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## **Wynn's Offers Innovative Sales Software to Its Dealers**

**Azusa, Calif.** — Wynn's, a division of Illinois Tool Works, Inc., through its distributor network, is now offering its 8,600 servicing dealerships a new generation software tool to assist automotive service advisors. Christened *M.A.C.<sup>TM</sup> (Maintenance Advisor Companion)*, the tool includes two innovative and highly interactive software programs, called Wynn's *M.A.C. Basic* and Wynn's *M.A.C Pro*, that gives service advisors the customer service tools they need at their finger tips.

Both programs utilize a systematic menu-based approach designed to help service advisors interact more effectively with customers. *M.A.C. Basic* (PC-based) records customer information that is used to identify dealer/manufacturer recommended services, as well as provide service technicians valuable diagnostic information. *M.A.C Pro* (tablet-based) allows service advisors to greet customers at their vehicle (saving time), perform vehicle walk-arounds, and make service recommendations without having to escort customers to the service write-up station. With both programs, customers can select services from several menu options presented. This proven technique reduces dealer "one line repair orders" by increasing recommended service sales, including those offered as part of Wynn's *Complete Automotive Maintenance Program*. Field tests have proven that, when consistently used by service advisors, M.A.C. significantly increases both service drive sales and customer satisfaction.

For more information on Wynn's *M.A.C* service advisor tool, as well as the complete line of Wynn's automotive car care products, visit [www.wynnsusa.com](http://www.wynnsusa.com).

### About Wynn's

Wynn's traces its history to 1939 when the original Wynn's *Friction Proofing Oil Treatment*® formula was first developed and introduced to the automotive market. Over 65 years following the introduction of that single product, Wynn's has grown to become a leading worldwide manufacturer and marketer of innovative, groundbreaking automotive specialty chemicals and

service equipment, as well as Complete Automotive Maintenance Programs. For more information, log on to [www.wynnsusa.com](http://www.wynnsusa.com).



Wynn's M.A.C.™ Logos



Wynn's M.A.C.™ Pro In Use