853 (YT3000).

**KOHLER COURAGE PLUS TWIN-CYLINDER**

Same features as the single-cylinder plus:

- Higher horsepower for tough mowing conditions.
- Two cylinders.
- High torque for more reliable starting.
- Cooling fan for cooler and quieter operation.
- Top-mounted air filter for easier maintenance.
- Featured on item #28008 (YT4500), #25024 (GT5000) and #28861 (GT6000).

**CRAFTSMAN ENGINE****420CC CRAFTSMAN ENGINE**

In 2013, the LT1500 and the RER1000 will feature a 420cc Craftsman engine. With a robust and heavy-duty design, this Craftsman engine has the power to handle any yard. It's equipped with full-pressure lubrication for longer engine life, as well as a spin-on oil filter for easy maintenance.



## DECKS

The deck is the platform under the tractor. It houses the blades that do the cutting. The deck size helps determine how long it takes to complete the job.



### *The Right Size Mowing Deck*

Sears offers tractors with deck sizes from 28" to 54".

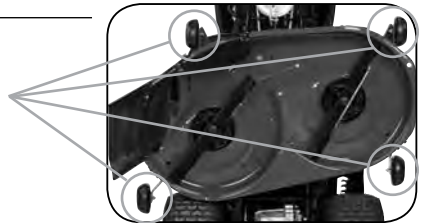
Small Yard Solutions	30"
Lawn Tractors	42" LT1500 & LT2000 46" LT2000 & LT2500
Yard Tractors	42" to 54"
Garden Tractors	54"
Zero-Turn Tractors	42" to 54"

### *No Deck Restrictions*

There is no deck restriction based on lawn size. A 42" deck will work just fine on 3 acres as on 1 acre; it will just take longer to complete the job. Conversely, a 54" deck will finish a 1-acre job faster than a 42" deck. Two blade decks, such as the 38", 42" and 46" decks, are ideal for a manicured lawn. Larger decks are great for getting the job done faster.

42"	10% faster than 38"
46"	10% faster than 42"; 20% faster than 38"
48"	14% faster than 42"; 26% faster than 38"
54"	28% faster than 42"; 42% faster than 38"

**Deck Wheels** — Deck wheels support the deck and prevent it from “bottoming out” and scalping the lawn when hitting bumps or depressions. Deck wheels protect both the lawn and deck from damage. Four deck wheels prevent scalping in forward and reverse.



## CUTTING SYSTEMS

### *Premium High-Lift Blades*

All Craftsman tractors have standard premium high-lift blades, which offer the customer the best cut for bagging and side-discharge applications. For customers who want to mulch, Craftsman tractors are designed to accept an optional mulching kit that includes a mulch cover and mulching blades.

### *Reverse Operating System*

Industry regulations require riding mowers manufactured after Sept. 1, 2004, to have a system that prevents operators from mowing or using powered attachments while in reverse. The regulations mandate that riding mowers manufactured after Sept. 1, 2004, be enabled to operate in reverse, but the operator must make a conscious decision to do so. The riding mower will not automatically operate with blades engaged when in reverse.

The Reverse Operating System (ROS) on some Craftsman and all Husqvarna tractors (excluding zero-turn models) gives the operator the option to mow in reverse by turning the ignition key to the far left. If this option is not selected, the engine will shut down when the operator tries to mow in reverse.

### *Turning Radius*

The turning radius on a rider mower is important because customers have lawns of different shapes and sizes.

Tractors with a turning radius of 18" provide high maneuverability and agility, which allows a closer approach to trees. Tractors with a "zero-turning radius" (ZT) offer exceptional maneuverability and agility for quick turns and trimming around landscaping and trees. The TURN TIGHT 6" turning radius is the tightest (on a yard or garden tractor) in the industry!

**18"** — Highly maneuverable. Available on lawn and garden tractors.

**16"** — This convenience feature gives the user great maneuverability and saves time by cutting close around landscaping and corners. Available on most competitors' yard tractors.

**TURN TIGHT 6"** — The tightest turning radius in the industry on yard and garden tractors. Provides superb maneuverability to get around the toughest obstacles.

**Zero-Turn** — 360-degree turning radius for ultimate maneuverability.



## COMFORT AND CONVENIENCE

Customers have come to expect comfort, convenience and style from their riding tractors.

**High-Back Seats** — Supports the user and provides comfort for long duration usage (available on lawn, yard, garden, professional and zero-turn tractors).

**Electronic Blade Engagement** — Easy to use; engage the blades with the pull of a button (available on garden and professional series tractors).

**Service Minder and Electronics Package** — Reminds the owner when it's time to service tractor (available on YT4000 and higher).

**Wider Step-Through** — Easy access getting on and off the tractor.

**Larger Foot Rest and Blade/Clutch Pedal Position** — Keeps the operator in a comfortable position while operating the tractor.

**Fender Deck Shift** — Positioned to make it easy for the operator to change the deck height from the driver's seat.

**Blade On/Off Control** — The operator can easily stop the blade rotation to cross paved or gravel surfaces or other areas where blade operation is not needed.

**Steering** —Automotive-type padded steering wheels are easy to grip and hold, even on rough terrain. Padded steering wheels also help to prevent user fatigue.



*Wider step-through*

## DURABILITY

Durability is as equally important as convenience and comfort.

**Lifetime Cast-Iron Front Axle Warranty** — Found on select lawn tractors, as well as all yard and garden tractors.

**10-year Steel Front Axle Warranty** — Found on select lawn tractors.

**2-year Warranty** — 3-year warranty on tractors #28861 and #28867.

## Craftsman Lawn Tractors

All Craftsman Lawn Tractors come with:

- Single-cylinder engines
- 1.5-gal. fuel tanks
- Steel or cast-iron axles
- 18" turning radius
- 20" x 8" tires
- 2-year warranty

**LT1500**

- 420cc Craftsman Engine
- 42" deck
- 7-speed shift-on-the-go transmission
- Low-back seat
- Storm gray

**LT2000**

- 19.5-HP Briggs & Stratton Gold Engine
- 42" deck
- Mid-back seat with auto slide
- Auto transmission
- 2 deck wheels
- Red

**LT2000**

- 21-HP Briggs & Stratton Gold Engine with MRS
- 46" deck
- Auto transmission
- High-back seat with auto slide
- 2 deck wheels
- Cast-iron front axle
- Black

**LT2500**

- 22-HP KOHLER Courage Engine
- 46" deck
- Hydro transmission (fender)
- Black



#28915



#28884



#28885



#28882



## Craftsman Yard Tractors

<p><b>All Craftsman Yard Tractors come with:</b></p>	<ul style="list-style-type: none"> <li>• Cast-iron axle</li> <li>• High-back seat</li> <li>• 4 deck wheels</li> <li>• 42"–54" decks</li> <li>• Deck wash</li> <li>• Wide 20" x 8" tires</li> <li>• TURN TIGHT 6" turning radius</li> <li>• Larger gas tanks</li> <li>• 2-year warranty</li> </ul>
<p><b>YT3000</b></p>	<ul style="list-style-type: none"> <li>• 21-HP Briggs &amp; Stratton Platinum Engine</li> <li>• Available in:             <ul style="list-style-type: none"> <li>- 42" 6-speed gear transmission</li> <li>- 42" hydrostatic automatic transmission — fender control</li> <li>- 46" hydrostatic automatic transmission — fender control</li> <li>- 46" hydrostatic automatic transmission — (22-HP KOHLER Courage Plus) Pedal control</li> </ul> </li> <li>• 2.5-gal. gas tank</li> <li>• Red</li> </ul>
<p><b>YT4000</b></p>	<ul style="list-style-type: none"> <li>• 24-HP Briggs &amp; Stratton Platinum V-Twin Engine</li> <li>• Available in:             <ul style="list-style-type: none"> <li>- 42" hydrostatic automatic transmission — pedal control</li> <li>- 46" hydrostatic automatic transmission — pedal control</li> </ul> </li> <li>• 3-gal. gas tank with sight gauge</li> <li>• Service minder</li> <li>• Red</li> </ul>
<p><b>YT4500</b></p>	<ul style="list-style-type: none"> <li>• 26-HP KOHLER Courage Plus V-Twin or 26-HP Briggs &amp; Stratton Platinum V-Twin Engine</li> <li>• Hydrostatic automatic transmission — pedal control</li> <li>• 54" deck with 4 deck wheels and nose roller</li> <li>• Electric blade engagement</li> <li>• 20" x 10" tires</li> <li>• 3-gal. gas tank with sight gauge</li> <li>• Service minder</li> <li>• Black</li> </ul>



#28853



#28852



#28008

## Craftsman Garden Tractors

<p><b>All Craftsman Garden Tractors come with:</b></p>	<ul style="list-style-type: none"> <li>• 26-HP KOHLER Courage Plus V-Twin Engine</li> <li>• Cast-iron front axles with limited lifetime warranty</li> <li>• Deck wash</li> <li>• Electric blade engagement</li> <li>• High-back seat with armrests</li> <li>• 4-gallon gas tank with sight gauge</li> <li>• Service minder</li> </ul>
<p><b>GT5000</b></p>	<ul style="list-style-type: none"> <li>• 6-speed manual gear transmission</li> <li>• 54" cutting deck with 4 deck wheels and nose roller</li> <li>• TURN TIGHT 6" turning radius</li> <li>• 7 cutting positions</li> <li>• 2-year warranty</li> <li>• Black</li> </ul>
<p><b>GT6000</b></p>	<ul style="list-style-type: none"> <li>• Fast hydrostatic automatic transmission</li> <li>• Cuts up to 7.5 mph</li> <li>• 54" reinforced 12-gauge steel cutting deck with 4 deck wheels and nose roller</li> <li>• TURN TIGHT 6" turning radius</li> <li>• 12 cutting positions</li> <li>• Brush guard</li> <li>• Longest warranty of 3 years</li> </ul>



#25024



#28861

## Craftsman Zero-Turn Tractors

<p><b>All Craftsman ZTL7000 come with:</b></p>	<ul style="list-style-type: none"> <li>• Briggs &amp; Stratton Platinum V-Twin Engines</li> <li>• Dual hydrostatic automatic transmission</li> <li>• Pivoting front axle</li> <li>• Electric blade engagement</li> <li>• 3-gallon gas tank</li> <li>• High back seat with auto slide</li> <li>• 2-year warranty</li> <li>• Available in:             <ul style="list-style-type: none"> <li>- 42" 24-HP</li> <li>- 50" 26-HP</li> </ul> </li> </ul>
<p><b>ZTL8000</b></p>	<ul style="list-style-type: none"> <li>• KOHLER Courage V-Twin Engine</li> <li>• Premium dual hydrostatic automatic transmission</li> <li>• Pivoting front axle</li> <li>• 2 deck wheels plus nose and rear stripping roller</li> <li>• 12-gauge cutting deck</li> <li>• 3-gallon gas tank</li> <li>• High back seat</li> <li>• 2-year warranty</li> <li>• Available in:             <ul style="list-style-type: none"> <li>- 54" 24-HP</li> </ul> </li> </ul>



#25002



#25001



#25061

# KEEP IT SOLD WITH THE FIVE-MINUTE DRILL

ALWAYS do the FIVE-MINUTE DRILL when you close a tractor sale!

1. Tractor deluxing is included in delivery, and we strongly recommend that Sears does the deluxing.
2. Instruct the customer to read their Owner's Manual before using the equipment.
3. Open the tractor hood and show your customer how to check the oil (oil is already in the engine). Also show the customer where to put the gas (regular unleaded, less than 30 days old).
4. While the hood is open, show the customer the oil, fuel and air filters. Also show your customer the parts decal on the inside of the hood that shows the most-used replacement parts.
5. Now ask the customer to sit on the tractor and show them the following:
  - How to adjust the seat.
  - How the key switch works. Explain cutting in reverse.
  - How to raise and lower the deck.
  - How to turn cutting blades on and off.
  - How to engage the clutch for gear models.
  - How to use the foot pedal and cruise controls, as well as side shift for our hydrostatic models.
  - How to use the brake pedal.
  - How to engage the choke.
  - How to use the engine throttle; remind your customer to always cut at full throttle.

## ***Go through the starting procedures:***

Remind the customer that in order for the engine to start, the operator must be sitting in the seat with the blades turned off and either the clutch pedal engaged or the parking brake on. The engine will stop when the operator gets off the seat but will remain running if the blades are disengaged and the parking brake is set to the "on" position.

## **STARTING PROCEDURES:**

- With single-cylinder engines: Raise the throttle/choke lever all the way to the top, engage the clutch pedal and then turn the key. Once running, lower the throttle lever out of the choke position and into full throttle.
- For V-twin engines: Pull the choke out all the way, engage the clutch pedal and then turn the key. Once running, push the choke in and raise the throttle to full speed.
- If your customer has a model with a hydrostatic transmission, be sure to show him the release pin in the rear of the tractor. While doing this, also show the customer the attachment hole that will accept more than 60 attachments via universal hitch pin.
- If attachments were purchased, review them at this time.
- Instruct your customer that he should call you first with any questions.

*Reference Quick Start Guide for Tractors and Mowers (item #SC0310021).*

# ATTACHMENTS — THE TOTAL SOLUTION

Customers need to be educated as to what attachments can do for them and what products are available. EVERY current and new tractor owner is a potential customer for an attachment.

Depending on what customers need, you can present these options to them for The Total Solution.

- Versatility — Grass or leaf/yard debris collection with baggers, sweepers and vacs.
- Ease of Use — Hauling tools, mulch, yard equipment with carts.
- Time Saver — Spread fertilizer quickly and easily with spreaders.
- Accessories — Enhance the look and protect the tractor with bumpers or sun shades.
- Seasonal Use — Snow removal in the winter.
- Gardening — Ground-engaging tools create and maintain.
- Grounds Care — Dethatching and aerating, create a beautiful, healthy lawn.
- Delivery — All attachments will be deluxed when ordered with a tractor for Delivery (excluding vacs and snow throwers).
- YouTube/Sears.com videos available showing products in use and step-by-step assembly instructions.



## Matching Specific Attachments to Tractors

Not every attachment works with every tractor or brand. If an attachment mounts to the tractor frame, it is likely to be specific to certain models and brands. For example:



- Different bagger models fit different tractors.
- Bumpers, shades and snow equipment may fit one tractor or a few models and brands.
- Before selling an attachment that's not universal, you should verify the customer's tractor model with the tractor attachment. It will save an unnecessary return.

## Universal Fit Tractor Attachments

Every Craftsman and Universal attachment will work with any brand tractor using the hitch pin. This includes brands like John Deere, Husqvarna, Cub Cadet and more.



The following categories are all universal to any tractor brand:

- All lawn sweeper attachments
- All vac system attachments
- All hauling trailers
- All rollers, spreaders, aerators, sprayers and dethatchers

## Resources for Matching Tractor-Specific Attachments for 2013

- The ML Binder and Sears.com identify the proper tractor-to-attachment match-ups. The attachment fit-up chart shows the tractor model number and the correct attachments that are available for that model.
- If more information is still needed, call the Craftsman Tractor Attachments Hotline at 1-866-576-8388.
- Additional information located at Season in a Box.
- The Tractor Attachment Reference Guide can be found in the following locations:
  - Sears.com > Lawn & Garden > Tractor Accessories and click on the Tractor Attachment Reference Guide link underneath Shopping Helpers
  - Sears.com > Lawn & Garden > Riding Mowers & Tractors and click on the Tractor Attachment Reference Guide link underneath Shopping Helpers







## Qualify the Customer's Attachment Needs

Discover questions help you learn what the customer wants by actively listening. You must pay close attention to what your customers are saying and respond by asking questions to ensure full comprehension. Having a conversation with your customers is the key to assisting them in making their purchase decision.

You can start by asking tractor customers the following question:

**What type of lawn and garden work do you plan to do?** Special attachments may be needed for gardening. These include a plow, disc harrow or cultivator to save time and effort in breaking up the soil and preparing it for planting. NOTE: Ground engagement attachments may be used only with a garden tractor and require a sleeve hitch.

<p><b>Ground Engaging</b> — A variety of attachments are available for ground-engaging activities such as tilling soil, leveling grade, plowing, etc. Garden tractors are required for ground-engaging work because of their sturdy frame. See the Attachments section for more information.</p>	
<p><b>Snow Removal</b> — See the Attachments section for more information on these items:</p> <ul style="list-style-type: none"> <li>• A snow blade attachment works well on narrow walkways or driveways.</li> <li>• A snow thrower attachment saves time and effort clearing wide walkways and driveways.</li> <li>• Wheel weights and tire chains provide proper performance and extra traction.</li> <li>• A snow cab keeps the operator warm and dry when working outdoors.</li> <li>• The degree of slope in the work area is important in selecting the tractor and snow attachments.</li> </ul>	 
<p><b>Dethatching/Aerating</b> — Maintain a healthy, lush green lawn.</p> <ul style="list-style-type: none"> <li>• Dethatch: Removes dead layer of organic matter between the soil and the leaves of the grass plant. Raise/lower attachment with handle; added weight can be used.</li> <li>• Aerate: Punch holes or pull plugs from the lawn alleviating compaction and allowing air, water and nutrients to the grass roots.</li> </ul>	

**Spreading Seed, Fertilizing, etc.** — A spreader attachment distributes fertilizer, weed control agents, seed, ice melter or sand quickly and easily.

- Knowing the size of the lawn is an important factor when choosing the size of a spreader and how much product to apply. Sears offers capacities to cover a lawn up to  $\frac{1}{4}$  acre to over 2 acres.



#24322

**Applying Herbicide, Insecticide, etc., on Turf, Trees and Shrubs** — A tow-behind & backpack sprayer applies insecticides and weed killer evenly and safely with less contact than typically occurs with hand-held, hose-based sprayers. Special attachments may be required.



#24533

**Hauling** — Craftsman & Universal carts allow customers to haul almost anything:

- From 9 cu. ft. to 16 cu. ft. capacities, and weight capacities from 350 lbs. to 1,250 lbs., there is a cart right for every need. Allows for hauling light material to heavy rocks and even boulders.
- Exclusive features like the patented swivel dump cart with ergonomic foot pedal release that lets customers empty loads within 105-degree radius for those tight places.
- All Craftsman & Universal carts are tested to the highest standards to last for many years.




#24357



**Grass and Leaf Collection** — Sweepers offer 2–3 times larger capacities for grass or leaf collection and can be used on any brand tractor by attaching to the rear with a hitch pin. No need to get off the tractor seat to dump the bag with the rope or handle, which saves time and effort.



