

SALES TO DAY

Sears Home Improvement Training

SEPTEMBER | 2017



Fall into Winter

CRAFTSMAN AT sears



Take The Lead and Help Members “Fall” Into Savings



Autumn is here! It's the perfect time to help our members “fall” into savings with Sears and our home improvement offers. As temperatures cool, take the opportunity to ask members if they're prepared for winter — this includes getting their HVAC systems and/or windows checked out, free of charge, thanks to Sears!

A new heating system will provide members with even heat throughout the home and keep the home's temperature at a more consistent level. Additionally, new units will be less noisy and more energy efficient. New units from Sears are ENERGY STAR® qualified, and may also qualify for rebates from utility providers. This means that with a new high-efficiency heating system, members can save money on their utility bills as well as have the initial costs offset with potential tax credits and rebates!

New windows will also help our members protect themselves against the cold, and they'll retain heat in the home better than old windows. This leads to even more energy savings in the cold winter months.

Become an expert on our heating units and make sure members know the savings potential and advantages of a new and efficient heating unit and/or new windows. Use this to educate our members and Take The Lead (TTL): you'll earn \$50 for every scheduled appointment!



Scheduling Appointments

Setting up appointments is an easy three-step process.

- 1 Ask the member!**
Spark members' interest on home improvement needs and upcoming projects.
- 2 Call the hotline at 800-766-6298.**
Provide the member's ZIP code and interested product along with your store and associate number, then hand the phone to the member.
- 3 Earn the reward!**
Associates, store heroes and stores will receive cash rewards.

Are you a Take The Lead Expert?



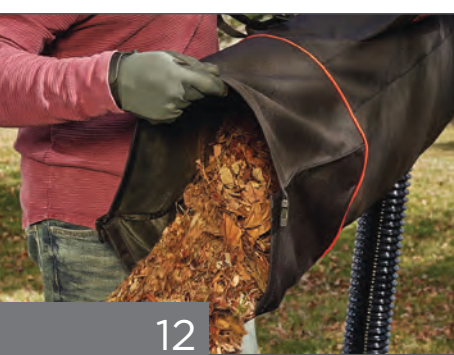
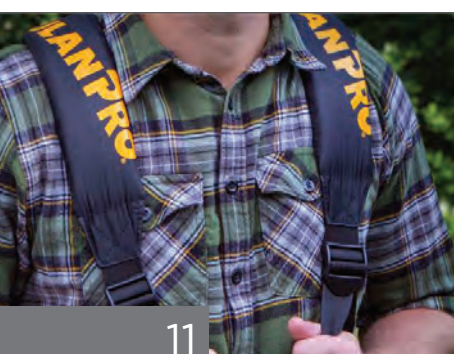
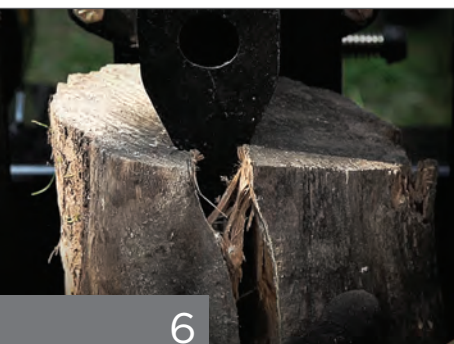
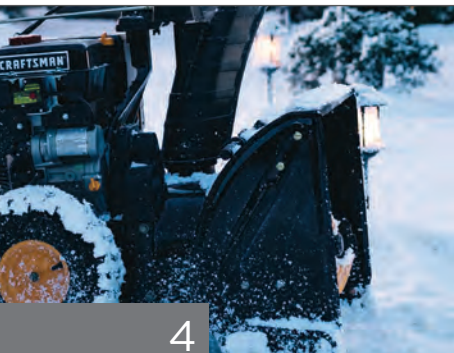
Test your TTL knowledge with the below questions. Post your answers in the Take The Lead Pebble group and you'll receive a prize* if you answer all of the questions correctly. So, remember to join the TTL Pebble group if you haven't already!

