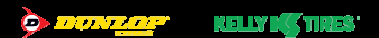




SUCCESSFUL STEPS TO A TIRE SALE



GOODYEAR.





- How BIG is the Tire Industry
 - 1.126 Billion World Wide
 - 19.1 Million in Canada
- How much of it should you have
 - 1 out of every 4 Cars will purchase a set of tires this year



Objectives

- After completing this program, you should be able to apply the most effective methods for selling tires to any retail customer.
- You should be prepared to deliver these steps to your customer base through one on one discussions or in a training environment.

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Survey Indications

According to survey information on customer buying decisions:

- 51% of consumers make their decision on which tires to buy within 24 hours or less
- 73% of the time, the decision to buy is based on factors other than price
- People buy on emotions and justify the purchase with logic
- While price might be the #1 consideration, your recommendation is the second most important piece of information that people use when buying tires

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Survey Indications

So, you and your ability to make an effective sales presentation will make a significant difference in what your customers purchase.

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Survey Indications

When asked about tire retailer and staff preferences, consumers tend to base their feelings on:

- A clean store
- Knowledgeable salespeople
- Salespeople who use terms they can understand
 - If technical terms are used, salespeople should be able to explain, in common words, what is being said
- Being treated with respect
- How friendly and trustworthy the salespeople are

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Survey Indications

Remember that customers will return to a store based on how well they feel they were treated, so treat your customers with the respect they deserve!

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Selling Process

When does the Selling Process Begin?

Your Customer relationship begins when the customer drives into your parking lot.

This is the time to be a professional using these proven selling steps:

1. Friendly Greeting

2. Analyze the Need

3. Show the Recommended Tire

4. Support Your Recommendation

5. Close the Sale

6. Follow up

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Selling Process

Why Should You Commit To A Selling Process?

Day in and day out, you are asked to perform at a very high energy level and the risk many salespeople have is becoming complacent and “robotic” in their words.

So, remember:

- The “Best” in any profession give their best, everyday – every time!
- Being the “Best” takes commitment!
- A sales process allows you to be consistent with every customer.

Why is this so necessary? Because it’s a hard job just getting the customer in the store.

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The Invitation

We invite customers into our stores and dealerships in various ways.

- We place ads:
 - In newspapers and mailers
 - On television, radio and the internet, and through
 - Personal networks, which are friends, relatives and acquaintances of your customers
- This is not as easy as it looks and we need to be aware of the communication errors we can make.



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Communication Errors by Salespeople

Salespeople can, at times, hinder their sales success by making simple communication errors, including:

- Failure to build rapport with customers, such as using a friendly greeting
- Focusing on your own agenda instead of the customer's agenda
- Not listening to the customer and talking too much
- Trying to close the sale too soon
- Failure to address objections properly
- Thinking that price is the only customer concern
- Missing the opportunity to add sales by not asking for the work or assuming what a customer can or cannot afford
 - At times it is difficult not to assume because of the vehicle they are driving or the way they are dressed, but don't let that interfere with your professionalism.

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Communication Errors by Salespeople

For Example:

“To ensure you get the ride and tire mileage you expect, we can complete a FREE alignment check. If by chance an alignment is required, it would cost \$\$; if no alignment is needed, it’s no charge.”

In this example, the focus is on the service and benefits to the customer – not on the cost

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Step 1

Friendly Greeting

Let's begin with the first step in the "Successful Steps to a Tire Sale" process, which is the "*Friendly Greeting*" to acknowledge the customer. There are many ways to look at this step; as a method for making a strong first impression or as a way of simply saying "Welcome" to the person coming into your outlet.

In either case, make sure that you:

- Get out from behind the counter
 - Meet the customer by the front door or in the middle of the show room
- Smile and make eye contact with the customer
 - Where appropriate, you might even want to extend your hand to shake their hand

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Step 1

Friendly Greeting

- Welcome them to your location and introduce yourself, including your title
- Ask the customer for their name and use it during your conversation
- Listen intently to what the customer has to say
- If your busy with another customer, or on the phone, a friendly wave and eye contact lets the new visitor know you've seen them and that you'll be with them as quickly as possible.
- The whole idea is to make your customer feel at home.