#24222



Needs	Attachments	Considerations
Snow removal	Snow Blade or Snow Thrower <ul style="list-style-type: none"> <li>• Wheel Weights</li> <li>• Tire Chains</li> <li>• Snow Cab</li> </ul>	<ul style="list-style-type: none"> <li>• For select lawn tractors (refer to chart), all Craftsman yard, garden and professional series tractors</li> <li>• Degree of slope determines tractor and attachments</li> <li>• Snow blade for narrow walks and drives, best for less than 8" of snow</li> <li>• Snow thrower for wide walks and drives, best for 8" of snow or more</li> <li>• Wheel weights and tire chains provide extra traction (required for some snow attachments)</li> <li>• Snow cab keeps operator warm and dry when working outdoors</li> </ul>
Spreading seed, fertilizer, etc.	<ul style="list-style-type: none"> <li>• Spreader</li> <li>• Aerator/Spreader</li> </ul>	Spreader distributes fertilizer, weed control, seed, ice melter and sand quickly and easily
Tilling soil	Plow, Cultivator or Disc Harrow	Requires garden tractor and sleeve hitch with heavy-duty transmission and large tires
Hauling mulch, dirt, rocks, firewood and other gardening, farming and landscaping materials	<ul style="list-style-type: none"> <li>• Hauling Cart</li> </ul>	<ul style="list-style-type: none"> <li>• Hauling carts greatly aid moving materials around the yard and garden.</li> <li>• From 9 cu. ft. to 16 cu. ft. capacities, and weight capacities from 350 lbs. to 1,250 lbs., there is a cart right for every need. Allows for hauling light material to heavy rocks and even boulders.</li> <li>• Exclusive features like the patented swivel dump cart with ergonomic foot pedal release that lets customers empty loads within 105-degree radius for those tight places.</li> <li>• All Craftsman &amp; Universal carts are tested to the highest standards to last for many years.</li> </ul>
Applying herbicides, insecticides, etc., to turf, trees and shrubs	Tow-Behind Sprayer	Applies insecticides, weed killer or liquid fertilizer evenly and safely with less contact than hand-held hose-based sprayers <ul style="list-style-type: none"> <li>• Attaches to tractor battery easily with wiring included</li> <li>• Hand wand sprays up to 20 ft., rear boom distributes 90" width</li> </ul>
Aerating lawn	<ul style="list-style-type: none"> <li>• Plug Aerator</li> <li>• Spike Aerator</li> <li>• Aerator/Spreader</li> </ul>	Craftsman plug-type aerator offers pre-assembly (approx. 50%), so getting started is quicker and easier  <ul style="list-style-type: none"> <li>• Aerator attachment also available in combination aerator/spreader</li> <li>• Plug type aerator removes 3" plug from soil, spike type places holes in soil, best used in early spring or late fall</li> </ul>

Needs	Attachments	Considerations
<p>Picking up leaves, clippings and other debris</p>	<ul style="list-style-type: none"> <li>• Sweeper</li> <li>• Bagger</li> <li>• Vac Systems</li> </ul>	<ul style="list-style-type: none"> <li>• Craftsman models have 12:1 brush-to-wheel ratio high-speed sweeper for the ultimate in debris pickup — a Craftsman Exclusive!</li> <li>• Vacuum, chip and collect large amounts of debris using a vac system, which includes universal deck adapter, best for two acres or more</li> </ul> 
<p>Removing thatch from lawn</p>	<p>Dethatcher</p>	<ul style="list-style-type: none"> <li>• Tines preassembled to weight tray for quick, easy use — a Craftsman Exclusive!</li> <li>• Removing thatch allows air, water and nutrients to reach the grass roots, promoting a healthier, more lush lawn; best for use in early spring and late fall</li> </ul> 
<p>Leveling dirt, gravel, sand or snow</p>	<ul style="list-style-type: none"> <li>• Box Scraper/ Leveling Blade</li> <li>• Dozer Blade</li> </ul>	<ul style="list-style-type: none"> <li>• Scarifier bar removes without tools for use as a leveling blade</li> <li>• Requires Craftsman yard or garden tractor</li> </ul>
<p>Protecting operator from sun and heat</p>	<ul style="list-style-type: none"> <li>• Sun Shades</li> <li>• Tractor Windbreak Cab or Sun Shade</li> </ul>	<ul style="list-style-type: none"> <li>• 38" above tractor seat for ample headroom</li> <li>• Deluxe sun shade is 6" wider and 16" longer for maximum protection</li> <li>• Tractor windbreak cab or sun shade protects the operator when working outdoors</li> <li>• Deluxe shade removes without tools for storage or to clear obstacles</li> </ul>
<p>Tractor protection</p>	<p>Bumpers/Brush Guards</p>	<ul style="list-style-type: none"> <li>• Protects tractor headlights and hood from scratches, dents or damage</li> <li>• Large-diameter, powder-painted welded metal tubes with 7/16" steel mounting brackets for strength</li> </ul>
<p>Landscaping and hauling chores</p>	<p>Tractor Front Scoop</p>	<ul style="list-style-type: none"> <li>• Saves time and effort spreading sand, mulch, loose soil or moving heavy rocks or bags of potting soil</li> <li>• Requires garden tractor</li> </ul>
<p>Leveling the lawn</p>	<p>Lawn Roller</p>	<p>Roll the lawn from winter's frost heaving or yard pest damage prevents scalping with mower blades; moisture content in soil must be high, best for early spring</p>

## Maintenance

Use the chart below as a reference to advise your customers regarding the appropriate/suggested maintenance intervals for varying components of the product.

		Tractor Maintenance Intervals				
		Before each use	After each use	Every 25 Hours	Every 50 Hours	Once a Season
<b>ENGINE</b>	Check Oil	X				
	Change Oil				X	
	Clean Air Filter			X		
	Replace Spark Plug					X
	Replace Air Filter					X
<b>NON ENGINE</b>	Clean Mower Deck		X			
	Clean Drive System*			X		
	Replace Blades					X
	Lube			X		
	Check Battery**			X		

\*Debris around belt

\*\*Charge and clean terminals

## Sears Parts Finder

The Sears Parts Finder, available at Manage My Life, is an online parts and accessories finder that helps customers and associates find the top parts and accessories for their lawn & garden products. The Sears Parts Finder is loaded with approximately 10 years of lawn & garden products sold at Sears (e.g., mowers, tractors, line trimmers, pressure washers, snow blowers) and the specific parts and accessories for each of these products. Associates should use the Sears Parts Finder to identify parts and accessories to provide The Total Solution for customers.

## Repair Protection Agreement Value at a Glance: Tractors/Riding Mowers

Let's understand how our Repair Protection Agreement ENHANCES and goes BEYOND warranty coverage. Only Sears offers service by over 10,000 professional repair specialists. Reliable and dependable, know who is servicing your product agreement. Here's what's included:

	Typical Warranty (24 Months)	Repair Protection Agreement* (3 or 5 Years)
<b>Unlimited Service at No Charge for Parts &amp; Labor, Coverage due to Normal Use</b> Includes ALL major components such as transmission, drive train, deck, etc. No unexpected repair bills, easy way to stay on budget Belts, tires not covered by warranty, battery has 90-day warranty	Defects Only	YES
<b>On-Site Service with NO TRIP CHARGE</b> Our technicians come to your home during the warranty and beyond Convenience you can count on	No	YES
<b>Non-technical calls</b> No charge for "no problem found" — No Hidden Fees Protection against Ethanol fuel	No	YES
<b>Product Replacement</b> If repair cannot be completed	No	YES
<b>Rapid Resolution</b> Telephone support for quick resolution and repair scheduling This is your "Talking Owners Manual," Fast Help by Phone	No	YES
<b>25% Discount on Non-Covered Repairs &amp; Related Parts</b> Save \$50 per tune-up, and more on parts	No	YES
<b>25% Discount on Non-Covered Parts purchased via PartsDirect</b> Savings available even for the DIYer	No	YES
<b>25% Reimbursement on Non-Covered Parts purchased at any Sears store</b>	No	YES

\*See terms and conditions for complete details

Common Repairs	Covered by Warranty	Covered by RPA	Average Repair Cost
Belt	NO	YES	\$265
Mandrel Assembly	If Defective	YES	\$324
Battery	NO, only 1st 90 days	YES	\$238
Carburetor Replace	If Defective	YES	\$375
Solenoid	If Defective	YES	\$202

The RPA does not cover: normal maintenance, such as periodic tune-ups and oil changes, accessories, attachments or cosmetic defects. Expendable parts not covered are: filters, batteries (except tractor batteries, they are covered) gas, oil, spark plugs and blades. All Value at a Glance documents can be found on the Home Improvement Protection Agreement website, accessible via Season in a Box. All functional failures due to normal use are covered. There are no parts or service expense to an RPA customer for covered expenses.



## TILLERS

Often customers will tell you that the most difficult job in the garden is turning the soil. Tillers can save them time, money and effort. The basic uses for tillers are:

- Turning soil on previously planted or unplanted land.
- Cultivating existing gardens and flowerbeds by breaking up and aerating the soil, as well as cleaning up weeds.
- Mixing in soil additives such as mulch, compost or chemicals evenly into the soil.
- Tearing up sod in order to plant a garden or reseed a lawn.

Sears will capture tiller and cultivator market share by offering the broadest assortment of tillers to fulfill EVERY customer's needs: including Craftsman and Mantis.

**CRAFTSMAN®**


### **Merchandise Presentation**

- Tillers and cultivators should be merchandised together to show the breadth of our assortment.
- We are competitively priced and have a full selection for the customer to select from: cultivators, front-tine tillers and rear-tine tillers.
- Marquee signage contains all options available so that if your store does not carry the full assortment, customers can Hold for Merchandise (HFM) these goods.



#29932 — 208cc

### **Nobody Beats Craftsman**

#### **LEGENDARY PERFORMANCE**

- Triple-Dig™ Tines (Mini-Tillers) #29263, #24032, #29937
- Dual Rotating Tines (Tillers) #29934, #29932
- Quick Start/Stop Tine Control

#### **LASTING DURIBILITY**

- 2-year warranty

#### **LOW PRICE**

- Best features at this price

## TILLER SELLING STRATEGIES

<b>Qualify the Customer's Needs With Your Discover Questions:</b>		
<ul style="list-style-type: none"> <li>• Size of garden?</li> <li>• Uses for tiller?</li> </ul>		
<b>Narrow to Product Segment:</b>		
<b>Use:</b> <ul style="list-style-type: none"> <li>• Discover questions</li> <li>• Product Finder on Sears.com</li> </ul>	<b>To determine the type of tiller needed:</b> <ul style="list-style-type: none"> <li>• Cultivator (mini tiller)</li> <li>• Front-tine tiller</li> <li>• Rear-tine tiller</li> </ul>	<b>Ask if the customer has a brand preference, including:</b> <ul style="list-style-type: none"> <li>• Craftsman</li> <li>• Mantis</li> </ul>
<b>Narrow to Specific Product:</b>		
<ul style="list-style-type: none"> <li>• Then show the customer the most fully featured tiller in that group.</li> <li>• Explain the features and benefits.</li> <li>• Explain the trade-offs as the customer eliminates features and you step down to lower featured models.</li> </ul>		
<b>Accessories and Attachments:</b>		
Offer accessories to complete the sale based on the customer's needs.	<b>Top Accessories:</b>	
	• Gas can	• Oil
		• Gloves
<b>Repair Protection Agreement:</b>		
Use the Value at a Glance Sheet when you offer a Repair Protection Agreement to complete the sale.		

### Qualify the Customer's Needs — Detail

Discover questions help you learn what the customer wants by actively listening. You must pay close attention to what your customers are saying and respond by asking questions to ensure full comprehension. Having a conversation with them is the key to assisting them in making their purchase decision.

Here are the discover questions you should be using for tiller customers.

**Have you owned a tiller before?** Ask about likes and dislikes.

- Did they like its comfort features?
- Did they like the tiller's handling and capabilities?

Customers want to know tiller basics and what may have changed since their last tiller purchase.

<b>Size of garden</b>	If your customer is tilling a small garden in preparation for spring planting and is physically able, suggest a front-tine tiller.
<b>Type of soil</b>	If your customer is starting a new garden/breaking soil for the first time or planning a large area garden, suggest a rear-tine tiller. If your customer already has cultivated soil, then suggest a front-tine tiller.

## Key Features and Benefits

**Triple-Dig™ Tines** — All Craftsman Mini Tillers feature Triple-Dig tines that are designed to outperform the tines found on other tillers. Triple-Dig tines till, cultivate and also cut through roots to prevent the tiller from getting wrapped in roots.

**Quick Start/Stop Tine Control** — Located on the handle for easy access, the Quick Start/Stop Tine Control stops the tines when it is released, keeping users safe.

**Adjustable Handle Height** — No matter how tall or short the user is, customers can adjust the handle for added comfort.

**Variable Tilling Paths** — Removable tines allow the customer to choose the width of the tilling path on front-tine tillers as well as the cultivator.

**Dual Rotating Tines (DRT)** — DRT provides the versatility of both standard rotating for lighter-duty jobs, and counter-rotating tines, that allow your customer to dig deeper into soil (Best).



#29937— 4-cycle



#29932 — 208cc



#29934 — 208cc



## TILLER TYPES

### *Cultivators (Mini Tillers)*

- These represent the most popular segment in the industry.
- Mini tillers are appropriate for cultivating garden beds and are great for weed control.
- Mini tillers must be used on broken-up soil — hard-packed soil cannot be fully turned with a cultivator.
- This type of tiller is much smaller than a traditional tiller and is very popular for casual gardening. They're also less expensive than larger tillers.
- Customers can choose between gas — either 2-cycle or 4-cycle with Speed Start (see gas line trimmers) — and electric-powered models. We carry Craftsman and Mantis brands, either in-store or online.
- All Craftsman mini tillers feature the exclusive Triple-Dig tines. The four patented tines are great for cultivating soft soil, tilling hard dirt and are designed to reduce weed wrap.
- The Mantis 2-cycle mini tiller features the industry's best powertrain warranty of five years on the engine and the transmission. It has the power to dig up to 10 inches deep into hard soil with a commercial-grade engine, bronze and steel gears, and a one-piece cast aluminum transmission case. The Mantis tiller is so tough that a lifetime tine warranty against breakage is included (available online only).
- Several models convert to an edger or dethatcher.
- There is also a mini tiller attachment available for Craftsman line trimmers.



#29263 —  
120 Volt Electric

### *Front-Tine Tillers*

- These are recommended for the price-conscious customer with a small garden (less than 2,500 square feet).
- Front-mounted tines pull the tiller forward, using the small rear wheels for control and balance.
- These are best used in loose soil.
- It can be challenging to control vibration, depending on the hardness of the soil. They require significantly more physical effort from the operator.



## Rear-Tine Tillers

- These are recommended for the customer with a garden up to 10,000 square feet.
- Craftsman rear-tine tillers feature dual-rotating tines, which are located at the rear of the unit. The tines and drive wheels rotate in opposite directions to loosen soil.
- In most cases, customers will find that a rear-tine tiller is preferable because of the power generated and smooth operation.
- These are easy to operate and will usually break hard ground in one pass. They are not as physically challenging as front-tine tillers.
- All rear-tine tillers have a grading skirt to smooth the soil.
- An expanded assortment of tillers is available on Sears.com.



#29932 —  
208cc

## Electric Dethatchers

These remove the thatch that builds up in the lawn after prolonged mowing. Thatch keeps nutrients and moisture from reaching the soil. Dethatching twice a year helps keep the grass healthy and green. This electric dethatcher is environmentally friendly and requires no gas or oil. It does require an electrical outlet within 100 feet. It includes no tool height adjustment and a padded handle with an easy-engage button and grip. Stainless steel tines are ideal for quick removal of thatch.



#29281

## Maintenance

Use the chart below as a reference to advise your customers regarding the appropriate/ suggested maintenance intervals for varying components of the product.

		Tiller Maintenance Intervals						
		Before each use	After each use	Every 2 Hours	Every 5 Hours	Every 10 Hours	Every 30 Hours	Once a Season
<b>ENGINE</b>	Check Oil	x						
	Change Oil*				x			x
	Check Transmission Oil						x	
	Clean Air Filter	x						
	Replace Spark Plug**							x
	Replace Air Filter							x
<b>NON ENGINE</b>	Tines for Wear						x	
	Clean Drive System		x				x	
	Check Tire Pressure						x	
	Lube					x		
	Check Belt Tension			x		x		

\*Change oil every 50 hours after the initial change at 5 hours. If used less than 50 hours, change oil once a season. \*\*Per the manual, check the spark plug every 25 hours and replace every 50 hours.

## Sears Parts Finder

The Sears Parts Finder, available at Manage My Life, is an online parts and accessories finder that helps customers and associates find the top parts and accessories for their lawn & garden products. The Sears Parts Finder is loaded with approximately 10 years of lawn & garden products sold at Sears (e.g., mowers, tractors, line trimmers, pressure washers, snow blowers) and the specific parts and accessories for each of these products. Associates should use the Sears Parts Finder to identify parts and accessories to provide The Total Solution for customers.

## Repair Protection Agreement Value at a Glance: Tillers

Let's understand how our Repair Protection Agreement ENHANCES and goes BEYOND warranty coverage. Only Sears offers service by over 10,000 professional repair specialists. Reliable and dependable, know who is servicing your product agreement. Here's what's included:

	Typical Warranty (24 Months)	Repair Protection Agreement* (3 Years)
<b>Coverage Due to Normal Use</b> Provides complete coverage to all major components, including engine Common repair during first 2 years of ownership is a belt Belts are not covered by the warranty	Defects Only	YES
<b>Unlimited Service at No Charge for Parts and Labor</b> No service fee for covered repairs including parts such as carburetor, starter, cables Protection against Ethanol fuel	Defects Only	YES
<b>Non-technical calls</b> Customer instruct calls	No	YES
<b>Product Replacement</b> If a covered product cannot be repaired Replacement includes Delivery	No	YES
<b>Fast Help By Phone</b> Non-technical and instructional assistance available 7 days a week, plus convenient repair scheduling	No	YES
<b>25% Discount on Non-Covered Repairs and Installed Parts</b> Save on tune up	No	YES
<b>25% Discount on Non-Covered Parts purchased via PartsDirect</b> Tines, filters, spark plugs	No	YES
<b>25% Reimbursement on Non-Covered Parts purchased at any Sears store</b>	No	YES

\*See terms and conditions for complete details.

All RPA Value at a Glance documents can be found on the Home Improvement Protection Agreement website, accessible via Season in a Box.

All functional failures due to normal use are covered. There are no parts or service expense to an RPA customer for covered repairs.

The RPA does not cover: normal maintenance, such as periodic tune-ups and oil changes, accessories, attachments, or cosmetic defects.

Expendable parts not covered are: filters, gas, oil, spark plugs and tines.





# MOWERS

The high-quality assortment of lawn mowers at Sears makes shopping fun and easy for customers. Sears' feature/benefit item signing, online finder tools, as well as consumer literature, will help you assist your customers in making an informed buying decision.

In 2013, Sears will be continuing with the successful EZ Solution program, which will ensure your customers have the latest features at the best prices — features such as EZ Bagging Access™, EZ Blade Control™, EZ Push Button Start™ and EZ Walk™ Dual Trigger Drive Control. These features are very helpful and guaranteed to provide your customers benefits for years to come.

With the Guaranteed-to-Start Promise, variable-speed drive systems in both front-propelled and rear-propelled models, Smooth Start™ or Smooth Start Plus™ on all Craftsman mowers with Briggs & Stratton engines, Dust-Blocker™ grass bags, high wheels and many additional customer-requested features, our assortment makes it easy for each customer to find the exact lawn mower that meets his needs.

The Craftsman advantages continue with the exclusive EZ Bagging Access and EZ Push Button Start. Only Craftsman provides a lawn mower that has one-hand bag removal. And Craftsman has the only push button start mower in the industry. When asked what's better than the traditional key start system, we challenged ourselves and our vendors to develop the next generation of easy starting systems. We believe we found it with the exclusive EZ Push Button Start, which is very similar to what is found in many automobiles today. We will continue to be the industry leader in providing the ultimate solution for customers looking for EZ Blade Control, also known Blade-Brake-Clutch, or BBC System.

## 2013 Craftsman Innovations



## What's New for 2013

After great success with Kohler engines on Husqvarna brands, we are introducing a Craftsman rear bag push mower with the same great engine.

In rear wheel drive we've got exciting new products to fit your customers mowing needs and their budget. Starting at \$349, we'll have a Briggs and Stratton 725 Platinum engine, variable speed with single trigger, single-lever height adjustment, and high rear wheels. Craftsman will also offer the lowest price rear wheel drive mower with a Honda engine in the industry at \$369. This supreme value also features EZ Bagging Access and EZ Walk Single Trigger Control.

In addition to the great new mowers, we're introducing a new line of Craftsman CX Series mowers to replace Craftsman Pro. The lineup includes 2 new rear wheel drive models with Briggs and Stratton Professional 775 engines. The new variable-speed drive control with 6 speed settings gives customers the ultimate control, comfort, and maneuverability using a completely redesigned ergonomic bail with foam grip. Both mowers feature single point height adjusters. Also look for the new wide cut featuring a Craftsman 420cc engine, perfect for customers looking to make a large job quick.



All of these mowers feature two-year residential warranties.

## 2013 Assortment

Sears will continue to be the industry leader with the broadest assortment of Craftsman lawn mowers to fulfill customers' needs. This assortment offers Craftsman Exclusives and trusted Briggs & Stratton, KOHLER or Honda engines. We will continue to improve the customer shopping experience with a simple trade-up structure and improved signing so you will be able to advocate the best solution after discovering each customer's needs.

The chart below shows the trade-up structure, which will help you and your customers choose the right mowers for their needs and budget.

Deck Color	Craftsman Engines
Black (Best)	Briggs & Stratton Platinum 725ex, 775, Honda 160cc and 190cc and Craftsman 420cc
Red (Better)	Briggs & Stratton Gold 675ex or 550ex and KOHLER 675
Gray (Good)	Briggs & Stratton Silver 550e or 500



*Platinum*



*Gold*




*Silver*



**Merchandise Presentation**

For 2013, our Mower presentation strategy is:

- Items will be placed by mower type first and price (high to low) second.
- New 14" x 10" signs will clip directly to mower handles. New signs feature:
  1. Color coding by product category.
  2. Step-up feature call-out.
  3. Pouch for signriter/RES sign.
  4. QR codes, which help educate customers about features when scanned with their mobile phones.
  5. 4-5 major feature/benefit call-outs.
- Mowers will be merchandised on A frames with specific items on the end caps (refer to store specific POG).
- Back drop: Bunker stores only.
  1. Back drop with Craftsman innovations.
  2. Wrap for the base of the bunker.




## FRONT WHEEL DRIVE

5.5 X 3.5 RES SIGN HERE


#37044

**KEY FEATURE**



**PUSH BUTTON START**

Just push the button and start mowing.




**PARTS & ACCESSORIES**

BLADE	PLUG	FILTER	OIL
#33177	#33459	#3364	#33000

- ▶ 190cc\* Platinum Briggs & Stratton 725 engine
- ▶ Single trigger control variable speed
- ▶ EZ bagging access
- ▶ EZ deck wash

SCAN



LEARN MORE

\*As rated by engine manufacturer. Note: See specific model information. Not all features available on all models.

## Buyer's Picks

These mowers will be our focus items for the 2013 season and will not be out of stock:

1. #37092, Rear-Wheel Propelled Mower
2. #37037, Rear-Bag Push Mower
3. #37044, Front-Wheel Propelled Mower
4. #37060, Front-Wheel Propelled Mower
5. #37043, Front-Wheel Propelled Mower

- A commitment to be in stock EVERY day on the Buyer's Pick mower!
- Our Buyer's Picks have our customers' most popular features!