- Which is the highest season for TTL's referrals?
- Can you name three home improvement jobs we offer?
- How much is the payout for each confirmed Lead?
- What is one Discover question you ask our members so you can learn about any home improvement needs?

*Prizes while supplies last.

On the Cover

Show members how they can go from fall to winter seamlessly. With our powerful leaf blowers, saws and trimmers, they can easily wrap up their fall cleanups. When the snow flies, their snow blower is waiting in the wings.



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Look inside for the **CRAFTSMAN EXCLUSIVE** logo that indicates which features and items are exclusive to Craftsman!

Look for the SegnoCode to earn points for reading articles in this magazine!



Subscribe to the Home Improvement Lawn & Garden segment in Segno Expertise to view digital copies of *Sales Today* magazine.



When you see one of these icons, that means there is additional content in our digital *Sales Today* flipbook.



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Craftsman Snow Throwers

Are our members ready for snow? If the thought of lifting and shoveling makes them shudder, they'll want to check out our line of Craftsman® snow blowers. There are many different types and options to fit them and their budget. So when the first flakes fly, they will be ready!



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Common Features and Benefits: Dual-Stage Snow Throwers



Chute Control Adjustments: Provide several control options from manual to four-way electric.



Zero-Turn Powered Steering: Engages left- or right-handle triggers so members can maneuver with ease, while reducing fatigue and time.



Extended Chute: Creates tighter throw patterns for more direct output.



Glide-Tech Skid Shoes: Protect the driveway, garage floor or sidewalk for longer life.



Single-Hand Operation: Leaves one hand free so members can make adjustments without stopping.



Quiet Engine Technology: Works up to 45% quieter than all other Craftsman dual-stage engines.

EZ Rotation Chute Control: Makes it super easy for members to direct their unwanted snow.
(Not available on item #88433, has crank chute control.)

Quiet 4-Cycle OHV Engine: Provides more power, longer life and improved fuel economy. No gas/oil mixing needed.
(Not available on item #88433, uses standard OHV engine.)

Types of Snow Throwers

Single-Stage Snow Throwers

Snow Claw Auger/Paddle: Churns and throws snow out of the discharge chute, while simultaneously gripping the ground and moving forward.

Great for Smooth Surfaces: If members want a clean, down-to-the-pavement look, they will want a ground-engaging paddle auger.

Compact: Easy to use, maneuver and store. If members have a garage with little room to spare, a single-stage model is a great choice.

Dual-Stage Snow Throwers

Powerful Auger: Feeds snow into a high-speed impeller, pulls the snow in and discharges it through the chute. The impeller is the second processing stage, which makes it a dual-stage snow thrower.

Clears More Snow: Large intake heights and wider clearing paths allow dual-stage snow throwers to handle a larger volume of snow than single-stage units.

Serrated, Steel Augers: Break up icy or packed snow as its dual-stage design moves and throws difficult snow.

Product Specifications: 2017 Craftsman Snow Throwers

Single Stage

#11683 #88780



Dual Stage

#88433 #88172 #88173 #88640 #48601 #88694 #58601 #88394



Pro Series

#88870 #88874 #88976 #88978



Step-Up Features: Pro Series

Wide Clearance: Removes snow fast — ideal for large to extra-large paved or gravel driveways and sidewalks.

Push-Button Electric Start: Delivers sure and easy starts in cold temperatures.

In-Dash LED Headlight and Light Bar: Illuminate the clearing path.

14" Serrated Steel Auger and Impeller: Break up hard-packed snow and discharge large volumes of snow.

Steel High-Arc Chute: Delivers high performance season after season.



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

Fall Chore Items

Instead of breaking branches and twigs and fitting them into torn landscape bags, show members how our powerful chippers and shredders can change the game! They can turn debris into mulch or reduce it to a manageable size that's easy to move. Some even come with vacs for extra cleanup power. Plus, the log splitter cuts large logs down to a size that's perfect for campsites or fireplaces!