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Step 1 Friendly Greeting

For example

“Good morning/afternoon, welcome to Goodyear. My name is Jim and I am the Store Manager. How may I help you today?”

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Step 2

Analyze the Need

Let's move on to the step 2 in the tire sale process, "Analyze the Need". Here the point is to gather as much information as you can need to help them get the right tire for their requirements.

- Go Out to the vehicle
 - Invite the customer to go with you
 - Let the customer make the decision about going out to the vehicle with you or not
 - Look at the condition of all the tires, including the spare
 - Also, look at the condition of the vehicle
 - Compliment the vehicle when justified
 - If you notice anything on the vehicle, such as a bad scratch, mention it to the customer to confirm their awareness

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Step 2

Analyze the Need

- Ask your customer qualifying questions about:
 - Their driving habits
 - What they are looking for in a tire
- While you are at the vehicle
 - It is OK to make notes
 - Note the brand of tire on the vehicle now as this could influence what they are looking for
 - Document if you see any alignment wear on the current tires

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Step 2

Analyze the Need

The Questioning Process for Analyzing the Needs of your customer

To support your visual findings, it's time to ask some questions. The level of questioning needed is determined by circumstances. This means the time available and the customer's level of responsiveness.

By questioning you:

- Move the sale forward
- Involve the customer
- Demonstrate interest
- Gain beneficial information

The types of questions are:

- Background
- Performance
- Follow-up

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Step 2

Analyze the Need

Background Questions

Asking background questions will help you find the basis for your recommendation.

These types of questions include:

- Year of the vehicle?
 - You can normally tell the make and model of the vehicle.
- Did they buy the vehicle new?
 - If the customer feels comfortable with you, they may say, “Yes, I bought it new and I just made my last payment. I plan on keeping it for another 5 years.”
- How many miles do they drive a year?
 - If they drive 20,000 KM per year and plan on keeping the vehicle 5 years, they would need a tire with at least 100,000 KM.

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Step 2

Analyze the Need

Background Questions

- What do they like and/or dislike about their current tires?
- Do they drive mostly around the city or highway?
 - If they have a 4X4, do they do any off-roading?
 - If they have a pick-up truck, do they do any hauling?

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Step 2

Analyze the Need

Performance Questions

Since most customers may not know what they are looking for, performance questions help you to uncover additional information that you need to match the real needs of the customer and help sharpen your recommendation.

- When your tires were new:
 - Did you get the mileage that you thought you should?
 - Did you get the smooth ride that you hoped for?
 - Did your tires provide good handling (cornering) for you?
 - When we had our last rain/snow, did your tires give you the traction that you needed?

Automobile



- During your background questions if a customer has told you they go off-roading, you might ask:
 - Can you tell me more about your off-roading?
 - How often do you go?
 - How did your tires perform for you while off-roading?
 - What percentage would you say that you are driving on the highway versus off-road?

4-Wheel Vehicle



- If a customer is driving a pick-up truck, there are specific performance questions you can ask:
 - Do you do any hauling?
 - If they answer yes, then ask:
 - How heavy are the loads?
 - How often do you haul and how far do you go?
 - If they have a trailer hitch, what are you pulling? Horse trailer, snow mobiles, jet skis?

Light Truck



We need to ask the questions, so that we, as professionals, can match up their true needs with the proper tire.

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Step 2

Analyze the Need

Follow-up Questions

As you are listening to the customer, remember to ask follow-up questions. These questions continue throughout the sale, so you can try to find out any other needs that have not been discussed.

- Some examples of Follow-up questions include:
 - “You mentioned earlier that you were looking for a tire with excellent off road traction, but you wanted the tire to be quiet on the highway. Is that correct?”
 - “You mentioned a need for improved traction, in both wet and dry conditions. Is this correct?”
 - “You said that you would like a tire that could handle the loads that you carry...”
- By asking follow-up question, you help customers realize how the tire you recommend fits their needs, which helps to avoid customer objections.