The Buyer's Pick mowers have a natural attachment rate for the following accessories and protection agreements (Buyer's Bundle), and will not be out of stock:

1. #33000, 4-Cycle Oil, 20 oz.
2. #33500, Fuel Stabilizer, 12 oz.
3. #33172, 2-Gallon Gas Can



- A commitment to be in stock EVERY day on the three most important accessories/ attachments sold with the Buyer's Pick.
- An everyday additional discount on the attachments/accessories if the customer buys all three.

Be sure to sell the Buyer's Bundle with every Buyer's Pick mower you sell!



## Nobody Beats Craftsman

### LEGENDARY PERFORMANCE

- EZ Bagging Access™\* 
- Easiest Starting Engine (Briggs & Stratton Platinum Engine)\*
- EZ Push Button Start™ — Push the button and start mowing (#37044 and #37093) 
- EZ Blade Control™ — Turn blades off and the engine stays on (#37095 and #37094)

### LASTING DURIBILITY

- 2-year warranty
- Extended deck warranty

### LOWEST PRICE GUARANTEE

We have the lowest price. Find a lower price on a tractor, mower or line trimmer at your local Lowe's or The Home Depot store and we'll match it plus give you up to \$100 in points (100,000 points).

See page 12 for more details about this great offer.

\*On select models

**MOWER SELLING STRATEGIES**

**Qualify the Customer's Needs With Your Discover Questions:**

- Size of yard?
- Type of terrain?
- What to do with grass clippings?
- Want self-propelled?
- California resident?
- Any other features?
- What kind of starting is preferred?
- How important is comfort?

**Narrow to Product Segment:**

<p><b>Use:</b></p> <ul style="list-style-type: none"> <li>• Discover questions</li> <li>• Product Finder on Sears.com</li> </ul>	<p><b>To determine the type of mower needed:</b></p> <ul style="list-style-type: none"> <li>• Push mower</li> <li>• Propelled mower (front or rear)</li> <li>• Wide-cut mower</li> <li>• Specialty mower (electric or reel)</li> </ul>	<p><b>Ask if the customer has an engine brand preference, including:</b></p> <ul style="list-style-type: none"> <li>• Briggs &amp; Stratton</li> <li>• Honda</li> <li>• KOHLER</li> </ul>
--	--	---

**Narrow to Specific Product:**

- Show the customer the most fully featured mower in that group.
  - Explain the features and benefits.
  - Explain the trade-offs as the customer eliminates features and you step down to lower featured models in the product group.
  - Craftsman has simplified the mower assortment in a Best-Better-Good format using colors: Black=Best (More Torque, EZ Push Button Start\*, Single Trigger EZ Walk\*), Red=Better (Smooth Start Plus\*, More Torque, EZ Bagging Access\*), Gray=Good (Smooth Start, Dust Blocker Bag\*).
- \*Available on select models.*

**Craftsman Price Guarantee:**

Sell the Craftsman Price Guarantee vs. The Home Depot and Lowe's

**Innovation:**

- Tell the customer about Smooth Start and Smooth Start Plus innovation on all Craftsman mowers with Briggs & Stratton engines.
- Tell the customer about EZ Solutions (EZ Bagging Access, EZ Push Button Start, EZ Blade Control and EZ Walk).

**Accessories and Attachments:**

<ul style="list-style-type: none"> <li>• Offer accessories to complete the sale based on the customer's needs.</li> <li>• Use the online Sears Parts Finder available at Manage My Life.</li> </ul>	<b>Top Accessories:</b>	
	<b>Gas mower</b>	<b>Electric mower</b>
	<ul style="list-style-type: none"> <li>• Fuel stabilizer, oil and oil filter</li> <li>• Blades</li> <li>• Gas can</li> <li>• Air filter, spark plug</li> <li>• Lawn and leaf bags</li> </ul>	<ul style="list-style-type: none"> <li>• 100' 14-gauge extension cord</li> <li>• Mower cover (if not included)</li> <li>• Blades</li> </ul>

**Repair Protection Agreement:**

Use the Value at a Glance Sheet when you offer a Repair Protection Agreement to complete the sale.

## Qualify the Customer's Needs — Detail

Discover questions help you learn what the customer wants by actively listening. You must pay close attention to what your customers are saying and respond by asking questions to ensure full comprehension. Having a conversation with your customers is the key to assisting them in making their purchase decision.

Here are the discover questions you should be using for mower customers.

### Have you done any online research?

If your customer answers either “yes” or “no,” ask, “May I show you the Sears Online Finder?”

- If they answer “yes,” take them to the Sears Online Finder and proceed through the online process.
- If they answer “no,” proceed with the discover questions that will lead to the right products for the customer’s need.

**Have you owned a mower before?** Ask about likes and dislikes.

- Did they like its comfort features?
- Did they like the mower’s handling and capabilities?

Customers want to know mower basics and what may have changed since their last mower purchase. For first-time buyers, walk them through the Sears Online Finder to narrow down their needs and wants.

**CRAFTSMAN**  
Trust. In Your Hands.

**Better Lawns Start with Craftsman® Innovation**

- CRAFTSMAN EXCLUSIVE**  
**EZ BAGGING ACCESS™**  
One handed bag removal
- CRAFTSMAN EXCLUSIVE**  
**EZ WALK™**  
Operates easily with left or right hand
- CRAFTSMAN EXCLUSIVE**  
**EZ PUSH BUTTON START™**  
Just push the button and start mowing
- CRAFTSMAN EXCLUSIVE**  
**EZ BLADE CONTROL™**  
Stops blade with no effort

**DISCOVER QUESTIONS****What type of terrain will you be mowing?**

- Flat — Push or front-wheel propelled
- Obstacles — Push or front-wheel propelled with high wheels
- Bumpy — High wheel mower
- Hilly/Slopes — Rear-wheel propelled

**Do you want a self-propelled mower?**

- Push
- Front-wheel drive
- Rear-wheel drive

**What engine brand do you prefer?**

- Briggs & Stratton
- Honda
- KOHLER
- Craftsman 420cc

**What will you do with your yard clippings?**

- Mulch
- Bag
- Discharge

**What speed control would you prefer?**

- Single speed
- Variable with bail
- Variable with trigger(s)
- Variable with 6-speed transmission

**What other features interest you?**

- EZ Bagging Access
- EZ Blade Control
- EZ Push Button Start
- Front Center Wheels
- Key Electric Start

## **IMPORTANT CUSTOMER CONSIDERATIONS**

**How easy is it to start your current mower?** Make sure all customers know that all Craftsman mowers with Briggs & Stratton engines have Smooth Start or Smooth Start Plus, and review the Briggs Guaranteed-to-Start Promise with them. Does it start easily, or do you have to pull several times to start it? If the customer has problems starting their mower, they may like the idea of an EZ Push Button Start or Electric Key Start to save effort and time.

**Who mows the lawn in your family?** This is important to ask in order to figure out what type of drive system each customer needs. If only one person usually mows the lawn, then they can choose between a push, reel, cordless or electric mower to promote exercise, or they can save time and effort by selecting a self-propelled model. A self-propelled mower is also best if many users do the mowing because it can accommodate users of varying strength. Also, a self-propelled mower's variable speed system enables different users to set their own preferred pace.

**Have you considered the convenience of purchasing the accessories you need for maintenance now, so you will have them when you need them?** Regular maintenance of the mower requires changing oil, air filters, spark plugs and having gas containers ready. For long-term maintenance of the mower, customers should purchase blades, fuel stabilizer and fresh start fuel cap and capsules at the time of purchase.

**Would you like to spend less time on lawn care?** If saving time is a priority, advocate a self-propelled mower with a wide deck, Electric Key Start or EZ Push Button Start, and a large-capacity grass bag. If saving time is not a big concern, ask who will be using the mower and how large their yard is.

**How important is a mower that does the job as quietly as possible?** An electric or cordless mower is a great option for quiet operation. If the customer prefers a gas mower, Sears carries Honda's lightest and quietest lawn mower engine.

**Would you like to gain peace of mind for several years regarding your new mower?** Advocating a Repair Protection Agreement is an essential part of providing The Total Solution to each and every customer. Sears is the only national retailer that offers to protect your customer's investment. A Sears Repair Protection Agreement covers defects over and above the manufacturer's warranty. Other retailers only offer to extend the manufacturer's limited warranty. We are the largest lawn & garden retail organization available.

**Do you have to turn off and restart your current mower each time you dispose of your grass clippings or stop for a quick drink of water?** The EZ Blade Control is a great solution to that annoyance. With this feature, customers can turn off the mower's blade while keeping the engine on. For disposal, they simply remove the bag, dump the clippings, replace the bag and turn the blade back on to resume mowing. No restart is involved.

**IMPORTANT CUSTOMER CONSIDERATIONS, CONT'D.****Do you sometimes struggle with the bag when trying to dispose of grass clippings?**

Some bags don't detach from — or reattach to — the mower very smoothly, adding unnecessary challenges to the mowing process. Craftsman's EZ Bagging Access makes this much simpler. The door stays open for easy bag removal and closes with a squeeze of the control bail. Customers can detach the bag easily with one hand and have no trouble putting it back into place when they're done.

**LAWN MOWER TYPES*****Push Mowers*****SIDE DISCHARGE PUSH**

- Craftsman side discharge push mowers are our opening-price-point mower and are built to mulch or discharge the clippings right out of the box, no tools needed (just pull out the handle, tighten and go).
- Operation is simple, and customers who enjoy getting extra exercise won't mind pushing the mower over their lawn. With single-axle wheels, these push mowers are easy to push.
- Side discharge push mowers can be a great add-on sale for customers who purchase a tractor because they can be used to mow/trim areas of the lawn that are difficult to reach with a tractor.



#37000

**REAR BAG PUSH**

- Rear bag push mowers eliminate the need to rake clippings. Clippings are captured in the bag, which enables customers to either dispose of them or use them for composting.
- A rear bag push mower will improve the look of the customer's lawn by preventing the buildup of dead grass.
- All Craftsman rear bag systems use the outstanding Dust-Blocker grass bag — a Craftsman Exclusive.
- 3-in-1 cutting system (bag, mulch or discharge) on select items.



#37037

## ***Self-Propelled Mowers***

### **FRONT-PROPELLED**

- Front-propelled mowers pull from the front of the mower, making them easy to use.
- Front-propelled mowers are easy to maneuver. They are ideal for customers who have a lot of trees, shrubs, flowerbeds or other obstacles in their yard.
- These mowers perform best on flat lawns. Both single and variable speed models are available — variable speed models enable the operator to set his or her own pace.



#37044



#37092

### **REAR-PROPELLED**

- Rear-propelled mowers push from the back of the mower, making them easy to get up hills.
- Rear-propelled mowers do an excellent job on hilly and rough terrain. These mowers work just as well on flat terrain.
- Rear-propelled options also are available in Craftsman CX Series equipment.
- The high-wheel rear-propelled mower provides even greater maneuverability.

## ***Craftsman CX Series***

- CX mowers provide ample power with Briggs & Stratton 775 OHV engines to get tough jobs done.
- 6-speed variable-speed settings allow for the ultimate in operation comfort.
- Choose from fixed or lockable caster wheels for easy turning and maneuverability around obstacles.
- Ergonomic handles and design create a comfortable mow with CX series.



#37481



#37486



## Wide-Cut Mowers

- The 33" commercial cutting deck gets the job done fast and will fit through gates.
- The zero-turn radius allows for maneuvering around trees and flowerbeds.
- Power-propelled rear-wheel drive makes it easier to maneuver.
- Features such as the EZ Clean Deck Wash, Electric Key Start and the EZ Blade Control complete an excellent package.



#37488

## Cordless and Electric Mowers

Cordless and electric mowers are the perfect solution for the environmentally conscious customer.

- These models are ideal for smaller lawns and offer the best performance for those who don't want to deal with gasoline.
- They are environmentally friendly and quiet.
- Remington cordless and electric mowers provide an excellent, manicured cut.
- The Remington electric mower with steel deck is great for small yards and can mow up to 100 feet from a power outlet.



#37046

## Reel Mowers

- Perfect for small yards.
- 16" and 18" cut.
- Greatly reduces noise and eliminates emissions.
- Easy to use and maintain.
- #37661 comes with a bagger.
- Available in Remington brand with further availability online.



#37661

## LAWN MOWER ENGINES

Sears offers leading brands of engines that stack up and surpass anything the competition has to offer.

### *Lawn Mower Engine Advantages*

#### **BRIGGS & STRATTON**

Briggs & Stratton is the engine industry leader, rating small engines on torque. Torque ratings measure the engine's capability to spin the mower blade, providing the most direct evaluation of the mower's work capacity.

All Craftsman mowers with Briggs & Stratton engines will have designations of Silver (550e Series), Gold (550ex or 675ex Series) and Platinum (725ex or 775). This will make it easier for customers to understand the trade-up options.

The 2013 Briggs & Stratton Silver Series features Smooth Start. The 2013 Briggs & Stratton Gold and Platinum Series feature Smooth Start Plus.



#### **KOHLER ENGINES**

With a legacy of reliability and toughness, KOHLER Courage XT Series engines are the preferred premium choice.

Standard professional-grade design featuring overhead valve and cast-iron cylinder bore.

Operator-friendly features like:

- Accu-Fill easy-to-fill gas tank (a 45% larger opening and angled fuel neck for less spilling)
- Easy-to-Start by design with the easy-pull recoil and Smart-Choke technology
- Easy maintenance features



#### **HONDA**

**Quiet** — Honda produces one of the quietest engines in the world.

**Reliable** — The reliability of Honda engines is well known and respected.

**Overhead Cam (OHC)** — This design reduces engine weight, has fewer moving parts and offers greater fuel efficiency.



## Torque

Engines have previously been rated by power output with horsepower (HP) or by size with cubic inches or cubic centimeters (CCs). While these ratings offer useful information, neither truly measures the engine's power. Torque is the most important specification that measures the engine's twisting force that causes rotation. A torque rating is critical in evaluating an engine's ability to turn a mower blade, generator alternator, pressure washer pump or other outdoor power equipment.

### **WHY MEASURE BY TORQUE INSTEAD OF HP OR CCs?**

HP measures the engine output but doesn't translate to the turning power that is necessary for proper engine operation. CCs measure size. Even if two engines are the same size, they can vary significantly in power and performance because of their design. Basically, torque ratings are clear evaluations of engine turning power and offer a better measurement for engine performance in lawn & garden equipment.

### **WHERE TO FIND TORQUE RATINGS**

Briggs & Stratton is taking the lead in the industry by including a torque rating on all of its small engines. The actual torque rating can be found on the engine specification label, in the owner's manual and anywhere else engine performance is defined.

### **EXPLAINING TORQUE**

When explaining torque to a customer, keep it simple. Tell them torque describes the rotational power of an engine used to spin the blade.



# LAWN MOWER SOLUTIONS

## The Craftsman Engine and Starting Advantages

We will continue to have simple starting systems and packages.

**Exclusive Engine Packages by Briggs & Stratton** — Briggs & Stratton leads the industry by giving all of its small engines torque ratings. Torque is the work power generated by the engine that keeps the blade spinning on a mower. The more torque it has, the more power!



**Starting Promise** — Briggs & Stratton Corporation warrants to the original owner that select 550ex series, 675ex series, 725ex series and Professional series engines equipped with Ready Start (included on mowers with Smooth Start Plus) will always start on the first or second pull, or we'll fix it for free. The two-year warranty\* covers defects in engine materials or workmanship that may prevent the engine from starting on the first or second pull. The warranty covers the cost of parts and labor for repairs on the starting system.



*\*Certain restrictions apply.*

**Smooth Start** — Say goodbye to the usual hassles of starting a mower. With Smooth Start, your customers don't have to pull as hard or as fast and they get consistent, sure starts with the Most Reliable Start (MRS) spark plug.



**Smooth Start Plus** — Our easiest starting engines. Get all the benefits of Smooth Start, plus no priming, no choking, no worries! Just pull for power.



**EZ Push Button Start** — Customers just push the button and start mowing — no rope pulling needed!



## Cutting System Solutions

Whether your customers want bag clippings or mulch, select mowers offer a solution by allowing the user to switch between operations without needing tools to make the conversion.

**Precision Plus Cutting System** — Offers high-performance bagging and mulching with a durable blade.

**3-in-1 Cutting System** — All three options (mulching, side-discharge and rear-bag) are available on the same mower model for the most versatility.

**2-in-1 Cutting System** — Converts from mulching to side-discharge or mulching to rear-bag, depending on the model.



**Dust-Blocker Grass Bag** — The rear bag directs exhaust to the customer's feet, not their face, which can be a critical feature for those with asthma or allergies. The airflow system eliminates back air pressure, allowing the bag to completely fill with clippings. Some bags offer an integrated window to see when the bag is full.

**EZ Blade Control** — You can turn the blades off and the engine stays on. Saves time, especially when bagging.

## Comfort and Convenience Solutions

**Comfortable Handle** — Mowers with soft foam grips ensure that the customer's palms will be comfortable. After use, the handle can be folded downward to fit around the mower deck, which makes the lawn mower easy to store or transport.

**EZ Bagging Access** — When customers pull the bail, the rear door snaps and conveniently seals the bagger in place.

**EZ Walk** — Dual triggers allow the user to control the self-propelled pace of the mower with either or both hands.

**Handle Height Adjustment** — A three-position handle height adjustment ensures comfort for all members of the family.

### KOHLER Exclusive Accu-Fill Easy-to-Fill Gas

**Tank** — An industry first, Accu-Fill technology features a 45% larger opening and angled fuel neck, making it very easy to fill the gas tank. And a fuel-level indicator helps prevent overfilling.



## Ethanol Fuel Recommendation

Always use clean, fresh, unleaded gasoline. Briggs & Stratton recommends fuel that is a minimum of 87 octane. Fuels containing up to 10% ethanol is acceptable. Gasoline containing more than 10% ethanol, such as E85 or E15, should NEVER be used.

Purchase fuel in a quantity that can be used within 30 days to assure fuel freshness and volatility tailored to the season. Do not mix oil with gasoline. It's also recommended to use fuel stabilizer or Craftsman 4-cycle Pure Fuel, which keeps gasoline fresh for up to 24 months, promotes quick starting and cleans the fuel system.

Please refer to the operator's manual for additional recommendations and warranty information specific to an engine.

## Drive System Solutions

There are several ways for customers to control their walking speed while using self-propelled lawn mowers. It's important to determine how hilly their yard is and if there are trees, flowerbeds or other obstacles to work around. It's also important to know who will operate the mower — Variable Speed Drive is a solution that allows multiple users to set their own pace.

	Key Feature	Target Customer
<b>Propelled Mowers</b>		
Single Speed	2.5-mph walking speed with no shifting required	For anyone who wants a brisk but comfortable pace
Variable Speed	Operator controls the walking speed to match their pace Variable Speed Underbail (available on select front- and rear-propelled models) and EZ Walk found on select Craftsman rear-propelled models	For when several people operate the mower; for the customer who needs different speeds for hilly terrain or to avoid obstacles
Variable Speed with 6-Speed Transmission	Variable speed with 6 settings, tops out the speed to operator's most comfortable pace. Underbail control for less stress when mowing.	Customers looking for the best option in setting their own pace

## Wheel Solutions

Most mowers feature 7" or 8" front wheels and options for 8", 11" or 12" rear wheels. Low wheels are standard because they work well in most conditions. For customers with hilly or rough terrain, 11" or 12" rear high wheels are a solution, increasing maneuverability and reducing operator effort. Craftsman offers a host of different wheel options.

**Multi-Position Individual-Wheel Cutting-Height Adjusters** — A lever is located at each wheel, which enables the operator to raise or lower the wheel to a desired height. Adjustability allows for a more precise cut, depending on grass conditions. Craftsman offers multiple height adjustments depending on the model.

**Single-Point Height Adjusters** — These adjust all four wheels at one time with one lever and are available on select Craftsman models. Be sure to demonstrate the ease and convenience of this spring-loaded system.

**Dual-Point Height Adjusters** — These are included on select models and adjust two wheels at a time and are now available on all Craftsman push mowers.



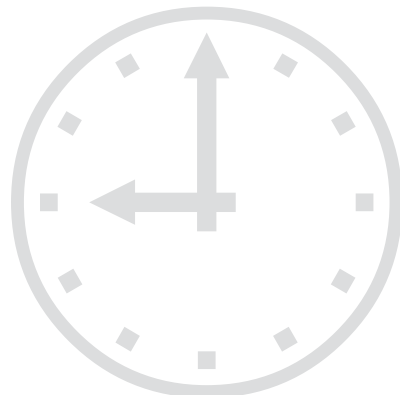
# KEEP IT SOLD WITH THE THREE-MINUTE DRILL

ALWAYS do the THREE-MINUTE DRILL when you close a lawn mower sale!

