



BOOT CAMP ADVANCED COMMERCIAL TIRE SELLING

BOOST YOUR KNOWLEDGE AND SKILLS. IMPACT YOUR BOTTOM LINE.

COURSE CONTENT

- Industry Trends
- Listening Skills
- Social Styles
- Building Sales Relationships
- Goodyear Truck Tires Web
 - Website Overview
 - Fuel Savings Calculator
 - SmartFleet Program
- Fleet HQ Overview
- Proposal Developer
- Other Solutions
 - SmartTech App
 - Dealer Sales Activity Tool
 - Preferred Fleet Program

Goodyear's Advanced Commercial Tire Selling Bootcamp is a three-day course designed to help you increase the sales capabilities of each person to sell commercial tires and service. You will leave this course with a firm grip on being able to investigate client needs, utilize business tools, and provide targeted solutions to meet the needs of your fleets.

The first half of the course is focused on the tools needed to meet customer needs, including products and support services. The second half of the course is focused on mastering the tools and programs offered by Goodyear to match business needs of the fleets. This course includes reality-based simulations and activities so participants can master the concepts and become a solution provider.

ENROLL TODAY!

To enroll or request a Boot Camp in your area, visit thegoodyearlearningcenter.com or email us at glc@goodyear.com.

BOOT CAMP

ADVANCED COMMERCIAL TIRE SELLING

TOPIC	OBJECTIVES
<i>Industry Trends</i>	<ul style="list-style-type: none"> • Understand the important industry trends that impact the business • Understand the tools that are available to increase sales capabilities
<i>Listening</i>	<ul style="list-style-type: none"> • Identify the key components of good listening • Identify the three active listening skills
<i>Social Styles</i>	<ul style="list-style-type: none"> • Define characteristics of assertiveness and responsiveness • Identify the four major social styles • Identify your own social style • Describe how to flex to other styles
<i>Building Sales Relationships (BSR)</i>	<ul style="list-style-type: none"> • Use the Building Sales Relationships sales process • Identify and be able to respond to the various types of customers • Demonstrate your ability to use the knowledge and skills learned in “real life” situations • Combine your knowledge of BSR with social styles to help develop “customer engagement”
<i>Goodyear Truck Tires Web</i>	<ul style="list-style-type: none"> • Review the goodyeartrucktires.com website • Discuss the Fuel Saving Calculator • Review the SmartFleet Program
<i>Fleet HQ Overview</i>	<ul style="list-style-type: none"> • Discuss the differentiating services and business solutions • Demonstrate the Fleet HQ tools and reporting • Practice reviewing sample reports and preparing customer presentations
<i>Proposal Developer</i>	<ul style="list-style-type: none"> • Review the features and benefits of Proposal Developer • Demonstrate how to create a profile • Review how to manage accounts effectively using Proposal Developer • Practice creating a proposal for a customer
<i>Other Solutions</i>	<ul style="list-style-type: none"> • Review the Goodyear SmartTech App • Discuss the Dealer Sales Activity Tool • Discuss the Preferred Fleet Program