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 **DUNLOP**  **KELLY'S TIRES**



Step 2

Analyze the Need

While Customers are Answering your Questions

Non-verbal Actions

- Listen intently to what your customer is telling you
- Maintain good eye contact
- Take notes where possible as it reinforces your interest
- Nod your head slightly to let them know that you understand and that you are listening
- When communicating, lean forward just slightly, which indicates that you are listening

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Step 2

Analyze the Need

While Customers are Answering your Questions

Verbal Actions

- Reflect back to the customer what they have said to make sure that you understood correctly
 - When reflecting, put what the customer has said ***in your own words*** and repeat it back to the customer to make sure that you have understood correctly
- Ask as many questions as are appropriate, so you can make the proper tire recommendation to fit their needs.

Reflection example:

“So, you’re looking for a tire that will give you at least 60,000 miles and provide fuel economy.”

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Step 3

Show the Recommended Tire

You've come to a clear understanding of the customer's needs. Based on your customer's vehicle and the information gathered regarding the customer's needs, you can "Show the Recommended Tire", which is step 3 in the tire sale process.

- Before proceeding, confirm the inventory for the tire that you'll be recommending so that you can proceed with the sale.
- When possible pull the exact tire for the customer's vehicle.

For example:

"Mr. Smith, based on what you told me you're looking for, I am recommending the Goodyear Assurance® Fuel Max®, because this tire will provide you with a 65,000 mile tread life warranty and also provide you fuel cost savings, due to the low-rolling resistance compound."

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Step 4

Support Your Recommendation

Now that you've introduced the tire you're recommending, let's turn our attention to step 4 in the tire sales process, "*Support Your Recommendation*," which you can do by clearly **explaining the benefits and features** of the recommended tire.

- As a professional salesperson, you must be able to explain the benefits and features of the product. Why? Because customers expect the salesperson to be very knowledgeable about the tires they sell.
- Remember to capture your customer's interest and speak in terms that they can understand.
- The key is to sell the tire benefits, then its features.

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Support Your Recommendation

- What is a Benefit?
 - This is what the customer will receive from the tire. It is the value that the feature provides to the customer.
- What is a Feature?
 - This is the characteristic that is built into the tire to give the benefit of the product.
- When talking about the features, show the customer as many features as possible on the actual tire.

For example:

“Mr. Smith, the Assurance® TripleTred™ offers superb traction in any weather condition, while maximizing treadwear, due to a separate optimized tread compound.”