## 1. Recommend that your customer read the owner's manual.

## 2. Ask your customer to stand behind the mower so you can demonstrate:

- Operating the controls
- Priming the engine
- Pulling the starter cord or operating the key start/push start
- Using proper throttle control
- Operating front-propelled and rear-propelled systems (on applicable models)
- Mulching techniques for the best cut



## 3. Explain maintenance procedures:

- Using fresh gas mixed with stabilizer for the best performance (be sure to explain that the most common cause of engine failure is stale or high ethanol gas)
- Attaching and adjusting the handles
- Adjusting the mower height
- Checking and refilling engine oil
- Changing the spark plugs
- Replacing the blades
- Leveling the wheels

## 4. Offer The Total Solution:

- Repair Protection Agreement — Protects your customer against unexpected repair costs
- Accessories — New gas can, extra blades, fuel stabilizer, oil, air filter, ear and eye protection, gloves, etc.
- Additional Products — Line trimmer, blower, blower/vac, tool kit
- More Ways to Pay — Enables your customer to purchase all of the features they need and want

*Be sure to adapt this drill for customers who purchase a cordless, electric or reel mower — or one of the wide-cut options.*

*Reference the Quick Start Guide for Tractors and Mowers (item #SC0310021).*

**Maintenance**

Use the chart below as a reference to advise your customers regarding the appropriate/suggested maintenance intervals for varying components of the product.

		<b>Mower Maintenance Intervals</b>				
		<b>Before each use</b>	<b>After each use</b>	<b>After First 5 Hours</b>	<b>Every 25 Hours</b>	<b>Once a Season</b>
<b>ENGINE</b>	<b>Check Oil</b>	x				
	<b>Change Oil</b>			x	x	
	<b>Clean Air Filter</b>				x	
	<b>Replace Spark Plug</b>					x
	<b>Replace Air Filter</b>				x	x
<b>NON ENGINE</b>	<b>Clean Mower Deck</b>		x			
	<b>Clean Drive System*</b>		x			
	<b>Replace Blades</b>					x
	<b>Lube</b>				x	
	<b>Check Battery Charge</b>	x				

\*Debris around belt

**Sears Parts Finder**

The Sears Parts Finder, available at Manage My Life, is an online parts and accessories finder that helps customers and associates find the top parts and accessories for their lawn & garden products. The Sears Parts Finder is loaded with approximately 10 years of lawn & garden products sold at Sears (e.g., mowers, tractors, line trimmers, pressure washers, snow blowers) and the specific parts and accessories for each of these products. Associates should use the Sears Parts Finder to identify parts and accessories to provide The Total Solution for customers.



## Repair Protection Agreement Value at a Glance: Mower

Let's understand how our Repair Protection Agreement ENHANCES and goes BEYOND warranty coverage. Only Sears offers service by over 10,000 professional repair specialists. Reliable and dependable, know who is servicing your product agreement. Here's what's included:

	Typical Warranty (24 Months)	Repair Protection Agreement* (3 Years)
<b>Coverage Due to Normal Use</b> Provides complete coverage to all major components, including engine Common repair during first 2 years of ownership is a belt Belts are not covered by the warranty	Defects Only	YES
<b>Unlimited Service at No Charge for Parts &amp; Labor</b> No service fee for covered repairs including parts such as ignition, carburetor, starter, cables Protection against Ethanol fuel	No	YES
<b>Non-technical calls</b> Customer instruct calls	No	YES
<b>Product Replacement</b> If a covered product cannot be repaired	No	YES
<b>Fast Help By Phone</b> Non-technical and instructional assistance available 7 days a week, plus convenient repair scheduling	No	YES
<b>25% Discount on Non-Covered Repairs &amp; Installed Parts</b> Save over \$20 per tune up	No	YES
<b>25% Discount on Non-Covered Parts purchased via PartsDirect</b> Blades, filters, spark plugs	No	YES
<b>25% Reimbursement on Non-Covered Parts purchased at any Sears store</b>	No	YES

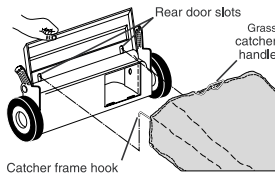
\*See terms and conditions for complete details

Common Repairs	Covered by Warranty	Covered by RPA	Average Repair Cost
Belt Replace	NO	YES	\$99
Carburetor, Clean	NO	YES	\$83
Carburetor, Replace (ethanol protection)	If Defective	YES	\$122
Recoil Starter	If Defective	YES	\$94
Flywheel	If Defective	YES	\$96

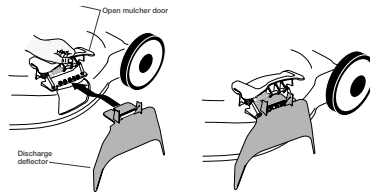
All RPA Value at a Glance documents can be found on the Home Improvement Protection Agreement website, accessible via Season in a Box. The RPA does not cover: normal maintenance, such as periodic tune-ups and oil changes, accessories, attachments or cosmetic defects. Expendable parts not covered are: filters, gas, oil, spark plugs and blades. Bent crankshaft is not covered. All functional failures due to normal use are covered. There are no parts or service expense to an RPA customer for covered repairs.

## Demonstration Tip

Because lawn mowers are typically shipped so they are ready to be used as a mulcher, show your customers how to change the mower over to a rear bag or side discharge without tools.



Rear Bag



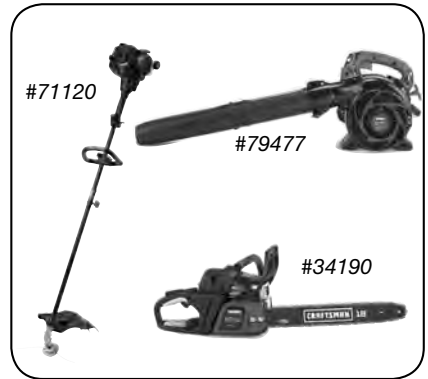
Side Discharge





## SPECIALTY POWER

Maintaining a healthy lawn and bountiful garden can be hard work, but with the wide range of tools available to your customers at Sears, you can assist them in finding Specialty Power products to help make their lives a little easier. Products with Craftsman Exclusive features offer customers innovation and reassurance in quality. From trimmers to chainsaws, Sears Specialty Power products can save time, money and effort for your customers by providing complete outdoor living solutions.



### Key Selling Points

**Top Brands** — Sears offers the top brands that your customers want at competitive prices. With Craftsman, Black & Decker, Weed Eater, Poulan, Remington and WORX, you have a great selection of Specialty Power items to offer your customers.

**The Largest Assortment** — Your customers can select from the largest assortment of Specialty Power items, available in store and online.

**Craftsman Exclusives** — Such as the Hassle Free™ Head, Incredi-Pull™ and more.

**Craftsman Advantages** — Sears carries the most powerful blower (#79477) and fastest cutting chainsaw (#34190 and #34195) in its class.



### Key Features and Benefits

**Speed Start™** — No pulling of the starter rope is required. Speed Start consists of three optional starters: Plug-in Power Start (#85951), Power Bit (#85952) and Cordless Starter (#85953). The Plug-in Power Start requires the use of an outlet, while the Power Bit requires a corded or cordless drill with a minimum 14.4V/1,000 RPM requirement. The Cordless Starter contains a 12V lithium battery and will provide up to 50 starts before recharging.



**Sim-Pul™/Incredi-Pull™** — This starting assist technology reduces the effort needed to pull the starter rope on blowers, trimmers, edgers and chainsaws.



**4-Cycle Engines** — No need to mix gas and oil. More power, and burns cleaner than 2-cycle.

**Tool-Less** — Tools are not needed to adjust tensioning on chainsaws.

# LINE TRIMMERS

## LINE TRIMMER SELLING STRATEGIES

### Qualify the Customer's Needs With Your Discover Questions:

- Fuel/engine type?
- Shaft type?
- Size of job?
- Corded or cordless (electric)?
- Regular or convertible?
- Who is using it?

### Narrow to Product Segment:

Use:	To determine the type of line trimmer needed:	Ask if the customer has a brand preference, including:
<ul style="list-style-type: none"> <li>Discover questions</li> <li>Product Finder on Sears.com</li> </ul>	<ul style="list-style-type: none"> <li>Gas vs. electric</li> <li>2-cycle (mix required) vs. 4-cycle (no mix required)</li> <li>Cordless NiCd vs. Lithium</li> </ul>	<ul style="list-style-type: none"> <li>Craftsman</li> <li>Black &amp; Decker</li> </ul>

### Narrow to Specific Product:

Show most featured to least featured products: Black = Best (Easy 2-Step Starting System (Prime, Pull)\*, Aluminum Hassle Free™ Head\*, 360 Degree Rotating Handle\*, Aluminum Shaft\*), Red = Better (Universal Attachment Capable, Speed Start Capable, Hassle Free Head, Easy 3-Step Starting System (Flip, Prime, Pull\*, Ergonomic Handles) and Gray = Good (Incredi-Pull Starting System)

### Craftsman Price Guarantee:

Sell the Craftsman Price Guarantee vs. The Home Depot and Lowe's — Lowest Price Guarantee

### Innovation:

- Easy starting
- Speed Start (gas)
- 360 handle Hassle Free Head technology
- C3

### Accessories and Attachments:

- Offer accessories to complete the sale based on the customer's needs.
- Use the Online Sears Parts Finder available at Manage My Life.

### Top Accessories:

#### Gas Line Trimmer

- Universal attachments
- Line or spool
- Oil
- Pre-mixed 40:1 or 50:1 fuel
- Spark plug
- Speed Start starters

#### Electric Line Trimmer

- Line or spool
- 100' 14-gauge extension cord
- 100' 16-gauge extension cord
- Wall hanger
- Safety equipment

### Repair Protection Agreement:

Use the Value at a Glance Sheet when you offer a Repair Protection Agreement to complete the sale.

## ***Nobody Beats Craftsman***

### **LEGENDARY PERFORMANCE**

#### **Easier Starting**

- 3-step starting (flip, prime and pull)
- 2-step starting (prime and pull)
- Speed Start capability

#### **Easier Line Change**

- Hassle-free head

#### **Comfort**

- 360° rotating adjustable handle

### **LASTING DURABILITY**

#### **Warranty**

- 10-year shaft warranty

### **LOWEST PRICE GUARANTEE**

We have the lowest price. Find a lower price on a tractor, mower or line trimmer at your local Lowe's or The Home Depot store and we'll match it plus give you up to \$100 in points (100,000 points).

See page 12 for more details about this great offer.

## ***Qualify the Customer's Needs — Detail***

Discover questions help you learn what the customer wants by actively listening. You must pay close attention to what your customers are saying and respond by asking questions to ensure full comprehension. Having a conversation with your customers is the key to assisting them in making their purchase decision.

Here are the discover questions you should be using for line trimmer customers.

### **Have you done any online research?**

- If your customer answers either "yes" or "no," ask "May I show you the Sears Online Finder?"
- If they answer "yes," take them to the Sears Online Finder and proceed through the online process.
- If they answer "no," proceed with the discover questions that will lead to the right products for the customer's need.

**Is this the first time you've purchased this type of equipment, or are you replacing an existing one?** This question allows you to find out if your customer is familiar with this type of equipment because he's owned one before, or if you need to spend a little more time informing him about the product.

**DISCOVER QUESTIONS****Do you need the power of gas, or the convenience of electric?**

- **Why choose gas?** Gas-powered products offer maximum mobility and are more powerful than electric products. They're used for all types of trimming jobs — light, medium and heavy.
- **Why choose electric?** Electric products are ideal for light-duty jobs. They're lighter and easier to start than gas products and are better for the environment.

**Gas: How do you prefer to fuel your engine?**

- 2-cycle (mix gas and oil)
- 4-cycle (no mixing gas and oil)
- No preference

**How big is the job you want to do?**

- Light – small yard, few obstacles
- Medium – average yards, spot edging
- Heavy – large yards with brush and edging
- No preference

**Choose a shaft style to match your need.**

- Straight shaft
- Curved shaft
- No preference

**Do you want to do more with your trimmer?**

- Yes, attachment capable
- No, just trimming
- No preference



## **IMPORTANT CUSTOMER CONSIDERATIONS**

### **How dense is the brush and grass that you need to clear?**

To trim grass and light brush, a hand-held trimmer may suffice. To trim very dense brush or tall grass, a high-wheel trimmer or brush cutter head offers more cutting power. A higher powered engine is best suited for dense brush, and features such as the no-tools adjustable head, remote throttle or adjustable handle make trimming easy.

### **Where will you be trimming?**

A straight-shaft trimmer will allow customers to get under decks, sheds, shrubbery, etc. To trim in wide-open spaces, customers will need a trimmer with a wide cutting path to save time and effort.

### **For gas trimmers, will you want a 2-cycle or 4-cycle engine?**

2-cycle engines require customers to mix gas and oil, and they're lighter in weight than 4-cycle engines. 4-cycle engines do not require the mixing of gas and oil. They also provide higher torque and burn cleaner than 2-cycle engines.

### **For electric trimmers, will you want a corded or cordless model?**

Corded trimmers can be used within 100 feet of an electrical outlet. Cordless trimmers offer the same mobility of gas units and use rechargeable batteries.



## Key Features and Benefits

### GAS STARTING SYSTEMS

**Flip, Prime and Pull** — Select Craftsman trimmers feature this starting system, which reduces the starting procedure to three easy steps. Featured on models #71117, #71119, #72586 and #79445.

**Prime and Pull** — Select Craftsman trimmers feature this choking system, which reduces the starting procedure to two easy steps. Featured on models #71120 and #73193.

**Traditional Starting System** — This is the basic starting procedure for most gas trimmers, which require between five and seven steps to start the engine (i.e.: prime, flip to full choke, pull, ½ choke, pull, run/idle choke position, pull). Featured on models #71137, #71147, #71102, #79440, #73170 and #73197.

**Speed Start** — No pulling of the starter rope is required. Speed Start consists of three optional starters: Plug-in Power Start (#85951), Power Bit (#85952) and Cordless Starter (#85953). The Plug-in Power Start requires the use of an outlet, while the Power Bit requires a corded or cordless drill with a minimum 14.4V/1,000 RPM requirement. The Cordless Starter contains a 12V lithium battery and will provide up to 50 starts before recharging.

**Incredi-Pull** — By using spring-loaded torsion power, the shock of “jerk back” is absorbed during the start-up process and the effort required to start the engine is significantly reduced.

**Full-Crank Engines** — These engines are more durable and produce less engine vibration, which reduces user fatigue. The dual crankshaft support provides smoother motion and longer engine life than half-crank engines. Featured on models #71117, #71120 and #72586.

### SHAFT/HANDLE/HEADS AND 8-IN-1 ATTACHMENTS

**Curved Shaft Models** — These models offer good balance and are generally easier to maneuver. They are the best option when using the trimmer to edge and are most comfortable for shorter users.

**Straight Shaft Models** — With extended reach, customers can get to hard-to-reach places, such as under shrubs and decks. They are good for heavier grass and weeds and are more comfortable for taller users.

**DO MORE WITH YOUR TRIMMER**

Choose any of 3 easy ways to start your engine

<b>SPEED START</b>	<b>CORDLESS</b> power start #85953	<b>PLUG-IN</b> power start #85951	<b>DRILL BIT</b> power start #85952
	12V lithium battery powered	Requires outlet connection	Requires min. 14.4V/1000 rpm drill
	(Charger included)		(Drill sold separately)

Available on select model Craftsman gas trimmers, blowers, and edgers.

Brought to you exclusively by **CRAFTSMAN**



**8-in-1 Attachments** — By changing the attachments at the red knob mid-shaft, these versatile gas trimmer allow customers to do more with their trimmer with eight different attachment options.

**Hassle-Free Heads** — Allows the customer to change cutting lines with ease. This feature comes in aluminum and a poly head.

**360° Rotating Handle** — 360-degree rotating handle with a soft grip for user comfort.

**10-Year Shaft Warranty** — The longest consumer warranty in the industry.

### 8-in-1 Attachment System

Do more with your trimmer! All gas line trimmers (\$99 and above) are capable of using the following attachments:

Customers get great versatility to do a variety of jobs with one tool. Be sure to recommend at least two of the attachments that go with this line trimmer.



8-in-1 Attachment System



Edger, #79240  
(Best Seller)



Straight Trimmer  
#79254



Curved Trimmer  
#79252



Power Broom  
#79257



Pruner (Pole  
Pruner), #79246



Hedge Trimmer,  
#79249



Blower,  
#79242



Cultivator,  
#79241



Brush Cutter,  
#79244

## Demonstration Tip

Show your customer how to insert the line into the Hassle-Free head. Simply insert a piece of precut, preformed line into the inlet holes and push it through — no bumping is needed to advance the line. Keep a piece of free line in your pocket so you can easily pull it out to demonstrate this to your customer. For models that are capable of using attachments, be sure to show your customer all of the available attachments.

## Gas Trimmer Merchandise Presentation

For 2013, the Gas Trimmers should be on display and merchandised on trimmer brackets in the following order:

- 2-cycle:
  - Gray Gas/Oil Mix Trimmers — curve then straight shaft
  - Red Gas/Oil Mix Trimmers — curve then straight shaft
  - Black Gas/Oil Mix Trimmers — curve then straight shaft
- 2 cycle Specialty:
  - Black Gas/Oil Mix Brush Cutter/Trimmer Combo
- 4-cycle:
  - Red Gas Only Trimmer — curve then straight shaft
  - Black Gas Only Trimmer

### Signing elements will include:

- New Header signs will allow the customer to easily find the type of trimmer they are looking for (Gas/Oil Mix Required, Gas Only, Electric-Corded, or Cordless).
- New item level signing that will feature a larger font size for customer readability, key feature call-out, lower placement adjacent to trimmer display.
- Do More With Your Trimmer: Universal Convertible Attachments signing will dedicate space for pricing and ensure all customers know the breadth of the assortment available in-stores and on Sears.com.
- Interactive QR codes will allow the customer to gain more knowledge via product pages and videos.

**CRAFTSMAN** **GAS TRIMMER**

<b>ENGINE TYPE</b> GAS ONLY <b>NO MIX REQUIRED</b>	<b>STARTING SYSTEM</b> <b>SPEED START</b> 7 <b>STEP START</b>	<b>CUTTING HEAD</b> <b>HASSLE FREE</b> Cutting Wood with 1/2 Gallon Liter
--	--	---

**KEY FEATURE**

**CLEAR VIEW OIL RESERVOIR**

To prevent spillage and improve trimmer maintenance.

**SCAN**

**2 YEAR WARRANTY**  
**10 YEAR**  
**LEARN MORE**

#73170

## ELECTRIC AND CORDLESS TRIMMERS

Environmentally friendly and lightweight, electric and cordless models can help customers trim grass and tidy up weeds along walkways. Electric/cordless trimmers are best used for smaller yards, and electric units require an extension cord, which limits the customer to within 100 feet of an outlet.

### *Key Features and Benefits*

#### **LINE TRIMMER FEATURES AND BENEFITS**

**Twist and Edge** — Along with a telescoping handle that adjusts for user comfort, customers can easily change the head's position for edging.

**Automatic-Feed Cutting Heads** — Releases trimmer line without having to bump the trimmer on the ground. The line is automatically extended and adjusted to the proper length when the trimmer is throttled up quickly.

**Pivoting Head** — With the four-position tilting head, the user can adjust the trimmer's angle to accommodate the terrain and the user's needs.

**Geared Transmission** — Trimmers give the consistent power and don't bog down in heavy grass and weeds.

### **Cordless: Lithium vs. NiCd**

#### **Advantages of Lithium:**

- Higher Energy Density — More power at a lower current.
- Lightweight — No heavy metals.
- No Memory Effect — Will charge back to full capacity.
- Low Self Discharge — Holds the charge longer.

#### **Disadvantages of Lithium:**

- Slightly Higher Cost.

### **The Total Solution**

Always be sure to provide your customers with The Total Solution by pointing out that they will want to have heavy-duty outdoor extension cords and additional batteries for cordless models to operate their trimmer efficiently. You can also advocate that they purchase lawn bags to bag grass trimmings and weeds, stick tools such as rakes and shovels to help clean up the yard, gloves for comfort and safety goggles for eye protection from flying debris. They can even purchase blowers to help round up leaves and dust. You have all of these items to offer your customers so they don't have to leave Sears to purchase them elsewhere!

## Electric Trimmer Merchandise Presentation

For 2013, Electric/Cordless Trimmers should be on display and merchandised on trimmer brackets in the following order by power source:

- Corded (low to high amps)
- Cordless (low to high voltage)

### Signing elements will include:

- New Header signs will allow the customer to easily find the type of trimmer they are looking for (Gas/Oil Mix Required, Gas Only, Electric-Corded, or Cordless).
- New item level signing that will feature a larger font size for customer readability, key feature call-out, lower placement adjacent to trimmer display.
- Interactive QR codes will allow the customer to gain more knowledge via product pages and videos.



# CORDLESS TRIMMER

POWER TYPE	AMP HOURS	CUTTING HEAD
<b>20 VOLT</b> <small>Lithium-Ion</small>	<b>1.5</b>	<b>AUTO FEED</b> <b>.065" LINE</b>

KEY FEATURE



## 2 LITHIUM BATTERIES INCLUDED

Offering more power and value for your money.

SCAN



2 YEAR WARRANTY  
LEARN MORE

Note: Size specific model information. Not all features available on all models.