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Product Specifications: Log Splitters

#72734: Boss Industrial 7-Ton Electric Log Splitter

2-HP Electric Engine: Takes on big jobs with mega power and has a push-button start.

Seven Tons of Ram Pressure: Delivers impressive power from a compact machine.

One-Handed Operation and Portability: Weighs just over 100 lbs.

Single-Stage Pump with Auto Return: Features a shorter lag time between splits to get the job done fast.

Accommodates Large Logs: Handles a length of 20.5" and a width of 10".



total solution

Accessories Available for #72734:

#72730: Stand

#72731: Four-Way Wedge

#77661: Craftsman 280cc, 27-Ton Log Splitter

Craftsman 208cc OHV Engine: Offers enhanced splitting performance and extended engine life.

27 Tons of Ram Pressure: Delivers powerful performance while saving time and reducing effort.

Vertical/Horizontal Operation: Members can choose from two operating positions for convenience.

Superior Log Capacity: Advanced beam lets members split logs up to a 25" diameter.

Automatic Cylinder Return with Hydraulic Pump: Provides increased productivity, ensuring maximum power while saving time.



need to know

Remind members that they should check the hydraulic fluid level in their log splitter after each use. Fluid is included with these splitters.

Product Specifications: Fall Cleanup Tools



NEW **#77615: Craftsman® Leafwacker™ Three-Way Chipper Shredder**

Briggs & Stratton Engine 250cc (11.5 HP) Engine: Designed for maximum power and a long-lasting engine life.

10"-Wide Chipper Chute: Easily breaks down sticks, twigs and branches up to 3" in diameter.

18"-Wide Drop-Down Hopper with Tamper Tool: Offers gravity feed or drop-down capability so members can easily insert light or heavy debris with the tamper tool.

12" Chromium Shredder Blade: Features enhanced performance and shredding capacity that reduces debris from 10 bags to one.

Five-Bushel Bag Capacity: No need for members to empty the bag very often, saving time and energy.

#77033: Craftsman 4-N-1 Yard Vacuum

Briggs & Stratton 190cc Engine (6.75 Torque Rating): Powerful, long-lasting engine for maximum performance.

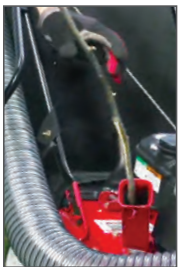
Vertical/Horizontal Operation: Allows splitting in two operating positions for convenience.

24" Vac Nozzle: Wide path helps members get their jobs done quickly.

Chipper Chute: Easily chips and shreds up to 2"-diameter branches.

Two-Bushel Bagger: Saves members time and energy by emptying the bag less often.

750-CFM Blower Attachment: Offers plenty of power to clear away leaves and debris from yards and pathways.



Chipper Chute



750-CFM Blower Attachment



Briggs & Stratton 190cc Engine

Fall Cleanup: Cordless and Electric Saws and Blowers

Fall leaves look gorgeous, but when they fall and pile up, not so much. Our members see it as a sign — time to bring out the lawn tools. The Craftsman chain/pole saw is two tools in one: a chainsaw and a pole saw with a long extension to trim hard-to-reach branches. Cordless electric blowers let members easily corral wayward leaves and brush with a powerful stream of air.



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Product Specifications: Chain/Pole Saws

#74326: Craftsman 24-Volt Max* Li-Ion 8" Pole Saw

Heavy-Duty, 24-Volt Max DC Motor: Provides plenty of convenient power to make quick work of pruning.

8" Premium Oregon Low Kickback Bar and Chain: Offers improved cutting performance.

Extension Pole and Six-Position Pivoting Head: Provide members with a 9' reach for easy pruning.

Auto Bar and Chain Oiling: Takes the guesswork and mess out of lubricating the blade.

Oil Level Window: Has a clear-view fluid window to help members monitor oil levels.