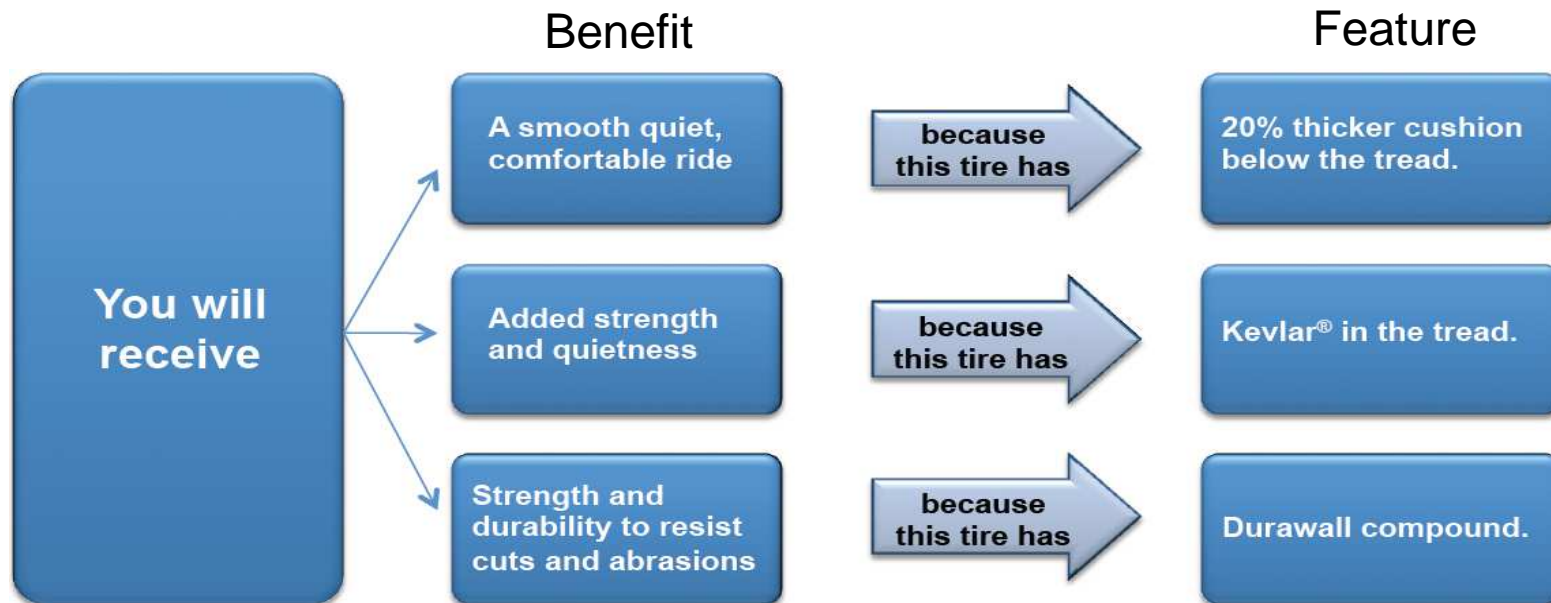
Step 4

Support Your Recommendation

What is a Benefit for each Feature?

Stating the benefit first in any communication has a better chance of getting the listener to hear what you have to say. As you go through the benefits, match the benefits with the customer's needs.

Let's look at some examples of what you would say to the customer.



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Step 4

Support Your Recommendation

Track to Run On

- The “Track to Run On” is a guide for your benefit/feature conversation, one in which you explain the benefits and features of the:
 - Tread
 - Body
 - Belts
 - Appearance
 - Warranty
- The “Track to Run On” provides a helpful roadmap you can follow to fully describe the tire you are recommending.

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Step 4

Support Your Recommendation

Track to Run On

- What you'll find when using this sales process is that some products have a strong, compelling story in one area, and maybe not as much, if any, in another area. In any case, this helps you provide a more complete picture of the value built into the product.



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Step 4

Support Your Recommendation

Examples of using the Track to Run On to Demonstrate Value

Tread

“Goodyear’s Assurance® TripleTred™ tire can provide the confidence and peace of mind you’re looking for from a tire due to the three distinct tread zones that provide traction in dry, wet, slushy and even icy conditions.”



Body

“Goodyear’s Assurance® Fuel Max® can provide savings of up to 2,600 miles worth of gas over the life of the tire because of its special rubber compound and overall construction, which provides less rolling resistance when compared to other tires in our lineup.”



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Step 4

Support Your Recommendation

Examples of using the Track to Run On to Demonstrate Value

Belts

“With the Assurance® ComforTred® Touring you will not only get a softer ride from the added cushion layer, but also enhanced strength from the two, full-width steel belts. These help keep the tread flat on the road and also provide penetration resistance.”



Appearance

“As you can see, the Wrangler® DuraTrac™ ‘shouts’ traction in off-road conditions, due to the deep tread and the highly angled center tread blocks that will dig into the elements.”



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Step 4

Support Your Recommendation

Examples of using the Track to Run On to Demonstrate Value

Warranty

“Goodyear is proud of our products and we stand behind what we sell by providing you the assurance that you made the right decision to purchase these tires. All of our tires are backed by the largest retailing network in the industry, covering the US and Canada.”

Limited Warranty

- Any new highway auto or truck tire* that is removed from service due to a covered warranty condition will be replaced with a comparable tire at no charge, including mounting and balancing, during the first 2/32nds of usable tread wear or 6 months from the date of purchase, whichever comes first. Without a proof of purchase, the date of manufacture will be used to determine eligibility.

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Step 4

Support Your Recommendation

Examples of using the Track to Run On to Demonstrate Value

Warranty

Limited Warranty

- If the tire is beyond the no charge replacement period for a covered warranty condition, then the tire will be adjusted on a pro-rated basis.
- The warranty lasts until the tread wear indicators become visible (worn to 2/32nds) or six (6) years from the new tire purchase date (whichever comes first). Without proof of purchase the date of manufacture will be used to determine eligibility.

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Step 4

Support Your Recommendation

Examples of using the Track to Run On to Demonstrate Value

Warranty

Tread Life Warranty

- Our warranties include a kilometer warranty on some of our tires with proof of purchase.
- If the tires did not deliver the kilometers warranted, we will credit the customer back for the kilometers they did not get, providing that the tires do not show mechanical problems (alignment), spin marks from racing, or abuse. The tires must be evenly worn down to 2/32nds for consideration.