#74434

# HEDGE TRIMMERS

#79639



## Qualify the Customer's Needs

### What is the location and height of the bushes you want to trim?

To trim large shrubs and bushes, customers will need a longer trimmer blade to reach them easily. To trim heavy bushes, heavier-duty gas models can handle the job. For customers with a number of hedges that they trim often, heavy-duty gas hedge trimmers or high-voltage cordless units are the best. Customers who trim a few hedges only occasionally may appreciate the low maintenance of an electric or cordless hedge trimmer.

## Key Features and Benefits

### POWER SOURCE

- Electric hedge trimmers are lightweight and easier to control.
- Cordless hedge trimmers offer the mobility of gas with no cord limitations.
- Gas hedge trimmers are recommended for mobility and more demanding jobs, but are heavier in weight.



#74835

### CUTTING SYSTEM

- Hedge trimmers with larger gaps between blades are able to cut thicker stems.
- Hedge trimmer cut size and performance benefit:
  - $\frac{3}{8}$ " cut — Cuts up to  $\frac{3}{8}$ " thick branches
  - $\frac{1}{4}$ " cut — Cuts up to  $\frac{1}{4}$ " thick branches
- Dual-action blades move back and forth simultaneously to reduce vibration and user fatigue. The dual-action blades also provide a cleaner cut, which is important for maintaining plant health.

### BLADES

Cutting blades vary in length from 17" to 24". Longer blades save time by getting the job done faster, but they require more muscle strength to coordinate and handle safely. The hardened steel blades also stay sharper longer.

### HANDLE

- A soft-grip handle offers comfort to users.
- The wrap-around handle allows the user to operate the unit in multiple positions.
- Safety cut-off switch.

## The Total Solution

### Accessories:

Offer accessories to complete the sale based on the customer's needs.

- Oil
- Pre-mixed 40:1 fuel
- Fuel stabilizer (gas)
- Gloves
- Eye protection
- 100' 14- or 16-gauge extension cord (electric)

### Protection Agreements:

Use the Value At A Glance sheet when you offer a Repair Protection Agreement to complete the sale.

## Hedge Trimmer Merchandise Presentation

For 2013, the Hedge Trimmers should be on display and merchandised on brackets in the following order:

- Cordless
- Electric- Corded
- Gas

### Signing elements will include:


- New item level signing that will feature a larger font size for customer readability, key feature call-out, lower placement adjacent to trimmer display on peg-board.



**CORDLESS GARDEN  
SHEAR**

<p><b>POWER TYPE</b></p> <p><b>3.6 VOLT</b> <small>LITHIUM-ION</small></p>	<p><b>CUT WIDTH</b></p> <p><b>1/4"</b></p>	<p><b>CUTTING BLADE</b></p> <p><b>6" SINGLE ACTION BLADES</b></p>
--	--	---


**KEY FEATURE**



**INTERCHANGEABLE  
STEEL BLADES**

Provides versatility to trim  
both grass and shrubs.

**SCAN**



**2 YEAR  
WARRANTY**

**LEARN MORE**

#74432



# CHAINSAWS

## **CHAINSAW SELLING STRATEGIES**

### **Qualify the Customer's Needs With Your Discover Questions:**

- Diameter of cutting area?
- Frequency of use?

### **Narrow to Product Segment:**

#### **Use:**

- Discover questions
- Product Finder on Sears.com

#### **To determine the type of chainsaw needed:**

- Gas vs. electric

#### **Ask if the customer has a brand preference, including:**

- Craftsman
- Poulan
- Bluemax
- Black & Decker
- Remington

### **Narrow to Specific Product:**

- Then show the customer the most fully featured line chainsaw in that group.
- Explain the features and benefits.
- Explain the trade-offs as the customer eliminates features and power, and you step down to lower featured/less powerful models.

### **Accessories and Attachments:**

Offer accessories to complete the sale based on the customer's needs.

#### **Top Accessories:**

- Chain
- Oil
- Case (if not provided)
- Gloves
- Bar and chain lubricant
- Pre-mixed 40:1 fuel (gas)
- Gas can (gas)
- Eye protection

### **Repair Protection Agreement:**

Use the Value at a Glance Sheet when you offer a Repair Protection Agreement to complete the sale.

## ***Nobody Beats Craftsman***

### **LEGENDARY PERFORMANCE**

- Fastest cutting chainsaw in its class (#34190, #34195)

### **LASTING DURABILITY**

- 10-year crankshaft warranty

### **LOWEST PRICE GUARANTEE**

We have the lowest price. Find a lower price on a tractor, mower, line trimmer, chainsaw\* or blower\* at your local Lowe's or The Home Depot store and we'll match it plus give you up to \$100 in points (100,000 points).

See page 12 for more details about this great offer.

\*Coming in the fall.

## ***Qualify the Customer's Needs — Detail***

Discover questions help you learn what the customer wants by actively listening. You must pay close attention to what your customers are saying and respond by asking questions to ensure full comprehension. Having a conversation with your customers is the key to assisting them in making their purchase decision.

### ***HERE ARE THE DISCOVER QUESTIONS YOU SHOULD BE USING FOR CHAINSAW CUSTOMERS***

#### **Have you done any online research?**

- If your customer answers either “yes” or “no,” ask “May I show you the Sears Online Finder?”
- If they answer “yes,” take them to the Sears Online Finder? and proceed through the online process.
- If they answer “no,” proceed with the discover questions that will lead to the right products for the customers need.

#### **Is this the first time you've purchased this type of equipment, or are you replacing an existing one?**

This question allows you to find out if your customer is familiar with this type of equipment because he's owned one before, or if you need to spend a little more time informing him about the product.

### ***DISCOVER QUESTIONS***

#### **Do you need the power of gas, or the convenience of electric?**

- **Why choose gas?** Gas-powered products offer maximum mobility and are more powerful than electric products. They're used for large trimming jobs, felling or cutting firewood.
- **Why choose electric?** Electric products are ideal for light-duty jobs. They're lighter and easier to start than gas products and are better for the environment.

#### **What's the largest diameter you are cutting?\***

- 28"
- 32"
- 36"
- 40"

*\*These will vary from gas to electric.*

#### **How often do you plan to use your chainsaw?**

- Occasionally
- Frequently
- No preference

## ***Key Features and Benefits***

**Fastest Cutting Chainsaw** — Full complement 18" chain with 48% more cutting teeth and patented engine technology creates the fastest cutting chainsaw in the industry (#34190; item #34195 also includes an extra bar and chain for increased value at a lower price).

**Turbo Air Cleaning** — All Poulan and Craftsman saws have a centrifugal air-cleaning system that keeps the air filter cleaner and engine cooler for a longer engine life.

**Reduced Vibration Handle** — The handle is isolated from the engine with steel springs, which reduce vibration and user fatigue.

**Low-Profile Bar and Chain** — Most Poulan and Craftsman saws feature a low-profile bar and chain to help reduce the chance of kick-back.

**Chain Brake** — If kick-back does occur, the inertia-activated chain brake stops the motion of the chain. The chain brake can be manually activated if needed. If the chain brake is activated, the saw will start but the chain will not turn. Chain brake is available on all gas chainsaws. Pull chain break back to reset.

**Automatic Oiler** — This feature provides lubrication to the chain automatically during operation. Manual oiler units require that the operator must push the oiler button every 10 seconds to keep the bar and chain lubricated.

**Carrying Case** — A case will protect the saw and keep it clean when it's not in use.

**Extra Bale and Chain** — #34195 includes an extra bale and chain for increased value at a lower price.

## **POWER SOURCE**

- Gas models offer increased mobility and more worksite flexibility. These powerful models feature long cutting bars that are best suited for heavy-duty tasks. However, they are generally more expensive.
- Electric chainsaw models are lightweight and easy to start, but they are limited to operation within 100 feet of an outlet.
- Cordless models have a rechargeable battery and, like gas models, allow for easy mobility.

## **START SYSTEM**

**Sim-Pul** — The spring-loaded torsion power reduces the effort required for starting the engine and absorbs the shock of "jerk back" during the start-up process.

## **Keep it Sold**

Advise customers that because a chainsaw is not a sealed system, some oil leakage is normal and is not a concern.

## **CHAIN ADJUST SYSTEMS**

**Tool-Less Chain Tensioning** — Customers can simply loosen the knob and use the thumbscrew to tension the chain — no tools are needed. **IMPORTANT:** It is normal for a new chain to stretch during the first **15 minutes** of operation. Always check your chain tension before starting the chainsaw. Review chain tension in the maintenance section of the owners manual.

**Standard** — Most chain-tensioning systems require turning a hard-to-reach screw located on the saw adjacent to the guide bar.

## **BAR LENGTH**

For gas chainsaws, doubling the length of the bar determines the maximum diameter of the object that can be cut with that size bar:

- 14" bar x 2 = 28" in diameter
- 16" bar x 2 = 32" in diameter
- 18" bar x 2 = 36" in diameter

For electric chainsaws, the bar length determines the maximum diameter of the object that can be cut with that size bar:

- 16" bar = 16" in diameter
- 18" bar = 18" in diameter

## **Demonstration Tip**

Show your customer the proper way to hold a chainsaw (right hand on trigger and left hand on wrap-around handle; note that chainsaws are always used right-handed). Show how the chain brake operates, as well as the proper way to reset the brake. Also show your customer how to tighten the chain: loosen the bar nuts, lift up the tip of the bar, insert a screwdriver into the slot on the side of the bar and turn the screwdriver clockwise until the chain is tight. Lastly, retighten the bar nuts on the EZ Adjust model.

## **PowerSharp**

- Sharpens down on the grinding stone to produce a precision cutting edge.
- Guidance drive link works with the cutter and depth gauge, supporting the chain with three points of contact as it's sharpened over the stone.
- Saw chain and sharpening stone are packaged together as replacement products.
- Crescent-shaped, ceramic sharpening stone produces a consistent cutter grind.
- More sizes available online.



#36102

# BLOWERS/BLOWER VACS

## **BLOWERS SELLING STRATEGIES**

### **Qualify the Customer's Needs With Your Discover Questions:**

- Blower or blower/vac?
- Backpack or handheld?
- Fuel/engine type?
- Corded or cordless (electric)?
- Size of job?

### **Narrow to Product Segment:**

#### **Use:**

- Discover questions
- Product Finder on Sears.com

#### **To determine the type of blower needed:**

- Gas vs. electric
- 2-cycle vs. 4-cycle
- Blower/vac vs. blower

#### **Ask if the customer has a brand preference, including:**

- Craftsman
- WORX
- Black & Decker
- Weed Eater

### **Narrow to Specific Product:**

- Then show the customer the most fully featured blower in that group.
- Explain the features and benefits.
- Explain the trade-offs as the customer eliminates features and you step down to lower featured models.

### **Innovation:**

Tell the customer about Speed Start and C3 innovations.

### **Accessories and Attachments:**

Offer accessories to complete the sale based on the customer's needs.

#### **Top Accessories:**

- Oil
- Pre-mixed 40:1 fuel (gas)
- Safety glasses
- Gloves
- Lawn & leaf bags
- Gas can (gas)

### **Repair Protection Agreement:**

Use the Value at a Glance Sheet when you offer a Repair Protection Agreement to complete the sale.

## **Keep it Sold**

Advise customers to always consult their operator's manual for proper instructions on assembly and usage of the product.

## ***Qualify the Customer's Needs — Detail***

Discover questions help you learn what the customer wants by actively listening. You must pay close attention to what your customers are saying and respond by asking questions to ensure full comprehension. Having a conversation with your customers is the key to assisting them in making their purchase decision.

Here are the discover questions you should be using for blower customers:

### **Have you done any online research?**

- If your customer answers either “yes” or “no”, ask “May I show you the Sears Online Finder?”
- If they answer “yes,” take them to the Sears Online Finder and proceed through the online process.
- If they answer “no,” proceed with the discover questions that will lead to the right products for the customer’s need.

### **Is this the first time you’ve purchased this type of equipment, or are you replacing an existing one?**

This question allows you to find out if your customer is familiar with this type of equipment because he’s owned one before, or if you need to spend a little more time informing him about the product.

## **DISCOVER QUESTIONS**

### **Do you need the power of gas, or the convenience of electric?**

- **Why choose gas?** Gas-powered products offer maximum mobility and are more powerful than electric products. They’re used for large area yard cleanup.
- **Why choose electric?** Electric products are ideal for light-duty jobs. They’re lighter and easier to start than gas products and are better for the environment.

### **How big is the job you want to do?**

- Small — few trees
- Large — many trees
- No preference

### **Want to vacuum and bag your leaves?**

- Yes, vacuum and bag
- No

**Want the comfort and convenience of a backpack blower?**

- Yes
- No

**Would you like a reduced vibration blower?**

- Yes, reduced vibration
- No
- No preference

**IMPORTANT CUSTOMER CONSIDERATIONS****For what types of jobs will you be using the blower?**

- A light-duty electric blower is perfect for blowing leaves and debris out of a garage or off of a patio.
- A gas-powered blower is better for large areas because the user will not be restricted by electrical cords.

**Would you like your blower to vacuum and mulch as well?**

Blowers with the mulching option reduce yard waste significantly with the ability to blow, vacuum and mulch leaves and debris.

**Who will be using the blower?**

Models vary from about 5 to 15 lbs., so a lighter electric model is appropriate for some customers while others can handle heavier, gas-powered models.

***Nobody Beats Craftsman*****LEGENDARY PERFORMANCE**

- Most powerful blower in its class (#79477)

**LASTING DURABILITY**

- Lifetime mulch blade warranty

**LOWEST PRICE GUARANTEE**

We have the lowest price. Find a lower price on a tractor, mower, line trimmer, chainsaw\* or blower\* at your local Lowe's or The Home Depot store and we'll match it plus give you up to \$100 in points (100,000 points).

See page 12 for more details about this great offer.

\*Coming in the fall.

## ***Key Features and Benefits***

**Most Powerful Blower** — Rated the highest blow force in its class, giving customers the ability to get the job done in less time (#79477).

### **POWER SOURCE**

**Gas-Powered Handheld Blowers** — These provide maximum power for moving large volumes of lightweight yard debris. Gas models are generally more expensive but offer maximum mobility because there are no cords to get in the way or limit the user's range.

**Gas Backpack Blowers** — These allow for the weight of the blower to be distributed on the user's back instead of needing to be held with the hand, wrist and arm. This reduces user fatigue. All Craftsman backpack blowers are now Speed Start capable.

**Electric Blowers** — These are less expensive, more lightweight and quieter but are limited to use within 100 feet of an outlet.

### **ENGINE/MOTOR**

**Cordless Blowers** — Cordless models are best used for smaller yards but offer the same mobility as gas units, with the convenience and performance of electric types by using rechargeable batteries.

**Blower Gas Engines** — These engines are 2-cycle (which require mixing oil with the gas) or 4-cycle (which have separate tanks for gas and oil).

**Variable Speed** — Allows the user to adjust the airflow needed for the job they are doing.

### **AIR POWER**

**Miles per Hour (MPH)** — Measures the velocity of air moving through the blower tube.

**Cubic Feet per Minute (CFM)** — Measures the volume of air moving through the blower tube per minute.

*Note: CFM is usually a better indicator of a blower's ability to move debris. High MPH levels don't always indicate a more powerful operation — a smaller nozzle on the blower tube can generate that.*



#74899



#79477



## **STARTING SYSTEMS**

**Incredi-Pull/Sim-Pul** — These spring-assisted starting systems dramatically reduce the effort required to pull the starter rope.

**EZ Fire** — The multiple-step choke process of the standard starting system is reduced from standard seven-step choking to three steps. Customers simply turn the choke to ON and pull the starter rope.

**Standard** — The basic starting procedure for most 2-cycle engines requires five to eight separate steps and adjustments.

**Speed Start** — No pulling on the starter rope is required. Speed Start consists of three optional starters: Plug-in Power Start (#85951), Power Bit (#85952) and Cordless Starter (#85953). The Plug-in Power Start requires the use of an outlet, while the Power Bit requires a corded or cordless drill with a minimum 14.4V/1,000 RPM requirement. The Cordless Starter contains a 12V lithium battery and will provide up to 50 starts before recharging.

## ***Blower and Vacuum Modes***

**Blower** — Great for cleaning debris from lawns, gardens, driveways, decks, patios and gutters.

**Blower Vac** — This versatile unit generally combines the capabilities of blowing, vacuuming and mulching. A 10:1 ratio blower vac mulches 10 bags of debris down to one bag. A 16:1 ratio blower vac mulches 16 bags of debris down to one.

## ***Additional Features and Benefits***

**Reduced-Vibration Handle** — A reduced-vibration handle insulates the engine's vibration from the handle, making it more comfortable for the operator to use the blower for long work periods.

**Variable-Speed Trigger Control** — A convenient trigger on the handle gives the user total control over operation speed.

**Shoulder Strap (Optional)** — A padded strap may be attached to the blower so the user can carry it more comfortably and easily.

**Cruise Control** — Provides the user with the ability to set the speed of the blower without holding a button.

## **Demonstration Tip**

On models with a vacuum kit, use a screwdriver to show your customer how to open the vac door and install the vac kit. While the door is open, show your customer the metal flails on the impeller. Close the door and hand the blower to your customer so he or she can see how easy it is to operate and control.

## POWER EDGERS

### *Qualify the Customer's Needs*

**For what types of jobs will you be using the edger?** If the customers are looking to edge their lawn on a corner lot, advocate a model with the curb-hop feature — the adjustable wheels allow for easy edging around curbs. On a small lawn, electric edgers should be adequate within 100 feet of an outlet, and they cost less than gas models. If the customer has a large lawn, they will benefit most from a 4-cycle, gas-powered edger.

**How deep do you want your trench to be?** To cut a deep trench with an edger, a higher powered engine enables the edger to cut through heavy growth and dig deeper.

**What type of edging cuts would you like to make?** Are you interested in a fancier cut or a bevel? To make decorative cuts with an edger, adjustable heads can be turned to cut on a slanted angle, forming a bevel and producing decorative cuts.

### *Key Features and Benefits*

#### **POWER SOURCE**

Both gas and electric edgers provide neat, well-defined boundaries that keep your customers' lawn and garden looking terrific. Electric models are better for smaller yards due to the limited reach of 100 feet from an outlet and are generally less expensive.

#### **ENGINE/MOTOR**

Gas models are generally more powerful and offer the mobility required for larger yards. For electric edgers, higher-amp models have the power to handle even tough edging jobs. All Briggs & Stratton gas engines have torque ratings that describe the engine's capability to turn the edger blade. More torque means better edging performance.

**Speed Start** — Speed Start Power Bit, which uses a drill (minimum 14.4V or 1,000 RPM required) is included with #77380. No pulling of the starter rope is required. The customer can simply prime the unit, push the starter button and the unit is ready to go.



#77380



#77155



#76246

## **SHAFT AND HANDLE**

**Telescoping Shaft** — The extendable shaft accommodates the user's height and extends its reach (select electric only).

**Loop-Style Handle with Comfort Grip** — More hand-hold locations offer comfort for the operator (select electric only). The foam overlay reduces vibration.

**Adjustable Assist Handle** — This handle provides comfort and control.

**T-Handle** — This style of handle gives the user more control when edging.

## **CUTTING HEAD**

The edger's cutting head provides a variety of position adjustments and features depending upon the model.

## **POSITION ADJUSTMENTS**

**3-Position Height Adjust** — This position adjusts cutting from 1.0–1.5 inches.

**6-Position Blade Adjust** — This position adjusts edging from 1.0–2.25 inches.

**5-Position Blade Adjust with Combination Edge/Bevel/Trim** — This position adjusts edging depths from 1.0–2.5 inches and allows the operator to vertically edge along a driveway, sidewalk or patio. This also enables a bevel cut around landscaped beds at varying degrees of +/-15, +/-30, +/-45 and +/-90 degrees for trimming.

## **The Total Solution**

### **Accessories:**

Offer accessories to complete the sale based on the customer's needs.

- Oil
- Fuel stabilizer (gas)
- Gloves
- Safety equipment
- 100' 14- or 16-gauge extension cord (electric)

### **Protection Agreements:**

Use the Value At A Glance sheet when you offer a Repair Protection Agreement to complete the sale.

## **Demonstration Tip**

Talk to your customer about power edger features from the top to bottom of the unit.

1. Curb Hop Feature — This allows the operator to edge safely and easily along a curb.
2. Engine/Motor Size — This offers more power to cut deeper.
3. Position Adjusts — 3, 4 and 5 positions with edge, bevel and trim.
4. Easy-open safety door.

# CHIPPERS/VACS

## *Qualify the Customer's Needs*

**Does your town have yard waste restrictions?** Chippers/shredders reduce yard waste by up to 10 times, so fewer bags will need to be hauled away.

**Do you have any flowerbeds?** A lawn vac will blow leaves from under trees and flowerbeds, as well as shred and bag the debris. Clogging is not a problem with the anti-clog screen and the wide vacuum path.

## *Chipper/Shredder and 4-in-1 Plus System Yard Vac System*

**Craftsman Chipper/Shredder** — The powerful engine is designed to shred leaves, grass and small branches for composting. It will also chip larger branches into wood chips suitable for mulch.