2.5-Amp Hour Battery with Charger: Recharges a fully drained battery in 70 minutes and works with the entire line of Craftsman 24-Volt Max Li-Ion lawn and garden tools. Cuts up to 30 pieces (4" diameter) per charge.

Tool-Free Tensioning: Makes it easy for members to make adjustments quickly and easily.



Easy Transport:

Includes a shoulder strap, lightweight steel shaft, soft grip main handle and an ergonomic adjustable handle for comfortable use.

#43983: Craftsman 9-Amp 10" Chain/Pole Saw

9-Amp Electric Motor: Delivers plenty of power to make quick work of pruning.

Tool-Free Bar and Chain Knob System: Members can loosen, tighten, adjust tension or even replace the 10" bar and chain with a single, oversize knob. The knob maintains the proper tension during operation for hundreds of cuts. Having the proper tension also extends the bar and chain life by eliminating any chance of over-tightening.

Two Tools in One: Provides members with the versatility of two tools: a 10" chainsaw or a pole saw, ideal for pruning.

Automatic Oil Lubrication: Helps extend the life of the bar and chain and prevents a no-oil lubrication situation.

Tool-Less Telescoping Pole: Allows pruning flexibility — members can reach up to 10' away.

Compact and Lightweight Design: Weighs just 9 lbs., reducing operation fatigue.



need to know

The Craftsman 10" chain/pole saw has an innovative auto-tensioning chain system

that extends the chain life by keeping the proper tension for hundreds of cuts.

High friction develops on the bar and chain when cutting and without enough oil, the chainsaw's working life is reduced. Remind members to monitor the bar and chain oil reservoir during operation.



Product Specifications: Blowers

#30381: Craftsman Electric Blower/Vac

12-Amp Electric Motor: Delivers impressive power so members can easily manage debris and leaves.

Variable Speed Motor: Offers up to 240-mph maximum air speed and 380-cfm maximum air volume to match members' projects.

Dual-Shred Metal Impeller: Gathers and mulches 16 bags of lawn debris down to one (16:1 mulch ratio).

Dust Blocker Collection Bag: Helps keep dirt and debris away from members during mulching.

Dual Wheels on Vac Tube: Add stability and guidance while vacuuming.

Secure Locking Vacuum Gate: Provides added safety.

Tool-Less Conversion: Lets members convert their blower into a vacuum in seconds without tools.

Vacuum Kit: Includes a collection bag and vac tube.

Soft Grip Surfaces: Provide members with maximum comfort as they clean up.

Integrated Cord Lock: Prevents an accidental cord disconnection.



#74936: Craftsman 24-Volt Max* 135-MPH Li-Ion Cordless Sweeper

Powerful Air Stream: Lets members direct air up to 135 mph with 135 cfm air volume.

20" Blower Tube and Leaf Scraper: A long reach and convenient scraping tool helps members easily remove stubborn debris.

Lightweight: Weighs 3.46 lbs. with battery.



#57096: WORX 40-Volt Max Li-Ion Electric Blower

High-Capacity Air Volume with Turbine Fan Technology: Provides up to 340 cfm of air velocity and up to 90 mph air speed.

Two-Speed Control: Lets members easily switch from light-duty cleaning to full leaf removal.

Hyper-Stream Air Nozzle: Directs concentrated forced air so members can tackle extra-tough conditions.

Dynamic Airflow Intake Design: Helps members work with optimum performance.

Rechargeable Battery: Members can get a full charge in eight hours. Battery and charger are included.

One-Hand Operation: Lightweight and ergonomically designed so members can work longer with less fatigue.



*Maximum initial battery voltage (measured without a workload) is 24 volts. Nominal voltage is 21.6.

Craftsman Gas Blowers

Craftsman® gas blowers make it easy for members to keep up with falling leaves and stray debris. Easy to start, easy to operate and powerful enough to move wet or dry leaves, they're essential for fall cleanups.