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Step 4

Support Your Recommendation

Examples of using the Track to Run On to Demonstrate Value Warranty

30-Day Trial (Goodyear, Dunlop or Kelly)

- The exchange applies only to the same number of tires as originally purchased
- Mounting and balancing are included
- Valve stems are extra, if necessary
- Exchanges are for a different set of tires
- Exchanges must be made within 30 days of purchase
- If the exchange is for a more expensive tire, you must pay the difference plus sales tax
- If the exchange is for a less expensive tire, you'll receive a refund for the difference
- The trial period applies only to the original tires purchased and not to the exchange tires

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Step 4

Support Your Recommendation

Using the Track to Run On

Using the “Track to Run On” helps salespeople be consistent in their quest to help customers understand which specific benefits will meet their needs, so remember these points when applying it to your next sales presentation:

- The “Track to Run On” works best when you talk about the BENEFIT first, followed by the FEATURE.
- By watching your customer’s body language and facial expressions, you can tell if you are giving them more information than they really need or not enough.
- If your customer starts to let their eyes wander away from what you are pointing to or from your eyes, they are telling you they are either not interested or they are confused about something that you have said.

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Step 4

Support Your Recommendation

Using the Track to Run On

- If their head is nodding up and down very slightly as you are explaining the benefits, that is a signal they understand what you are telling them.
- Never assume they don't want to know – you are giving them the reason to buy.
- Using the “Track to Run On” shows your professionalism, which starts to build trust.

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Step 5

Close the Sale

Ask for the Sale

The next step in the tire sale process is to “*Close the Sale*”

- Exceptional salespeople close their sales in a manner that gains the commitment of the customer.
- Research has shown that 62% of salespeople fail to ask for the sale because they miss the buying signals given by the customer.
- So Remember:
 - A sale may be lost because a salesperson simply doesn't ask
 - Keep in mind that customers have priorities, responsibilities and deadlines, so speak from their perspective.
 - Once the sale is made, deliver on your promises.

Just asking for the business increases your success significantly!

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Step 5 Close the Sale

Types of Closings

There are four basic types of closings that you can use with your customer. Whichever type of closing you use, perfect it so that it sounds like you are very accustomed to saying it. You don't want it to sound like you are unsure of yourself.

Type of Closing	Definition	Example
Assumed Sale	Presumes the sale is done.	Will you be using your Goodyear Credit Card today?
Choice Close	Gives two options, both of which mean the sale is made.	Would you like a ride to your office/home while we put your tires on or will you be waiting?
Direct Close	Directly asks the customer to buy.	Can we put the tires on for you now?
Summary Close	Summarizes everything you have said to reemphasize the main points.	You'll save money over time, plus get an all-weather tire with great handling . . . all backed by a nationwide warranty. Can we put them on now?





Step 5

Close the Sale

Handling Objections

In the real world, not every customer is going to agree immediately with your first recommendation.

- An objection is basically a request for more information.
- Objections are often a result of trying to close the sale too soon and not providing enough information about the benefits, so the customer is not confident in making the purchase.
- If you have done your homework and you know your products well, you are ready to handle any objection.
- **Don't:**
 - React emotionally or
 - Immediately lower the price, but **DO:**
 - Respond with more benefits and features making sure you address exactly what they want to know