**Craftsman 4-in-1 Plus Yard Vacuum** — Unlike most chipper/shredders, this vac is mobile and self-propelled. This machine acts as a vacuum, blower, shredder and chipper. It is ideal for a customer who wants a versatile, multipurpose machine that can handle a number of cleanup chores.

## *Key Features and Benefits*

### ENGINE

**Briggs & Stratton** — These engines have torque ratings to better describe the engine's capacity to work.

**Power Propelled** — Easy to maneuver.

### CHIPPER/SHREDDER

With the ability to take branches up to 3" in diameter and quickly turn them into manageable wood chips, 10 bags of lawn waste can be reduced to one bag. Chromium blades last longer than steel blades. A drop-down hopper allows the user to rake debris into the hopper.

## **YARD VAC FEATURES**

**Extra-Wide 24" Nozzle** — This nozzle clears a 24-inch-wide path using powerful suction to pick up everything from leaves to pine cones, acorns and more.



**Blower** — A Craftsman Exclusive! This 714 CFM blower saves time while cleaning the yard.

**On-Board Vac Hose** — This hose works like a home vacuum, enabling users to get debris out of tough areas, such as flowerbeds.

**More Power** — The 4-in-1 Plus yard vac engine provides more power than competitive yard vacs.



#77013  
4-in-1 Yard Vac

## **Demonstration Tip**

On the 4-in-1 Plus yard vacuum, show how the five-position nozzle adjustment allows the user to raise or lower it from  $\frac{3}{8}$ " to 4" to accommodate varying yard debris.

## **The Total Solution**

### **Accessories:**

Offer accessories to complete the sale based on the customer's needs.

- Oil
- Fuel stabilizer
- Lawn and leaf bags
- Safety equipment
- Gas can

### **Protection Agreements:**

Use the Value At A Glance sheet when you offer a Repair Protection Agreement to complete the sale.

**Maintenance**

Use the chart below as a reference to advise your customers regarding the appropriate/suggested maintenance intervals for varying components of the product.

		<b>Lawn Vacuum Maintenance Intervals</b>					
		<b>Before each use</b>	<b>After each use</b>	<b>Every 5 Hours</b>	<b>Every 25 Hours</b>	<b>Every 50 Hours</b>	<b>Once a Season</b>
<b>ENGINE</b>	<b>Check Oil</b>	X					
	<b>Change Oil</b>			X*	X		
	<b>Check Air Filter</b>	X				X	
	<b>Clean Air Filter</b>				X		
	<b>Replace Spark Plug</b>						X
	<b>Replace Air Filter</b>				X		
<b>NON ENGINE</b>	<b>Loose or Missing Hardware</b>	X					
	<b>Control Linkages and Pivots</b>				X		
	<b>Clean Unit and Engine</b>		X				

\*Recommend changing the oil after the first five hours of use.

**4-Cycle Trimmer, Blower, Chainsaw Maintenance Intervals**

		<b>Before each use</b>	<b>After each use</b>	<b>First 10 Hours</b>	<b>Every 40 Hours</b>
		<b>ENGINE</b>	<b>Check Oil</b>	X	
<b>Change Oil</b>				X	X
<b>Replace Spark Plug</b>				X	X
<b>Clean and Re-oil Air Filter</b>					X
<b>Check Unit</b>			X		
<b>Clean Spark Arrestor</b>					X

		<b>Chainsaw Maintenance Intervals</b>		
		<b>Before each use</b>	<b>After each use</b>	<b>Every 5 Hours</b>
<b>NON ENGINE</b>	Check for Damaged/Worn Parts	x		
	Check for Loose Fasteners/Parts	x		
	Check Chain Tension	x		
	Check Chain Sharpness	x		
	Check Guide Bar	x		
	Check Guide Bar and Chain Oil	x		
	Clean Cooling Fins		x	
	Check Chain Brake			x
	Clean Guide Bar Groove			x

**IMPORTANT:** For all gas products, prior to storage, run the engine until it stops due to lack of fuel, or add a gasoline additive (fuel stabilizer) to the gas in the tank.

### ***Sears Parts Finder (for line trimmers and edgers only)***

The Sears Parts Finder, available at Manage My Life, is an online parts and accessories finder that helps customers and associates find the top parts and accessories for their lawn & garden products. The Sears Parts Finder is loaded with approximately 10 years of lawn & garden products sold at Sears (e.g., mowers, tractors, line trimmers, pressure washers, snow blowers) and the specific parts and accessories for each of these products. Associates should use the Sears Parts Finder to identify parts and accessories to provide The Total Solution for customers.

## ***DEALING WITH BAD FUEL***

Fuel that is older than 30 days can cause extensive damage to your customers' engines, so it would be helpful for you to inform customers of this so they can avoid engine troubles.

Customers can follow these tips for proper fuel maintenance and peak performance:

**Use Fresh Unleaded Gasoline** — Old fuel plugs up the engine, causing damage that isn't covered under warranties.

**Never Use E15, E20 or E85 Fuels** — They should always use E10 or less. Advise them to check the filling station fuel pump for the ethanol content label.

**Use Fuel Stabilizer with Fresh Gasoline** — This keeps fuel usable for 12 months and prevents engine damage from stale fuel.

**Don't Try to Freshen Stale Fuel** — Fuel stabilizers cannot recover stale fuel. Old fuel should not be used, but still remains flammable and a potential hazard. Customers should contact their local government office for the location of the nearest hazardous chemical disposal facility.

## **WHAT YOU CAN OFFER**

**Premix Fuel** — This can greatly increase the life of power equipment engines. Incorrect gas/oil ratio mixes cause engine damage. It's best to use a premix of gas/oil or pure fuel, with stabilizer already added. Customers can just pour it and go! We offer several Craftsman premix fuels.

**Fuel Stabilizer** — This adds life to power equipment gasoline! If customers aren't using premix fuel, then fuel stabilizer must be added directly into the gas can! Customers should not add stabilizer into gas after it has been poured into their equipment's gas receptacle. This can cause incorrect ratio mixes and possibly damage the engine.

## **Need-to-Know Info**

Customers should run their engine dry prior to storing for more than 30 days. If this is not possible, they should make sure that their engine's gas tank is filled to the top with fuel that has previously been mixed with stabilizer from their clean, tightly sealed gas can. Then they should run the engine for about 10 minutes to allow stabilizer to completely enter the fuel system.



## **Repair Protection Agreement Value at a Glance: Line Trimmers, Edgers/Blowers, Hedge Trimmers**

Let's understand how our Repair Protection Agreement ENHANCES and goes BEYOND warranty coverage. Only Sears offers service by over 10,000 professional repair specialists. Reliable and dependable, know who is servicing your product agreement. Here's what's included:

	<b>Typical Warranty (24 Months)</b>	<b>Repair Protection Agreement* (3 Years)</b>
<b>Coverage Due to Normal Use</b> Provides complete coverage to all major components, including engine	Defects Only	YES
<b>Unlimited Service at No Charge for Parts &amp; Labor</b> No service fee for covered repairs including parts such as gear box or blower tubes  Protection against Ethanol fuel  RPA provides full coverage on tires and belts	No	YES
<b>Non-technical calls</b> Customer instruct calls	No	YES
<b>Product Replacement</b> If a covered product cannot be repaired	No	YES
<b>Fast Help By Phone</b> Non-technical and instructional assistance available 7 days a week, plus convenient repair scheduling	No	YES
<b>25% Discount on Non-Covered Repairs &amp; Installed Parts</b> Save on tune up	No	YES
<b>25% Discount on Non-Covered Parts purchased via PartsDirect</b> Nylon line, spark plugs	No	YES
<b>25% Reimbursement on Non-Covered Parts purchased at any Sears store</b>	No	YES

\*See terms and conditions for complete details

All RPA Value at a Glance documents can be found on the Home Improvement Protection Agreement website, accessible via Season in a Box. All functional failures due to normal use are covered. There are no parts or service expense to an RPA customer for covered repairs. The RPA does not cover: normal maintenance, such as periodic tune-ups and oil changes, accessories, attachments, or cosmetic defects. Expendable parts not covered are: filters, gas, oil and spark plugs.

## Repair Protection Agreement Value at a Glance: Chainsaws

Let's understand how our Repair Protection Agreement ENHANCES and goes BEYOND warranty coverage. Only Sears offers service by over 10,000 professional repair specialists.

Reliable and dependable, know who is servicing your product agreement. Here's what's included:

	Typical Warranty (24 Months)	Repair Protection Agreement* (3 Years)
<b>Coverage Due to Normal Use</b> Provides complete coverage to all major components, including ignition, starter, carburetor, bar and chain*	Defects Only	YES
<b>Unlimited Service at No Charge for Parts &amp; Labor</b> No service fee for covered repairs including parts such as gear box  Protection against Ethanol fuel	No	YES
<b>Non-technical calls</b> Customer instruct calls	No	YES
<b>Product Replacement</b> If a covered product cannot be repaired	No	YES
<b>Fast Help By Phone</b> Non-technical and instructional assistance available 7 days a week, plus convenient repair scheduling	No	YES
<b>25% Discount on Non-Covered Repairs &amp; Installed Parts</b> Save on tune up, chain sharpening	No	YES
<b>25% Discount on Non-Covered Parts purchased via PartsDirect</b> Spark plugs, chains	No	YES
<b>25% Reimbursement on Non-Covered Parts purchased at any Sears store</b>	No	YES

\*See terms and conditions for complete details

All RPA Value at a Glance documents can be found on the Home Improvement Protection Agreement website, accessible via Season in a Box. All functional failures due to normal use are covered. There are no parts or service expense to an RPA customer for covered repairs. The RPA does not cover: normal maintenance, such as periodic tune-ups and oil changes, accessories, attachments, or cosmetic defects. Expendable parts not covered are: filters, gas, oil and spark plugs.

## Repair Protection Agreement Value at a Glance: Chipper/Shredder/Vacuum

Let's understand how our Repair Protection Agreement ENHANCES and goes BEYOND warranty coverage. Only Sears offers service by over 10,000 professional repair specialists.

Reliable and dependable, know who is servicing your product agreement. Here's what's included:

	Typical Warranty (24 Months)	Repair Protection Agreement* (3 Years)
<b>Coverage Due to Normal Use</b> Provides complete coverage to all major components, including engine  Common repair during first 2 years of ownership is a belt  Belts are not covered by the warranty	Defects Only	YES
<b>Unlimited Service at No Charge for Parts &amp; Labor</b> No service fee for covered repairs including parts such as carburetor, starter  Protection against Ethanol fuel  RPA provides full coverage on tires and belts	No	YES
<b>Non-technical calls</b> Customer instruct calls	No	YES
<b>Product Replacement</b> If a covered product cannot be repaired	No	YES
<b>Fast Help By Phone</b> Non-technical and instructional assistance available 7 days a week, plus convenient repair scheduling	No	YES
<b>25% Discount on Non-Covered Repairs &amp; Installed Parts</b> Save on tune up	No	YES
<b>25% Discount on Non-Covered Parts purchased via PartsDirect</b> Blades, filters, spark plugs	No	YES
<b>25% Reimbursement on Non-Covered Parts purchased at any Sears store</b>	No	YES

\*See terms and conditions for complete details

All RPA Value at a Glance documents can be found on the Home Improvement Protection Agreement website, accessible via Season in a Box. All functional failures due to normal use are covered. There are no parts or service expense to an RPA customer for covered repairs. The RPA does not cover: normal maintenance, such as periodic tune-ups and oil changes, accessories, attachments, or cosmetic defects. Expendable parts not covered are: filters, gas, oil and spark plugs.



# PRESSURE WASHERS

When customers are looking for a product that will help clean tough stains on their driveway, wash siding on a house, help strip a deck before staining or sealing, or simply wash the car, a pressure washer is the right tool for the job. Pressure washers flow water through a pump with help from an engine and can be up to 75 times more powerful and use 80% less water than a standard garden hose and nozzle. The increased water pressure helps to remove dirt and grime. Sears carries Craftsman, Craftsman CX Series, Generac and All-Power units. Craftsman is one of the top three pressure washer brands.



## MERCHANSIDE PRESENTATION

For 2013, our Pressure Washer presentation strategy is:

- Items will be placed by price (low to high).
- New c-channel signs will feature larger font and step-up feature call-outs.
- Items #75295 and #75084 will be signed off of items #75288 and #75299 respectively. They will not have a display model on the floor, but will be available to order. Select stores will have back stock of these items.
- New backdrop signing will draw attention to the category and will highlight the many uses of a pressure washer.



## FEATURING PERFECT MIX™ SYSTEM

## MEDIUM DUTY

5.5" X 3.5" PRICE SIGN  
#75287



The P20MA PW101

- ▶ 2700 MAX PSI\*
- ▶ 2.3 MAX GPM\*
- ▶ 4 quick-connect tips
- ▶ Perfect Mix™ no mix, no mess

BEST FOR:

DRIVEWAY

SIDING

DECK/DECK

CAR/PAVEMENT

SCAN



LEARN MORE

4871 08/2013 © 2013 SEARS, ROEBUCK & COMPANY
© 2013 SEARS, ROEBUCK & COMPANY

## PRESSURE WASHER SELLING STRATEGIES

### Qualify the Customer's Needs With Your Discover Questions:

- Uses for pressure washer?
- Size of job?

### Narrow to Product Segment:

Use:	To determine the type of pressure washer needed:	Ask if the customer has a brand preference, including:
<ul style="list-style-type: none"> <li>• Discover questions</li> <li>• Product Finder on Sears.com</li> </ul>	<ul style="list-style-type: none"> <li>• Gas: Light, Medium or Heavy-duty</li> <li>• Electric: Light-duty</li> </ul>	<ul style="list-style-type: none"> <li>• Craftsman</li> <li>• Craftsman CX Series</li> <li>• All-Power</li> <li>• Generac</li> </ul>

### Narrow to Specific Product:

- Show the customer the most fully featured pressure washer in that group.
- Explain the features and benefits.
- Explain the trade-offs as the customer eliminates features and you step down to lower featured models in the product group.
- Craftsman has simplified the pressure washer assortment in a Best-Better-Good format using colors: Black=Best (Higher PSI\*, Quick Switch Detergent System\*, Quiet Sense\*, 5 Quick Connect Tips or 5-in-1 Nozzle, Heavy Duty Pump with Adjustable Pressure\*), Red=Better (Higher PSI, Direct From Concentrate, 4 Quick Connect Spray Tips), Gray=Good (Portable\*, Fold down handle\*).

\*Available on select models.

### Innovation:

- Electric 2-in-1 pressure washer/steam cleaner
- Quiet Sense™ — Automatic Throttle Control
- Quick Switch™ Direct from Concentrate Soap System
- Clean 'n Carry — Portable gas pressure washer
- Generac OneWash™ — Change PSI with a twist of a knob
- CX Series — High performance output

### Accessories and Attachments:

Offer accessories to complete the sale based on the customer's need.

#### Top Accessories:

- 2+ bottles of soap/detergent
- Replacement hoses
- Specialty nozzles
- Pump saver
- Pump oil

### Repair Protection Agreement:

Use the Value at a Glance Sheet when you offer a Repair Protection Agreement to complete the sale.

## Save the Sale

- Be sure to make your customers aware of the thermal relief feature, and instruct them how to hook up a pressure washer.
- Let your customers know that water needs to be running into the unit before it is started. Running a pressure washer without water is like running an engine without oil.
- Recommend to your customer the use of the pump saver and fuel stabilizer to keep their unit in good running condition.

**Qualify the Customer's Needs — Detail**

Discover questions help you learn what your customers want by actively listening. You must pay close attention to what your customers are saying and respond by asking questions to ensure full comprehension. Having a conversation with your customers is the key to assisting them in making their purchase decision. Here are the discover questions you should be using for pressure washer customers.

**QUALIFY THE CUSTOMER WITH YOUR DISCOVER QUESTIONS:**

**Is this the first time you've purchased or used this type of equipment, or are you replacing an existing one?**

- This question allows you to find out if your customer is familiar with this type of equipment and will determine if they have either owned, borrowed or rented before, or if you need to spend a little more time informing them about the product.

**What cleaning projects do you want to do?**

- Choosing the right pressure washer:


Project Size	Recommended PSI Range	Cleaning Tasks
Light-duty projects	1,500–2,450 PSI	Cars, trucks, campers, small decks and patios, lawn furniture, equipment and boats
Medium-duty projects	2,500–2,800 PSI	All tasks in light-duty, plus vinyl and wood siding, windows and garage floors
Heavy-duty projects	2,850 PSI or higher	All tasks in medium-duty, plus pools, playground equipment, kennels, stables and paint surface preparation

**Who will be servicing your new product?**

- This question will help you to position the appropriate service plan (RPA or SPP) and introduce the Sears Parts Finder, available at Manage My Life, to your customer. Letting the customer know you offer replacement parts will allow you to build future sales and earnings.

**Nobody Beats Craftsman**

**LEGENDARY PERFORMANCE**

- Steam Clean on electric pressure washer (#75286)
- Quiet Sense™ — Up to 40% quieter\*\* (#75288, #75295)
- Perfect mix™ System — no mix, no mess, just load the soap and go\* 

**LASTING DURABILITY**

- Maintenance-free pumps with Easy Start™ technology\*
- Triplex pumps — professional-grade pump (#75084, #75299)
- Thermal relief valve — extends pump life\*

**LOW PRICE**

- Best features at this price

\*On select models. \*\*Compared to standard models when spray gun trigger is released.

## ***Pressure Washer Terms***

**PSI (pounds per square inch)** — The force a pressure washer produces to propel a water stream at the surface to be cleaned.

**GPM (gallons per minute)** — The volume of water the pump can deliver in one minute.

PSI x GPM = Cleaning Power and gives the customer the best “rating” of pressure washer performance.

## ***Pressure Washer Types***

### **GASOLINE ENGINES**

Our pressure washers have either a Generac, Briggs & Stratton or Honda engine. As of 2013, all pressure washer engines are 50-state compliant. All offer high performance, durability, quiet operation and fuel efficiency to meet the expectations of even the most demanding customer. Gasoline engines are more powerful than electric models and are not restricted by need for access to electric power or length of extension cord.

#### **GENERAC**

Generac’s OneWash™ pressure washer features a powerful Generac horizontal 212cc OHV engine with low oil shutdown and integrated unloader valve for easy engine startup.



#### **BRIGGS & STRATTON**

Briggs & Stratton engines have “torque ratings,” which give a more accurate measure of the engine’s capability to develop high PSI water pressure for high-cleaning power levels.



**ReadyStart®** — No choking or priming is necessary, which makes it easy for customers to start the pressure washer engine.

**Fresh Start® Fuel Stabilizer Cap** — The gas tank cap on select models continuously adds fuel stabilizer to the gas tank to keep gas fresh for cleaner carburetors and easier starting, even after long storage periods. Capsules are sold separately.

**Quick-Start Pump Technology** — Quick-Start releases pressure in the pump until the engine starts. This helps to prevent pressure build-up in the pump, making starting a pressure washer as easy as starting a lawn mower.

**Quiet Sense™ – Automatic Throttle Control** — Up to 40% quieter than standard pressure washers when the spray gun trigger is released. Available on items #75288 and #75295.



## ***Pressure Washer Types (cont'd)***

### **HONDA**

Honda certifies to all current CARB and EPA emission requirements by offering 50-state compliant engines only. Advanced engine technology allows Honda to remain compliant for the foreseeable future without the use of a catalytic converter.

**Smoother Running** — Honda engines are manufactured to precise dimension and weight tolerances to assure the smoothest operation possible. Less vibration means greater longevity out of the engines and less operator fatigue.

**Fast, Easy, Reliable Starting** — Honda engines feature designs that smooth the flow of fuel into the combustion chamber for quick, reliable starts that require no special skills. Automatic mechanical decompression and electronic ignition further ensures easy starting.

### **ELECTRIC POWERED**

**Universal Motors** — The power to handle light-duty cleaning jobs.

**Convenience** — Lightweight and easily transported.

**Mobility** — Works anywhere there's an electric outlet within 85 ft.

**Affordable** — Typically costs less than gasoline-fueled models.



#75286

## ***Key Features and Benefits***

### **PUMPS**

**Thermal Relief System** — This system protects the pump from overheating by automatically discharging “hot” water from the pump and replacing it with cool water. This action prevents damage to pump seals, which extends the life of both the pump and the pressure washer.

**Many customers mistakenly believe that their pressure washer has a “leak” the first time the system engages. Make sure you explain how and why this systems works.**

**Maintenance-Free Axial Cam Pump** — The rugged pump is designed to maintain a designated pressure.

**Triplex Pump** — This heavy-duty pump delivers maximum performance and is intended for frequent to daily use. It includes an adjustable pressure control knob, which allows customers to adjust the pressure based on their cleaning task.

**Key Features and Benefits (cont'd)**

**PRESSURE WASHERS**

**Clean 'n Carry** — With the introduction of the Craftsman Clean 'n Carry, Sears offers an entry-level gas-powered product to compete with electric units on price, ease of use, and portability while delivering significantly better power. Features include a 550 Series B&S engine, 2,000 Max psi at 1.8 Max gpm, Quick Connect wand with 3 spray tips and a 25' hose (#75070).