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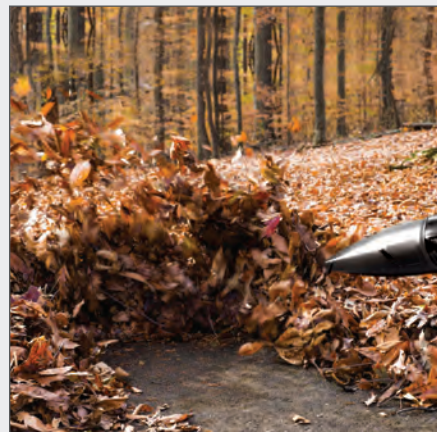
Common Features and Benefits



Advanced Three-Step/Incredi-Pull™ Starting System: Lets members prime, run, pull and start with spring-assist recoil to provide quick and easy starts.



Variable Throttle with Cruise Control: Adds versatility and reduces user fatigue to improve the overall experience.



Forceful Output: High velocity and speed means members can easily move wet or dry leaves.

Product Specifications

#79160: 25cc* 2-Cycle Gas Handheld Blower

Additional Features

- 430 CFM
- 200 MPH



Powerful, Lightweight Engine: Consistently works at maximum power so members can complete cleanups quickly and efficiently.

In-Line Tube Design: Provides improved balance and control and helps reduce arm and shoulder fatigue.

#79177: 27cc* 2-Cycle Gas Handheld Blower/Vac

Additional Features

- 450 CFM
- 250 MPH



Speed Start™ Capable: Offers easy starts with no pulling when using the optional Power Start, Plug-In Power Start or Power Bit Start.

16:1 Vac Ratio: Reduces 16 bags of debris down to one.

Soft Touch Anti-Vibration Handle: Provides a sure, comfortable grip and absorbs vibration.

Includes Vac Kit: Helps members tackle additional cleanup tasks.

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

NEW

Poulan Pro Lawn and Garden Items

POULANPRO

Backpack Blower: #79407 (PR48BT), Hedge Trimmer: #79069 (PR2322)

Power and convenience come together in these versatile lawn and garden tools from Poulan. Comfort features let members get the job done with less strain and fatigue.

Common Features and Benefits

Powerful Two-Cycle Engine: Offers impressive performance.

Two-Year Warranty: Gives members peace of mind.



Product Specifications

#79407: 48cc, 2-Cycle Backpack Blower



Additional Features

- Air Speeds up to 200 mph
- Air Flow up to 475 cfm
- Weighs 24.3 Lbs.

High-Velocity Air Speeds: Let members clear out heavy, wet leaves, grass and other stubborn debris fast!

Variable-Speed Throttle: Ideal for medium to large residential and commercial lawn maintenance and leaf cleanup.



Ergonomic Design: Helps members clean up with comfort and less fatigue. Ideal for homeowners and small business owners with 1/2-acre yards and larger.

Blower Tube with Variable-Speed Trigger: Features cruise control for added ease of use.

Heavy-Duty Frame: Ensures lasting durability.

Angled Nozzle: Points downward to help reduce effort and maximize clearing power.

Soft Grip Handle: Allows members to work and maneuver easily.

Comfort Features: Include contoured, adjustable shoulder straps and a padded, load-reducing harness for optimal fit, minimal strain and reduced fatigue for members of any size.

#79069: 23cc, 2-Cycle Hedge Trimmer



Additional Features

- Weighs 11 Lbs.

Easy to Start: Lets members get to the job at hand fast!

Dual-Action Serrated Blades: Durable stainless steel blades cut limbs up to 1" in diameter in swaths up to 22".

Rotating Rear Handle: Features a comfort grip for controlled cutting at any angle or orientation.

Anti-Vibration Technology: Features dampeners that absorb vibration for superior comfort, reduced operator strain and less fatigue.

discover

How often do you find yourself avoiding lawn and garden chores because of the resulting pain?

This is one of the best reasons why members need to try out these tools. Both tools are designed with comfort and versatility in mind. Padding and anti-vibration technology are just two of the many features that help reduce strain and fatigue.



