

NEWSLETTER

INSIGHTS FROM SNAP-ON CLIMATE SOLUTIONS SRL

@ PERIODICAL NEWS EDITION – THE INFORMATION DRIVEN BUSINESS SUPPORT

2023 APRIL

Information supported Customer Connection

Constantly updated information flow is undeletable for a good customer connection. With the desire to better share relevant and valuable information with our network of customers and colleagues, Snap-on Climate Solutions is proud to publish the monthly editions of its newsletter.

Information is not just part of competent know how, but enables deeper connection due to storytelling as a fundamental human experience. Storytelling unites people and drives stronger connections, highly meaningful in any business relationship.

We do not sell just products, we pay attention on relationships done by stories building up our brands and help our partners to engage consumers in a fragmented media world.



ECOTECHNICS DISTRIBUTOR MEETING 2023

“We had a great time”

The Ecotechnics Distributor Meeting in Florence focused on the introduction of the new product ATF Moovetech. For the first time, experience and knowledge in air conditioning are now leading the brand to a new dimension in the maintenance of **automatic transmissions ATF**.

The Meeting has been an opportunity to share the program with most important Ecotechnics Partners. The participation of 70 people from 25 countries confirmed again company's excellent distribution quality and the strong customer connection.

The welcoming charm of Florence, medieval castles with cellars of excellent wines, a guided visit in the factory of Snap-on Climate Solutions and the best of the made in Italy automotive sector represented a frame of perfect harmony for the event.



NEW VIDEO TUTORIAL



Know-how is the best sales support

Sales & Marketing and Technical Trainings are among most precious activities to support the development of the company and its partners.

Competent Know-how supports Sales people to **upgrade sales** and specific technical knowledge helps to offer always **fast** and **efficient** after sales **service**.

Snap-on Climate Solutions offers Snap-on colleagues and Partners a full-service **Training program**: from all necessary commercial needs up to most detailed and specific technical requirements to “Train the trainer”. **New tutorial videos** enrich the Training Program of the company. The defined format represents short lessons to transfer efficiently specific knowledge in a very short time.



The defined format represents short lessons to transfer efficiently specific knowledge in a very short time. Easily to follow on-line, always available, with clear illustration, animation, video material and short descriptive texts. The new tutorial video lesson is on the Flushing Kit, undeletable tool for the maintenance and repair of A/C systems. [Click here](#) to see the video.

PROFESSIONAL MAINTENANCE AND REPAIR OF AIR CONDITIONING SYSTEMS

Flushing of an automotive A/C system: **fast, ecological, automatic.**

YouTube

Five can do the work of Fifty

Changed technicians thought

The idea that “Five can do the work of Fifty” changed how technicians thought about hand tools and ushered in game-changing solutions for dozens of industries.



Still today this thought, started in the 1920's more than 100 years ago, is up to date in the positioning of the company conferring its competitive advantage: **“The most valued productivity solutions in the world.”**