**Generac OneWash™** — The OneWash from Generac features 4-in-1 cleaning power. It takes the guesswork out of figuring out how much PSI your customers need. Match what they're cleaning with the icons on the PowerDial™ and it will automatically adjust the intensity of the spray they need. Features a low oil and water alert sensor that will prevent the engine from running without oil or water and alerts the user of the problem (#75089).

**2-in-1 Pressure Washer/Steam Cleaner** — Gives your customer two powerful ways to clean. The steam feature is great for grills, leather, carpet, outdoor furniture and auto detailing.

**Quiet Sense™ - Automatic Throttle Control** — Up to 40% quieter than standard pressure washers when the spray gun trigger is released, allowing your customer to answer phone calls and have a conversation without shutting the machine off.

**Quick Switch™ Detergent System** — The innovative Craftsman exclusive Quick Switch Direct from Concentrate Soap System allows customers to easily switch from one detergent to another with just the turn of a knob.



**Save the Sale**

Point out that safety is very important when using a machine combining pressurized water, detergents or other chemicals, and electricity or gasoline. Users should wear safety goggles when using this product.



**DETERGENT SYSTEMS**

**PerfectMix™ Direct from Concentrate Soap System —**

This system automatically mixes concentrate directly from the bottle with pressure washer water flow for efficient cleaning. There's no mixing, diluting or pouring. You can clean four times longer without stopping to refill. Customers can easily switch from one type of cleaning job to another with the switch of the soap bottle. This is now available on all wheeled Craftsman gas pressure washers.



#74404, #74405, #74406

**Perfect Mix™ Detergent —**

Use directly from the bottle with Craftsman's exclusive direct from concentrate soap system or dilute with water for traditional siphon hose systems. Follow dilution instructions on bottle.

**Traditional Siphon Hose —** This basic system uses a siphon hose that draws detergent from a source not connected to the pressure washer.

**Ready-to-Use Gallon Detergents —** No mixing or dilution required. Used only for traditional siphon hose systems.

***Top Accessories***

**CLEANING PERFORMANCE ACCESSORIES**

While pressure washers can do a great job cleaning with simple detergents and water, Sears offers a number of accessories that enhance cleaning performance.

**Surface Cleaner —** Dual high pressure water spray jets break up dirt and grime with no streaking or stripping of surfaces while keeping over spray and mess to a minimum.



#75247

**Water Broom —** Three high pressure water spray jets provide a 14" wide spray pattern for consistent cleaning. Two wheel design allows easy control and effortless sweeping action.



#75248

**Dual Action Brush —** Dual action bristles circulate and move side to side under low pressure for extra surface agitation to maximize cleaning. Perfect for vehicle, boat and patio furniture.



#75138

**9' Extension Pole Kit —** Extend your customers reach with this three part extension pole. Helps to clean those out of reach places. Connects directly to their pressure washer gun.



#75173

**5-in-1 Selector Nozzle —** Just push, turn and click for selection between five spray patterns (max, general, delicate, soap and flush) in one easy to use nozzle.



#75246

**Top Accessories (cont'd)**

**MAINTENANCE ACCESSORIES**

Be sure to advocate and sell the following accessories:

**Pump Saver** — Lubricates the seals and prevents pump damage by removing any excess moisture. It also keeps the interior of the pump cleaner. This is a must-have for cold climates and highly recommended for all customers.

**Fresh Start® Fuel Stabilizer** — Protects gas for up to six months when the pressure washer isn't in use. This can save time and money when customers are ready to begin using it.

**Cleaning Solution and Extra Hoses** — Are good things for customers to have on hand. They will ensure that customers always have what they need to complete a job.

**O-Ring Kit** — Replaces worn out or damaged o-rings and filters on most pressure washers and accessories.

**Pump Oil** — Premium synthetic 75W90 oil. For use with Craftsman and most other gas powered pressure washer pumps that require oil maintenance intervals.



#74403



#33386



25' — #75121  
30' — #75122  
50' — #75134



#75116



#75127

## Maintenance

Use the chart below as a reference to advise your customers regarding the appropriate/suggested maintenance intervals for varying components of the product.

		Pressure Washer Maintenance Intervals			
		Before each use	First 5 Hours	Every 50 Hours	Once a Season
<b>NON ENGINE</b>	Check Water Inlet Screen	X			
	Check Hoses	X			
	Check for Leaks	X			
<b>ENGINE</b>	Check Oil	X			
	Change Oil		X	X	
	Clean Air Filter			X	
	Replace Spark Plug				X
	Replace Air Filter				X

## Sears Parts Finder

The Sears Parts Finder, available at Manage My Life, is an online parts and accessories finder that helps customers and associates find the top parts and accessories for their lawn & garden products. The Sears Parts Finder is loaded with approximately 10 years of lawn & garden products sold at Sears (e.g., mowers, tractors, line trimmers, pressure washers, snow blowers) and the specific parts and accessories for each of these products. Associates should use the Sears Parts Finder to identify parts and accessories to provide The Total Solution for customers.

### Need-To-Know Info

- Advise customers to either store the product in an area that will not drop below freezing in cold weather and/or use a pump saver during the off season.
- Suggest that customers read the owner's manual and follow the manufacturer's operating instructions carefully to avoid accidents.

### Save the Sale

- Extension cords are not recommended with this device. If necessary, only use an extension cord approved for outside use and plugged into a ground-fault protected receptacle.
- Remind customers to use sufficient gauge extension cords with electric pressure washers: up to 25 feet = 14 AWG, 50 feet = 12 AWG. You should also remind them to inspect all wands, nozzles, guns and hoses to be free of obstructions prior to each use.

**Repair Protection Agreement Value at a Glance: Pressure Washer**

Let's understand how our Repair Protection Agreement ENHANCES and goes BEYOND warranty coverage. Only Sears offers service by over 10,000 professional repair specialists. Reliable and dependable, know who is servicing your product agreement. Here's what's included:

	<b>Typical Warranty (24 Months)</b>	<b>Repair Protection Agreement* (3 Years)</b>
<b>Coverage Due to Normal Use</b> Provides complete coverage to all major components, including engine Common repair during first 2 years of ownership is a hose and wand Hose/Wand/Pump/Relief Valve have warranty limited to defects	Defects Only	YES
<b>Unlimited Service at No Charge for Parts &amp; Labor</b> No service fee for covered repairs Including parts such as pump, engine, hose, relief valve Protection against Ethanol fuel	Defects Only	YES
<b>Non-technical calls</b> Customer instruct calls	No	YES
<b>Product Replacement</b> If a covered product cannot be repaired	No	YES
<b>Fast Help By Phone</b> Non-technical and instructional assistance available 7 days a week, plus convenient repair scheduling	No	YES
<b>25% Discount on Non-Covered Repairs &amp; Installed Parts</b> Save on tune up	No	YES
<b>25% Discount on Non-Covered Parts purchased via PartsDirect</b> Cleaners, spark plugs	No	YES
<b>25% Reimbursement on Non Covered Parts purchased at any Sears store</b>	No	YES

\*See terms and conditions for complete details.

All RPA Value at a Glance documents can be found on the Home Improvement Protection Agreement website, accessible via Season in a Box. All functional failures due to normal use are covered. There are no parts or service expense to an RPA customer for covered repairs. The RPA does not cover: normal maintenance, such as periodic tune-ups and oil changes, accessories, attachments, or cosmetic defects. Expendable parts not covered are: filters, gas, oil and spark plugs.







## OUTDOOR STORAGE: BUILDINGS, SHEDS, DECK BOXES AND MORE!

Buying new lawn & garden equipment and other outdoor living products can be a big investment. Make sure that our customers are protecting that investment by reviewing with them the benefits of an outdoor storage building. Sears has one of the widest assortments of in-stock and special-order storage buildings of any retailer. In fact, we have storage solutions to fit the specific needs of any customer — whether they need storage for lawn & garden equipment, tools, grills, mowers, garden supplies, snow throwers or even bicycles!

In addition to providing protection and space for all of the “stuff” that customers can’t or don’t want to store in their garage, many of our outdoor storage buildings and sheds are attractively designed to fit seamlessly into a backyard landscape.

Finally, don’t forget about our enhanced offering of resin patio and deck boxes! These attractively designed products do a great job of complementing new or existing outdoor furniture and provide convenient storage for items like patio cushions, small tools and accessories and pool toys.

**CRAFTSMAN**

SUNCAST

**ARROW**  
Storage Products



#65007

Versatrack

### What’s New/Different for 2013

- **Introducing the Craftsman Shed line. There are five new models, including two sheds that accept exclusive Versatrack™ accessories.**
- Versatrack display stocked with accessories for Craftsman-compatible sheds.
- Craftsman 96-gallon garbage containment shed.
- Resin deluxe dog houses.
- Marketing assets dedicated to outdoor storage, including Craftsman Club.
- Deck box rack to display assembled deck boxes on the sales floor.
- A marquee sign holder to display our best-in-class selection of Retail Special Order System (RSOS) and other in-stock buildings, sheds and deck boxes.
- Enhanced outdoor storage presence online with improved customer research tools online.

### Merchandise Presentation

- Premier the Craftsman storage sheds by making a dominant statement on the sales floor. For applicable stores, the Versatrack display should be merchandised right beside the Versatrack-compatible shed.

## Merchandise Presentation (con't)

- Focus on the three key outdoor storage categories — large buildings, smaller sheds and deck boxes.
- Create an eye-catching storage shop with thoughtful placement on the sales floor.
- Continue to expand online and special order product to complement in-store assortment.

## OUTDOOR STORAGE SELLING STRATEGIES

### Qualify the Customer's Needs With Your Discover Questions:

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>• Size requirements?</li> <li>• Material (resin, steel, wood)?</li> </ul> | <ul style="list-style-type: none"> <li>• Type of storage (deck box, shed, storage building, gazebo, greenhouse)?</li> <li>• Uses for storage?</li> </ul> |
|--|--|

### Narrow to Product Segment:

<b>Use:</b>	<b>To determine the size/type needed:</b>	<b>To determine the material needed:</b>	<b>Ask if the customer has a brand preference, including:</b>
<ul style="list-style-type: none"> <li>• Discover questions</li> <li>• Displayer</li> <li>• Marquee sign</li> </ul>	<ul style="list-style-type: none"> <li>• Shed</li> <li>• Storage building</li> <li>• Deck box</li> <li>• Gazebo/Greenhouse (online only)</li> </ul>	<ul style="list-style-type: none"> <li>• Steel</li> <li>• Resin</li> <li>• Wood</li> </ul>	<ul style="list-style-type: none"> <li>• Craftsman</li> <li>• Arrow</li> <li>• Suncast</li> <li>• Rubbermaid</li> <li>• Backyard Products (Colony Bay)</li> </ul>

### Narrow to Specific Product:

- Then show the customer the most fully featured outdoor storage product in that group.
- Explain the features and benefits.
- Explain the trade-offs as the customer eliminates features and you step down to lower featured models.

Features most sought by customers, in order of importance, include: size, type of material (steel, resin or wood), build time, flooring options, price, features (accessory options, windows, vents, roof height) and finally, brand preference.

### Accessories and Attachments:

Offer accessories to complete the sale based on the customer's needs.

#### Top Accessories:

- Versatrack Accessories
- Shelf kit or shelves
- Floor kit
- Organization kits, brackets, hooks
- Lock

### Installation:

See if the customer needs the product installed.

***Qualify the Customer's Needs — Detail***

Discover questions help you learn what the customer wants by actively listening. You must pay close attention to what your customers are saying and respond by asking questions to ensure full comprehension. Having a conversation with them is the key to assisting them in making their purchase decision.

Here are the discover questions you should be using for outdoor storage customers.

**Have you owned an outdoor storage building before?** Ask about likes and dislikes.

- Did they like its size or building material?
- Did they like the building's storage space or need something bigger/smaller?
- Are they looking for a better way to utilize space?

Customers want to know outdoor storage building basics and what may have changed since their last purchase.

Items to be stored?	The more that needs to be stored, the bigger the model you should recommend. It may be difficult for your customers to determine the right size for their needs; as a trusted Sears Lawn & Garden expert, you can help them arrive at the proper decision.
County ordinances for outdoor storage buildings?	Some counties have ordinances that limit the size and color of outdoor storage buildings, and some require customers to have a permit for the building. So make sure your customers check with their county's regulations before they purchase an outdoor storage building. This way, customers will make the right product choices and you will experience fewer returns.

***Nobody Beats Craftsman***

**LEGENDARY PERFORMANCE**

- Exclusive Versatrack™ Organization System
- Hooktite™ accessories

**LASTING DURABILITY**

- Made in the U.S.
- Easy Bolt Technology
- Durable double wall resin construction

**LOW PRICE**

- Best features at this price

## Building Capacity — Common Sizes

It's important to make sure to help your customers select a building that is large enough for their storage needs. The width and depth of the building are important, and so is the height. Storage sheds are available in a wide variety of sizes and types, from deck boxes to sheds that are the size of a garage.

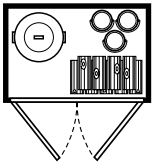
Ask your customer what types of products will be stored in the shed. That information will help you know which building size to advocate, as well as accessories to accompany that shed. Also, your customer's yard must be large enough to fit the building where he/she can maneuver his/her tractor or mow around it.

### **HELP YOUR CUSTOMER SELECT A SIZE**

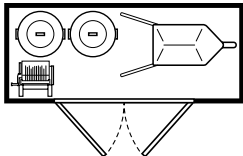
Consider what your customer will need to store now and what they will be storing in the future. For reference, a storage building with dimensions of 9'W x 8'D x 7'H would equal approximately 500 cubic feet.

SIZE	CUBIC FEET	SOME ITEMS THAT YOUR CUSTOMER COULD STORE
Small	100 cu. ft.	trash cans, firewood, paint
Medium	250 cu. ft.	trash cans, wheelbarrow, hose reel, small power equipment
Large	500 cu. ft.	trash cans, tractor, hose reel, snowthrower, bicycles, recreational equipment, large power equipment
Extra Large	750 cu. ft.	trash cans, tractor, hose reel, snowthrower, bicycles, recreational equipment, large power equipment, patio furniture

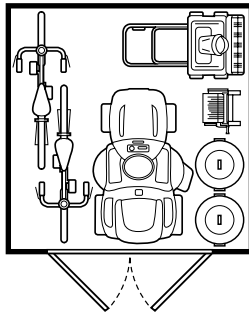
100 cu. ft.



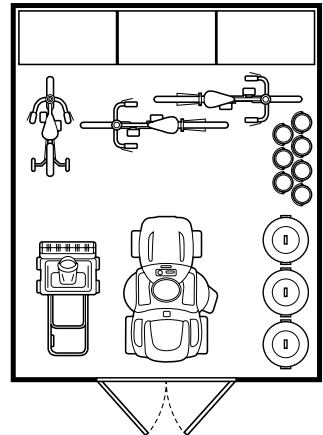
250 cu. ft.



500 cu. ft.



750 cu. ft.



## ***Types of Outdoor Storage Building Materials***

The most common buildings are made of steel, resin or wood. Most sheds come as a kit, with all of the materials and hardware required, as well as detailed instructions. It is recommended that your customers have someone help them construct their shed. The project usually takes a full day, and is best done on a dry, non-windy day. Customers will need to be sure the building area is prepped ahead of time. Don't forget — Sears offers delivery and installation on most items.

### **SELECT A MATERIAL**

Will it be steel, resin or wood? Each has its advantages.

- **Steel Buildings**

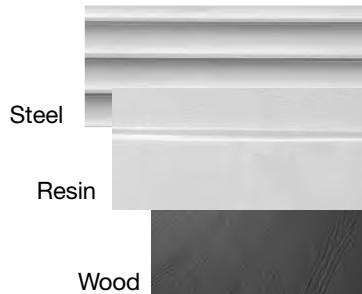
Large storage capacity at a great value.

- **Resin Buildings**

Durable and easy to assemble.

- **Wood Buildings**

Designed and engineered to last.



### **STEEL BUILDINGS**

Steel buildings are a solution for customers who need larger capacity outdoor storage at an economical price. Extra-wide doors provide easy access for tractors, grills and other bulky items. Shelving accessories allow the customer to maximize interior storage and organization. Steel buildings come with a variety of maintenance-free finishes. These buildings are built with galvanized steel parts for a durable, long-lasting storage solution. Steel parts are strong and are not affected by extreme weather temperatures. Parts are pre-cut, pre-drilled and numbered to allow your customer to assemble without professional installation.

### **RESIN BUILDINGS**

With the introduction of Craftsman sheds with exclusive Versatrack compatibility we can now offer an option for Total Solution organization.

Resin buildings are durable, long-lasting and maintenance free. These buildings are made of durable, sturdy plastic and have steel wall supports to provide added strength. Resin buildings include a resin floor, so your customers won't have to worry about the additional expense of building or purchasing a floor. Resin buildings are available in a variety of styles and colors, and many have windows, skylights and even flower boxes. Resin products feature a "snap-together" assembly process that allows your customer to complete a building in hours, not days! No additional parts or hardware are required for most buildings and sheds. Resin buildings and sheds are resistant to weather and built to last for years to come.

### **WOOD BUILDINGS**

Wood buildings are made of cedar or smart siding, which is an engineered wood product that combines the beauty of natural wood with resistance to moisture and insects. Cedar is naturally durable and termite resistant, and ages beautifully. Many of the wood buildings include professional installation in the price. Wood buildings and sheds are designed and engineered to last. They include some of the same wood material components found in new home construction, including: siding, wall studs, ceiling rafters and floor joints. Shingles and paint are not included with building purchase.

### **PATIO/DECK STORAGE**

Most small patio storage boxes are made of resin, a durable and sturdy plastic. They snap together and require few tools. These are available in a wide variety of sizes for all of your customer's small item storage needs. Many people use this type of storage on their deck, patio or pool deck, and some can be used for seating as well as storage.

### **CONSIDER OPTIONS AND ACCESSORIES**

Remind your customer that additional optional accessories may be available. Please see The Total Solution section on page 178 for more information regarding options and accessories. Use the in-department marquee center as a guide for more information.

Installation: Remind your customer that professional assembly is offered on most storage buildings.

### ***Assembly for Steel, Resin and Wood Buildings***

Our storage sheds and buildings come as a kit, in a box, with all of the pieces cut and pre-drilled. Each kit contains all of the parts needed, including hardware, but it's important for your customers to take a careful inventory of all parts upon receiving their kit. The instructions must be followed carefully — instruct your customers not to make assumptions or jump ahead.

Of course, Sears does offer professional delivery and installation. This should always be advocated first as a solution to the customer. Let customers know that we can provide a team of professional builders to assemble the building on their prepared site. We also provide instructions for how the site should be prepared.

Steel buildings must be anchored to prevent wind damage, and a foundation is necessary as a base to construct a square and level building. Anchoring and foundation materials are not included with the building, so it's recommended that the customer also purchase a Floor Frame Kit and an Anchoring Kit.



As with Resin buildings, make sure to let your customers know that it's best to select a day that is dry and not windy to build their shed. Attempting to build this on a windy day or on muddy ground would be very difficult and possibly dangerous. It's best to work with two or more people to assemble the building.

Alternatively, recommend that the customer have Sears deliver and install their building. Building restrictions may apply. Make sure customers check with their local authorities prior to purchasing.

**Common Features and Benefits for Arrow Steel Lawn Buildings**



**Arrow Storage Buildings Comparative Roof Heights**



**Gambrel**



**Mid Gable**



**Gable**

**Tall Interior Center Height** — On buildings 10' x 10' and larger, your customers can enjoy extra headroom and work space.

**Wide Door Openings** — Customers can easily store their large equipment, including most Craftsman tractors.

**Large Storage Space** — Plenty of storage room at a reasonable price.

**Easy to Assemble** — With pre-cut, pre-drilled and numbered parts, these steel outdoor storage buildings can be assembled quickly.

**Galvanized Steel Parts** — Your customers get a durable, long-lasting storage solution.

**Warranty** — All Arrow lawn buildings come with a 12-year limited warranty (steel) or a 15-year limited warranty (vinyl coated steel).

## The Total Solution

Your customers can assemble steel lawn buildings on a concrete slab, wood base or directly on the ground. All buildings must be anchored, so depending on the base, advocate either a concrete or steel auger anchor to your customers:

**#68381, #68385, #68387** — Floor Frame Kits (wood not included)

**#60297, #68383** — Anchor Kits

Also, a cordless screwdriver and other tools will help make assembly faster and easier for customers.

Special-order buildings (RSOS) can be delivered directly to customers' homes for free. Be sure to check with customer service before you advocate installation because it's only available in certain markets.

## Introducing Craftsman Resin Storage Sheds



Sears will be introducing five Craftsman Resin Outdoor Storage Sheds in 2013. Two of these will be compatible with the Craftsman-exclusive Versatrack™ Organization System. The Versatrack — along with the exclusive Hooktite™ — accessories allow customers to organize their shed to best optimize space.

All Craftsman sheds are made of durable double-wall resin construction. They feature Easy Bolt technology, which provides for simple assembly. These Craftsman sheds are made in the U.S. and are built to last.