BLACK+DECKER 3-in-1 VACPAC Electric Leaf Blower, Vacuum and Mulcher

BLACK+DECKER

#74047 (BEBL7000)

This tool can make fall cleanups feel like a walk in the park! With the VACPAC™ sitting comfortably on their shoulders, members can use its powerful forced air to quickly clear debris off sidewalks, driveways and other hard surfaces. Or, use to vacuum to quickly pick up leaves. Plus, emptying the bag is just as easy!

Product Specifications

#74047: BLACK+DECKER™ 3-in-1 VACPAC 12-Amp Leaf Blower, Vacuum and Mulcher

Easily Convertible: Members can go from leaf blower to leaf vacuum and mulcher in seconds.

Easy-to-Wear Backpack: Offers a large bag capacity and evenly distributes the weight, making it easier to carry.

POWERBOOST: Members simply push a button for increased power on demand.

Powerful Performance with 12 Amps: Works up to 250 mph and 400 cfm.

Flexi-Tube: Gives members maneuverability as they vacuum leaves and debris.

Zipper-Free Bag: Features a wide opening and quick release for fast, easy emptying.

Reduces Yard Waste: Members can reduce 16 bags of leaves down to one to save space.

Two-Year Limited Warranty: Gives members peace of mind.



Blow Tube



Vac Tube



Backpack Bag

discover

How often do you postpone doing yard cleanups because you dread the back-breaking work?

After members slip on the BLACK+DECKER 3-in-1 VACPAC, they can clear out leaves and debris as they walk! Delivering powerful forced air, members can loosen stubborn yard debris fast. Or, when used as a vacuum, members can easily gather wayward yard debris as it is directed into an easy-empty bag.

NEW

Arrow High Gable EZEE Shed

#63990 (EZ8772HVCCCR)

Rugged, yet easy to assemble, this spacious shed accommodates and protects members' outdoor equipment. Plus, it is well-vented to help control interior heat.



Additional sizes and color options are available on **Sears.com**.

Product Specifications

#63990: Arrow 8' x 7' Steel EZEE Shed®

Snap-IT™ Panel and Channel Assembly System

Cuts the amount of screws in half and saves a lot of time and frustration. The entire wall and roof sections press together without fasteners.

2X Stronger Design: Provides twice the impact resistance of standard Arrow sheds.

Extra Tall: With 72" walls, plus an 18" gable peak, this shed is one of the tallest in the line.

Heavy-Duty, Extra-Wide Swing Doors:

The new 51"-wide reinforced doors easily accommodate large equipment and lawn mowers.

Gable Vents: Help control interior heat.

Two-Tone Color Scheme: Charcoal and cream palette looks modern and attractive.

12-Year Warranty:* Protects our members' investment, giving them peace of mind.

*See www.shelterlogic.com for warranty information.



Snap-IT Panel and Channel Assembly System

be prepared

Is there anything I can't store in this shed?

Yes. Because this shed is made of steel, you want to make sure you don't store anything corrosive inside, such as fertilizer or pool chemicals, which will void the warranty.

Does this shed have a floor?

No, but you have several options for your floor. You can build a wooden platform, which has plans included in the instructions. You can put it on a concrete slab. Or you can purchase an Arrow floor frame kit that creates a subfloor that you finish with plywood.

total solution

The EZEE Shed floor frame kit, item #68389, is built for this shed and can be sold to anyone desiring a floor. Make sure members understand that they will need to purchase plywood separately to complete it. They can also buy an anchor kit on Sears.com, where there are options for anchoring to the ground or concrete.



EZEE Shed Floor Frame Kit #68389

Credit and Leasing, along with Layaway, make up the “3 Easy Ways to Buy” program. These products all fall under the Shop Your Way (SYW) Financial Services business. To ensure you have all the training tools and information you need to be successful, Financial Services has partnered with the SHC Learning Team to develop several ways for you to access the information you need.

