

# SALES GUIDELINES

**Steel Seal sells itself, simple.  
Improve your sales, improve your profits**

- Recommended by professional garages & car mechanics
- The ONLY product of its kind, Steel Seal leaves no nasty residue in the engine, no damage to the car at all
- Simple, easy to use, do it yourself, keeping repair cost down
- Tried & Tested by scientists and in the field on 1000's of cars
- Recognised & reliable product, just Google it! Its Worldwide!
- Permanent repair for a small cost (new head gasket over £300)
- Steel Seal™, the only product of its kind, seals blown head gaskets, warped heads and cracked engine blocks and heads
- Always good to keep in the car for long journeys, as a preventative measure. There's no expiry date, so lasts until you need it
- Add on sales of good quality anti freeze
- Up to 2 bottles depending on engine size

## DISPLAYING STEEL SEAL IN YOUR STORE

Its bright and stands out, we find it works best when displayed with posters and leaflets close to the product. Posters should always be displayed. Product looks good when displayed in rows as below, its bright and eye catching POS so it's important to use it where possible. Great for events or in store promotions, looks good and grabs attention!

**IF YOU DON'T HAVE OR WANT MORE POSTERS, LEAFLETS OR INSTRUCTIONS PLEASE CALL STEEL SEAL ON 0871 288 7125 AND WE WILL SEND THEM OUT TO YOU FREE.**