**CRAFTSMAN®**



versatrack





## #65002

### 6' x 3' Storage Building

- Metal-reinforced shingle-style roof panels
- Padlock-ready door handles
- Durable reinforced floor for heavier items
- Transom door windows
- 92 cu. ft. capacity



## #65008

### Horizontal Garbage Container Utility Shed

- Designed to hold two 96-gallon wheeled garbage containers
- Hides unsightly garbage and minimizes odors
- Strong, reinforced floor
- Built-in ramp for easy rolling in and out
- Steel-reinforced wall and roof construction
- 70 cu. ft. capacity



## #65024

### Horizontal Utility Shed

- Durable, reinforced floor
- Two front doors for easy access
- Lift-up lid with prop rod for added access
- Three-door locking capability
- 34 cu. ft. capacity



## Common Features and Benefits for SunCast Resin Buildings

**Strong Construction** — Resin buildings are durable, long lasting and maintenance free. The buildings have steel wall supports to provide added strength.

**Extra-Wide Front Opening** — Your customers have easy access to their lawn & garden equipment such as tractors, mowers and other items.

**Resin Floor Included** — No additional expense of building or purchasing a floor.

**Integrated Skylight** — Provides extra light inside the building.

**Snap-Together Assembly** — Quick and easy to put together.



#65057

+ top accessories



**JUST 3 STEPS TO EASY STORAGE!**

**1** Choose your Craftsman® shed  
65006/65007

**2** Purchase Craftsman® exclusive VersaTrack™ trackwall and any of the HOOKTITE™ accessories

Additional HOOKTITE™ accessories available in the Hardware Department

**3** Install the track wall to shed and mount HOOKTITE™ accessories



10124-VersaTrack™



10125-VersaTrack™ Endcap



10118-short general purpose hook



10120-weather gauge hook



10119-long general purpose hook



3103-3 pk arrival hook set



3102-15 piece tool hook set



13127-large hook



14856-inch hook



15100-wire basket



15105-corded proof hook



14009-wire shelf (14000-wire shelf)



14802-tool organizer

**Deck Boxes**

**KEY FEATURES AND BENEFITS:**  
**SUNCAST DECK STORAGE**

**Durable Construction** — All resin deck storage items are durable, long lasting and maintenance free.

**Snap-Together Assembly** — Quick and easy to put together.

**Stay-Dry Design** — With an overlapping lid, contents stay dry and protected from the elements.

**Additional Seating** — This feature is found on several models.

The Wicker Weave collection offers contemporary design and blends with many patio furniture styles that have on their decks and patios.

Most models accept a padlock for safety and security.



#65043



#6929

**Deck Boxes (cont'd)**



#65019



#65015



#65089



#65017

**Suncast Dog Houses**

**DELUXE DOG HOUSE**

#65330

- For dogs up to 70 lbs.
- Easy snap-together assembly
- Vinyl doors included
- 11.75"W x 20.5"H door opening
- Durable resin construction
- Vents provide air circulation
- Removable roof for easy cleaning
- Crowned floor with channel around inside edge to capture fluids and keep pet dry
- Can be staked to ground
- Assembled size: 27"L x 35"W x 29.5"H

**DELUXE LARGE DOG HOUSE**

#65331

- For dogs up to 100 lbs.
- Easy snap-together assembly
- Vinyl doors included
- 11.75"W x 20.5"H door opening
- Durable resin construction
- Vents provide air circulation
- Removable roof for easy cleaning
- Crowned floor with channel around inside edge to capture fluids and keep pet dry
- Can be staked to ground
- Includes personalization labels.
- Assembled size: 33"L x 38.5"W x 32"H



## Outdoor Storage Structure Summary

### RESIN

- Building Styles: Craftsman Versatrack Compatible Shed, Deck Boxes, Vertical Sheds, Horizontal Sheds, Buildings
- Size Range: 50–800 cu. ft.



### Durability

- Resin buildings and sheds are resistant to weather and built to last for years to come.



### Self Assembly

- Resin products feature a “snap-together” assembly process which will allow your customer to complete a building in hours, not days!
- No additional parts or hardware are required for most buildings and sheds.
- Time: 3–5 hours (not including foundation)
- Number of people: 1–2

### Appearance

- Resin buildings and sheds are decorative and blend well with a variety of outdoor settings and home styles.

### Complete Building

- All resin buildings and sheds include an integrated resin floor with ramp design.
- Accessories: VersaTrack storage solutions accessories.



#65089  
Deck Boxes  
50-120 gallons



#69295  
Vertical Sheds  
Less than 100 cubic feet



#65008  
Horizontal Sheds  
Less than 100 cubic feet



#65007  
Buildings  
100-800 cubic feet

## STEEL

- Building Styles: Gable, Barn, Mansard, Slope Roof, Lean-To
- Size Range: 50–3,700 cu. ft.

### Durability

- These steel buildings are made with parts for a durable, long-lasting storage solution. Your customers will appreciate large storage capacity at a great value!

### Self Assembly

- Parts are pre-cut, pre-drilled and numbered which allows your customer an easy-to-assemble building.

### Building Styles and Other Important Considerations

- Gable Style
  - For quality and value, it's hard to beat a gable-style shed.
  - Our gable roofs come in varying heights, including mid and high gables, to accommodate your customer's needs.
- Barn Style
  - The barn style roof gives extra headroom inside and efficiently adds storage capacity.
  - A large door opening makes it easy to store big equipment like tractors and mowers.
- Mansard Style
  - Similar to the barn style, with extra interior headroom.
  - This style includes an attic frame, so added storage capacity is built in.

- Standard steel includes a 12-year warranty.



- Vinyl coated steel includes a 15-year warranty.



Gable Style



Barn Style



Mansard Style



#68381, #68385 and #68387, Floor Frame Kit

**WOOD**

- Building Styles: Gable, Gambrel, “Tack Room”
- Size Range: 50–800 cu. ft.

**Durability**

- Wood buildings and sheds are designed and engineered to last.
- They include some of the same wood material components found in new home construction including: siding, wall studs, ceiling rafters and floor joists.



#11037

**Self Assembly**

- Pre-cut wood components to allow for non-professional installation over the course of a weekend.



**Appearance**

- Wood sheds can be painted and shingled to suit any taste or meet your customers specific homeowners association requirements.
- Flexibility to add custom organizational accessories (shelves, lofts) to fit your customer’s specifications.

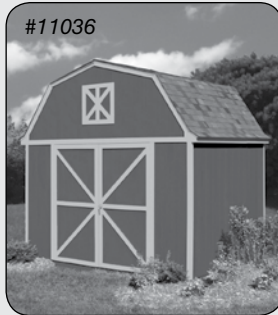
**Other Important Considerations**

- Remind your customer that shingles and paint are not typically included with their building purchase.

**Building styles include:**



*Gable Style*



*Gambrel Style*



*“Tack Room” Style*







# GENERATORS

On average, 500,000 Americans are affected by power outages each day.\* These losses can range from minor inconveniences to a huge headache. Imagine having to replace a refrigerator or freezer full of food, cleaning a flooded basement caused by a backed-up septic system or even worse. Sears offers a wide variety of generators ranging from a 1,000-watt portable all the way up to a 45,000-watt installed home generator system.



## **GENERATOR SELLING STRATEGIES**

### **Qualify the Customer's Needs With Your Discover Questions:**

- Uses for generator (items and size of home it will power)?
- Type of generator (portable or standby)?

### **Narrow to Product Segment:**

- |  |  |
|--|--|
| <p><b>Use:</b></p> <ul style="list-style-type: none"> <li>• Discover questions</li> <li>• Online wattage worksheet</li> <li>• Product Finder on Sears.com</li> </ul> | <p><b>To determine the type of generator needed:</b></p> <ul style="list-style-type: none"> <li>• Portable vs. automatic standby</li> </ul> <p><b>Ask if the customer has a brand preference, including:</b></p> <ul style="list-style-type: none"> <li>• Briggs &amp; Stratton</li> <li>• Generac</li> <li>• Champion</li> <li>• All Power</li> </ul> |
|--|--|

### **Narrow to Specific Product:**

- Then show the customer the most fully featured generator in that group.
- Explain the features and benefits.
- Explain the trade-offs as the customer eliminates features and you step down to lower featured models in the product group.

### **Innovation:**

- Tell the customer about the Power Surge™ alternator on the portables.
- Tell the customer about the patented Air Conditioning Control Module system available on some standby models.

### **Accessories and Attachments:**

Offer accessories to complete the sale based on the customer's need.

#### **Top Portable Accessories:**

- |                              |              |
|------------------------------|--------------|
| • Heavy-duty extension cords | • Engine oil |
| • Fuel stabilizer            | • Gas can    |

#### **Top Standby Accessories:**

- Maintenance kit
- Cold weather kit
- Wireless monitor

### **Repair Protection Agreement:**

Use the Value at a Glance Sheet when you offer a Repair Protection Agreement to complete the sale. Note that the RPA is not available on the standby generators.

\*Source: CNN Tech, 2010.

**Qualify the Customer's Needs — Detail**

Discover questions help you learn what your customers want by actively listening. You must pay close attention to what your customers are saying and respond by asking questions to help ensure full comprehension. Having a conversation with your customers is the key to assisting them in making their purchase decision.

Here are the discover questions you should be using for generator customers.



#33183

**QUALIFY THE CUSTOMER WITH YOUR DISCOVER QUESTIONS:**

**Is this the first time you've purchased this type of equipment, or are you replacing an existing one?**

- This question allows you to find out if your customer is familiar with this type of equipment because he's owned one before or if you need to spend a little more time informing him about the product.

<p><b>Uses for Generator</b></p>	<p>What do you want to power with your generator?</p> <ul style="list-style-type: none"> <li>• <b>Recreational</b> – 1,000- to 3,500-watt portable</li> <li>• <b>Limited household items, power tools or smaller homes</b> – 3,500- to 5,550-watt portable/7,000-watt standby</li> <li>• <b>Expanded household items, power tools or medium homes</b> – 5,000- to 6,000-watt portable/10,000- to 12,000-watt standby</li> <li>• <b>Multiple household items, power tools or larger homes</b> – 5,000- to 8,000-watt portable/16,000- to 20,000-watt standby</li> <li>• <b>Large and Luxury Homes</b> – 30,000- to 45,000-watt standby</li> </ul>
<p><b>Type of Generator</b></p>	<p>Are you looking for a generator that you can move around or one that is installed and automatically goes on during a power outage?</p> <ul style="list-style-type: none"> <li>• One that can be moved around — Portable generator.</li> <li>• Installed that automatically goes on — Standby generator.</li> </ul>

**Who will be servicing your new product?**

- This question will help you to position the Sears Repair Protection Agreement and introduce the Sears Parts network to your customer. Letting the customer know you offer replacement parts will allow you to build future sales and earnings. Note that RPAs are only offered with the portable generators. Standby generators can be serviced by a Briggs & Stratton authorized installer.



#09108

*These Home Standby Generators are rated in accordance with UL (Underwriters Laboratories) 2200 (stationary generator assemblies) and CSA (Canadian Standards Association) standard C22.2 No. 100-04 (motors and generators).*

## ***What is the difference between a portable generator and a standby generator?***

**Portable Generator** — When your power goes out or you need to provide power at a remote location (i.e., job site), you simply move the generator to an outdoor location, add regular unleaded gas and plug in the essential items needed to power.

**Standby Generator** — When your power goes out, the standby system automatically provides power to your home until utility power is restored. It is permanently connected to your home's electrical system and is powered by natural gas or liquid propane supply.

## ***Generator Terms***

**Running Watts** — The continuous watts produced to keep items running.

**Starting Watts** — The extra watts needed to start large motor-driven appliances or multiple items.

The more wattage the generator produces, the more items it can power at once.

## ***Portable Generator Features***

### **BRIGGS & STRATTON OHV ENGINES**

The OHV design allows the engine to run cool and clean, for long life, high performance and great fuel efficiency. Customers will experience quick, dependable starts with the Magnetron® electronic ignition. The pleated paper filter provides protection from dirt and debris and the Super Lo-Tone™ muffler offers a quieter operation.

**Power Surge™ Alternator** — Produces up to 25% more surge wattage to start large motor-driven appliances and tools simultaneously.

**Multi-Featured Control Panel** — Includes household and locking outlets with circuit-breaker protection, rubber outlet covers and an hour meter on select models.

**Handle and Never Go Flat Wheels** — Provides a convenient spot to hold on to and wheels for easy maneuverability.

**Key Electric Start** — For fast, effortless starting from one central location. Available on item #33183 and #33187.

**Storm Ready** — The Storm Responder™ is ideal for emergency back-up power. Great for powering needed appliances and household items, this unit comes with a 25-foot generator storm cord and larger fuel-tank capacity for extended run times.



#33139

## ***Standby Generator Features***

### **ESSENTIAL POWER**

Covers the basics by powering a selected number of circuits. The 7,000-watt is recommended for small homes.

### **ESSENTIAL POWER - PLUS**

Provides power for a select number of circuits as well as powering up to two central air conditioners with the air conditioning control module. The 10,000-, 12,000-, 16,000- and 20,000-watt systems are combined with a 100-amp, 16-circuit transfer switch. Perfect for small to medium homes.



### **MANAGED WHOLE HOUSE POWER**

Delivers power to more household appliances and high-wattage items. The air conditioning control module provides access to up to two central air conditioners. The 10,000-, 12,000-, 16,000- and 20,000-watt systems are combined with either a 100-amp or 200-amp transfer switch. 10,000 and 12,000 watts are recommended for small to medium homes. 16,000 and 20,000 watts are recommended for medium to larger homes with higher power demands. The 20,000-watt unit also comes with a 200-amp dual switch option for homes with 400-amp service.



### **WHOLE HOUSE POWER**

Meets the needs of today's larger homes and increasing electrical demands. More fuel efficient and quieter than 3,600-RPM engines, commercial-grade 30,000- and 45,000-watt standby generators feature a GM Vortec 1,800-RPM engine for neighbor and budget-friendly operation. The 30,000- and 45,000-watt systems are suggested for extra-large and luxury homes.

### **TRANSFER SWITCH**

Usually installed outside of the home or inside right next to a circuit box, a transfer switch is the brain behind the generator system. Its job is to sense when power is out, automatically switch on the generator and manage backup power to the home.



All standby units come with an indoor/outdoor rated transfer switch. The size will depend on the electrical service of the customer's home. Customers should inquire about which transfer switch they need prior to purchasing a standby system. The certified installer will be able to determine the appropriate transfer switch for installation.

**Standby Generator Features cont'd.****FULLY AUTOMATIC**

Advanced electronics will detect a utility power outage and automatically start the generator whether your customer is home or away.

**POWER SOLUTION OPTIONS**

Customers can choose the right type of backup power for their needs: Essential Power, Essential Power-Plus!, Managed Whole House Power and Whole House Power.

**RELIABLE ENGINE**

Application engineered to stringent home generator specifications, these premium Briggs & Stratton and GM Vortec engines (30,000-watt+ and 45,000-watt+ only) will provide years of long-lasting standby power.

**LIMITED PARTS AND LABOR WARRANTY\***

Briggs & Stratton home generators have a 2-year, 3-year or 4-year parts and labor limited warranty (model dependent).

**DURABLE, OUTDOOR ENCLOSURE**

All-weather metal enclosures provide years of corrosion-resistant, outdoor protection.

**FLEXIBLE PLACEMENT\*\***

Tested against tough National Fire Protection Agency standards, Briggs & Stratton 10,000-, 12,000-, 16,000- and 20,000-watt+ standby generators can be placed as close as 18" from the home, providing more placement options in your customer's yard — perfect for tight lot lines. Flexible placement options are not available on the 7,000-watt+, 30,000-watt+ and 45,000-watt generators.

**COMPUTER-FRIENDLY POWER**

Clean, stable power protects your computers and other sensitive electronic equipment from damage.

*\*See Sears.com or BriggsandStratton.com for more details. \*\*Installations must strictly comply with all applicable codes, industry standards, laws and regulations. Running engines give off carbon monoxide, an odorless, colorless, poison gas, so it is important to keep exhaust gas away from any windows, doors, ventilation intakes or crawl spaces. Carbon monoxide detectors must be installed and maintained in your customer's home.*

**Power More with ACCM**

Briggs & Stratton patented Air Conditioning Control Module (ACCM) manages a home's air conditioner. The ACCM on 100-amp or 200-amp automatic transfer switches, "waits" until enough power is available to start the air conditioner.

The ACCM powers up to two air conditioners (load-dependent): 3-ton air conditioners for 10,000-watt+, 4-ton air conditioners for 12,000-watt+ and 5-ton air conditioners for 16,000-watt+ or 20,000-watt+ generators.

will provide years of long-lasting standby power.

## ***Standby Generator Installation***

After your customer purchases a new standby generator system, it will need to be professionally installed. Find a local Briggs & Stratton authorized standby generator installer that can handle the complete installation by calling 1-877-546-0043. Customers can also choose their own qualified electrician.

1. Tell the customer to coordinate with a qualified electrician for installation of the standby generator and automatic transfer switch.
2. If the standby generator will be connected to a natural gas line, the customer will need to coordinate with a qualified gas installation company or plumber for proper gas line installation. For optimal generator performance, the customer's gas meter and pipe needs to be properly sized to supply the required gas pressure.

If the standby generator will be connected to a propane fuel source, the customer needs to contact their propane gas company.

3. Standby generators must be installed to local code requirements. An authorized Briggs & Stratton standby generator installer or the customer's local electrician can coordinate with authorities for any inspections or permits that may be required.
4. After installation, the installed generator should be tested based on start-up instructions provided with the unit.
5. Finally, the customer registers their new product.

For additional information on Briggs & Stratton Home Generator Systems, call 1-800-732-2989. (Monday–Friday, 8 a.m.–5 p.m. CST).

## **The Total Solution**

### **Be sure to advocate and sell the following accessories:**

- Home Standby Maintenance kits help complete scheduled maintenance and prevent costly repairs on your customer's standby generator.
- Home Standby Cold weather kits help ensure smooth starting and reliable operation in the winter months. The thermostatically controlled battery warmer and oil heater activate as the temperature drops.
- Gas can — Power outages come without warning. Make sure your portable generator customers are well prepared so they aren't left in the dark.
- Fuel stabilizer protects gas for up to six months when the portable generator isn't in use. This can save time and money when customers are ready to begin using it.

## Maintenance

Use the chart below as a reference to advise your customers regarding the appropriate/suggested maintenance intervals for varying components of the product.

		Portable Generator Maintenance Intervals			
		Before each use	First 5 Hours	Every 50 Hours	Once a Season
ENGINE	Check Gas	X			
	Check Oil	X			
	Change Oil		X	X	
	Clean Air Filter			X	
	Replace Spark Plug				X

### Need-To-Know Info

- Advise your customers to always run their generator outdoors in a well-ventilated area away from windows and doors.
- Suggest that customers read the owner's manual and follow the manufacturer's operating instructions carefully to avoid accidents.

### Save the Sale

- Remind your portable generator customers to keep extension cords on hand in case of an outage.
- Remind your portable generator customer to always use fresh fuel and check the gas and oil levels prior to each use to avoid starting issues and costly repairs.
- Be sure your customer understands the estimated run time for their portable generator so they have a sufficient gas supply.
- If your customer purchased a standby generator system, be sure they have the contact information to find an authorized installer in their area.



## Repair Protection Agreement Value at a Glance: Portable Generator

Let's understand how our Repair Protection Agreement ENHANCES and goes BEYOND warranty coverage. Only Sears offers service by over 10,000 professional repair specialists. Reliable and dependable, know who is servicing your product agreement. Here's what's included:

	Typical Warranty (24 Months)	Repair Protection Agreement* (5 Years)
<b>Coverage Due to Normal Use</b> Provides complete coverage to all major components, including engine	Defects Only	YES
<b>Unlimited Service at No Charge for Parts &amp; Labor</b> No service fee for covered repairs Including parts such as carburetor, starter, engine/short block Protection against Ethanol fuel	Defects Only	YES
<b>Non-technical calls</b> Customer instruct calls	No	YES
<b>Product Replacement</b> If a covered product cannot be repaired Delivery included in replacement of larger units	No	YES
<b>Fast Help By Phone</b> Non-technical and instructional assistance available 7 days a week, plus convenient repair scheduling	No	YES
<b>25% Discount on Non-Covered Repairs &amp; Installed Parts</b> Save on tune up	No	YES
<b>25% Discount on Non-Covered Parts purchased via PartsDirect</b> Filter, air filter, spark plugs	No	YES
<b>25% Reimbursement on Non Covered Parts purchased at any Sears store</b>	No	YES

\*See terms and conditions for complete details.

All RPA Value at a Glance documents can be found on the Home Improvement Protection Agreement website, accessible via Season in a Box.

All functional failures due to normal use are covered. There are no parts or service expense to an RPA customer for covered repairs.

The RPA does not cover: normal maintenance, such as periodic tune-ups and oil changes, accessories, attachments, or cosmetic defects.

Expendable parts not covered are: filters, gas, oil and spark plugs.







**Nobody Beats**

**CRAFTSMAN**

**Legendary Performance.**

**Lasting Durability.**

**Lowest Price Guarantee.**