

NEWSLETTER

@ PERIODICAL NEWS EDITION – THE INFORMATION DRIVEN BUSINESS SUPPORT

2025 MARCH



TWO MAIN CHARACTERS

ECO₂ R744

Touch the future oriented experience



In focus of actual attention in the market are the most recent NEWS from Snap-on Climate Solutions: the award winning A/C Stations ECO₂R744 and ECO2KARE for CO₂ refrigerant R744 and the unique ATF program. Specialists and company's management came together in the first week of March to share and update each others know-how for most efficient marketability of these two important projects.

Outstanding and distinctive points of strength characterize the **CO₂ Stations** now considered the strongest future oriented up-to-date station in the market. Especially appreciated are the advanced features, strong components, navigation quality, user-friendliness and the strong vacuum pump that keeps the station ready for high-duty systems, too.

The **ATF program** confirms its highest competitive advantages: strong in hardware, safe and professional in software further to the widest range of adapters to best suit the European vehicle parc. The only program in the world offering an **ATF mobile APP** to connect workshops with ATF specialists and keep adapters research by vehicle smart and fast. The hands-on workshop has been again opportunity to become familiar and confident with the demonstration of the product, even easier with the use of the gearbox simulator. A concrete support tool for distributors.



ECK 4012 und ECK 1900 PRO im Vergleich

ECK 1900 PRO ECK 4012



TRAINED PEOPLE SELL MORE

Training is the most powerful tool for personal and professional growth. Periodical sales trainings continuously update salespeople's skills, improve their competent sales argumentation and help to sell better and more.

For sure even technical trainings have an undeletable role in distributors activities to grant competent service. Prompt and effective service means happy customers and efficient development of the market share.

Sales trainings focus efficiently on those skills which help the workshop to choose your product and, especially, the most suitable product for workshop needs.

Snap-on Climate Solutions offers a rich program of training sessions. According to existing competence levels, content is customized to participants needs. The company suggests sales people to be able to recognize customers or workshop needs, select the most suitable products for these needs, explain advantages and points of strength, highlight the comparison and advantages for the workshop to invest in a premium station instead an entry level product.

Many best practices. Hundred's of sales representatives and service technicians have already been trained to ensure again a new highly competent and successful season for this year.



NEXT FAIR EVENTS

Helsinki, 14 – 15 March
Belgrade, 20 – 26 March
Essen, 29 – 30 March
Stuttgart, 4 – 6 April
Leipzig, 5 – 6 April

We're pleased to meet you personally!

AUTOKORJAMO

BEOGRADSKI
SAJAM

@OICA
UPDVSRB

LKQ

STAHLGRUBER

PV AUTOMOTIVE

WMSE | WERKSTATT MESSE

SAFE THE DATE

autopromotec 2025

Bologna, Italy
21-24 May 2025