Segno Expertise

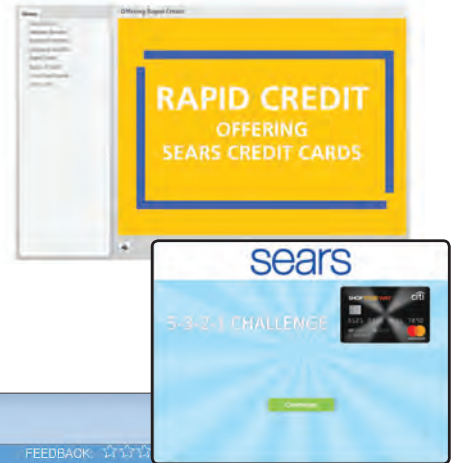
All of the Financial Services courses can be found under the Financial Services segment in Segno Expertise. Included are courses related to all three of our products, but mostly Credit (Sears Mastercard and Sears Card) and Leasing (WNLI). Included are: videos, PowerPoint courses, job aids, gamelets (fun quizzes) and Segno Codes that enable you to earn badges once you have completed “on the floor” special activities.

Credit Courses

- “3 Easy Ways to Buy” overviews
- Application processing
- Accepting credit cards
- Taking Sears Card payments
- Deferred interest
- Delayed billing

Leasing Courses

- The “Why, When and How” videos related to leasing
- Processing lease preapprovals
- Step-by-step instructions for completing a lease
- Processing lease returns



SHC Connect: Reference App

The Financial Services site under “Reference” in SHC CONNECT houses many of the courses that are in Segno Expertise. This site should be considered your resource library for answers to most Credit, Leasing and Layaway questions. Like many of the other sites, here you will find Financial Services-specific news along with materials related to the following items.

Performance and Compensation

- Credit champion listings
- Associate incentive policy
- Commission portal

Process and Procedures

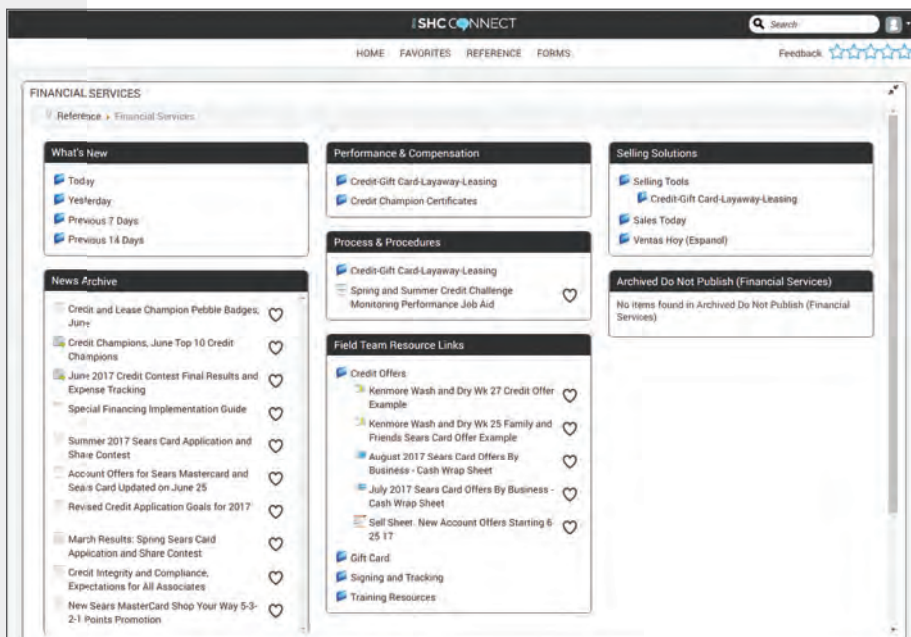
- All credit, leasing and layaway-related job aids

Selling Solutions

- Selling tools such as the slide rule, payment calculator, 5-3-2-1 material and leasing videos
- Copies of Credit and Leasing *Sales Today* articles