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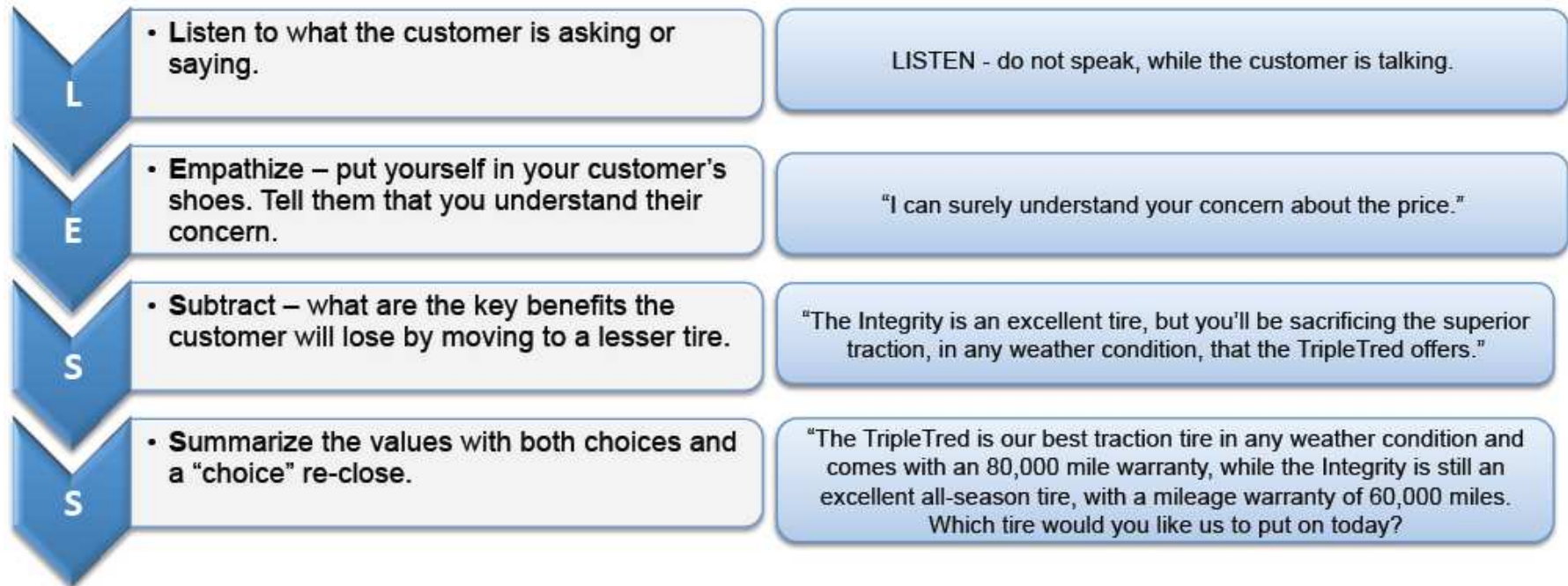




Step 5 Close the Sale

Method for Handling Price Objections

A method that helps with handling objections is **LESS**.



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Step 5

Close the Sale

Closing the Sale is NOT the End

You have done your sales presentation, overcome customer objections and sold your customer the recommended tire, you're done, right? Well not quite. Your job is to manage the sale by completing the invoice.

- Remember:
 - Prior to installing the tires, confirm the payment options to ensure a pleasant and speedy exit when the work is completed.
 - Review the invoice with the customer line by line and obtain the customer's signature.
 - Reviewing the invoice is a good quality control and making sure that everything is correct. By doing, this you are showing your professionalism. React emotionally or
 - Give the work order to the Service Manager.

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Step 5

Close the Sale

Closing the Sale is NOT the End

- Check the progress of the vehicle being completed and update your customer.
 - By updating your customer, you are connecting to the customer in ways many competitors don't
- After the work is completed, summarize the invoice line by line again, and tell the customer thank you and that you appreciate their business.
- Ask the customer if they are satisfied.
- As a suggestion instead of giving them the keys and saying thank you, walk them out to their vehicle and where appropriate, shake their hand and again tell them THANK YOU and sound like you mean it.
- By walking them out to the vehicle, you can also make sure that all protective materials are out of the vehicle.

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Step 6 Follow Up

Your customer has made a purchase and it's important to ensure satisfaction and maintain their business. The best way to do this is to "Follow-Up" with the customer, which is the last step in the tire sales process.

- Within 48 hours contact the customer!
 - This is to say, "Thank You" and "we appreciate your business"
 - Ask if their expectations were met
 - Use their name and state the specifics about their purchase
 - If any issues exist. Resolve them immediately.
 - *(If appropriate, you might want to offer a special discount on their next visit)*
 - Always conclude the call with sincere appreciation for their business

"Hello, this is Jim from Goodyear. "I'm just calling to thank you for your business and make sure that you are satisfied with your new Assurance TripleTred tires." Again, we appreciate your business and let us know if you need anything else!"

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Thank You

Confidential

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