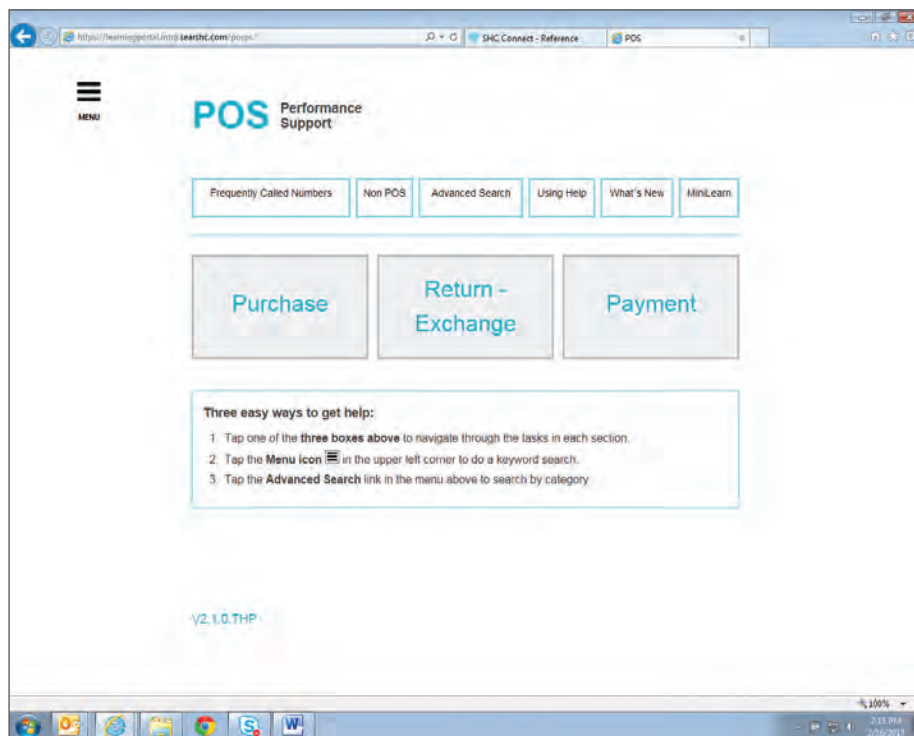
Field Team Resource Links

- Monthly Sears Card Offers promotional calendars
- Tracking reports for signing materials sent to the stores
- Activity guides and learning bursts



Performance Support: Register Support

The Learning Team has put together items that enable you to find the information you need without even leaving the register.



- Credit- and Leasing-related process flows
- Job aids
- Frequently dialed phone numbers

With these resources, you should be able to locate everything you need to be an expert when it comes to Financial Services products.

The VoTech PROGRAM



SegnoCode

TQ6LL5C4

It pays to connect with tech students and teachers! The VoTech program is a great sales opportunity for you and it offers incredible benefits for members. It's open to all students, teachers and administrators who use tools in their education. (They must show current student ID or current class schedule and register at www.sears.com/votech.)

Student Savings

one-time introductory

50% OFF

any one regular price tool storage set (includes combos) and mechanic's tool set (includes online-only and DeWALT).

an additional

20% OFF

a \$50 or more work wear purchase

an additional

10% OFF

workboots (exclusions apply)

20% OFF

regular price tools and tool storage

an extra

5% OFF

sale price tools and tool storage

How to Engage Schools

1. Contact the school and introduce yourself and our offers to students.
2. Invite the school to come into the store to view the assortment of tools available and point out the expanded selection online.
3. If the school is interested in participating:
 - Give them flyers and student discount cards that can be used immediately, along with our introductory letter from Dean Schwartz, VP Tools and Lawn & Garden.
 - Email the school contact info to votechpartners@searshc.com. The contact will be added to our database to receive cards and flyers each semester through mail.
 - Ask if you can participate in student tool fairs to promote the program.
4. To request additional flyers, discount cards or information, please open a help ticket at HELP > Hardlines — Tools & Paint > Operations/Process.
5. Let the school know they may email VoTech Partners at votechpartners@searshc.com with any questions. Keep in contact with the school every semester to build the relationship.



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CLUB