



BOOT CAMP ADVANCED TIRE SELLING

BOOST YOUR KNOWLEDGE AND SKILLS. IMPACT YOUR BOTTOM LINE.

COURSE CONTENT

- Proven Goodyear sales techniques
- Mastering the steps in the selling process
- Advanced product knowledge
- Learning to adapt to people, conditions, situations

- Three days of focus on selling value more effectively
- How to strategically sell tires with an emphasis on the importance of building relationships with customers
- Geared specifically *toward experienced tire salespeople*

This course targets the changes needed to raise the bar with experienced salespeople. It will help them revitalize their selling efforts through the use of simulated sales situations and individual feedback.

You will leave this course with a firm grip on the tire industry, a strong understanding of analyzing needs and selling value with a renewed focus on the ability to make knowledgeable tire recommendations to your customers.

ENROLL TODAY!

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

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TOPIC	OBJECTIVES
<i>Introduction/Goals</i>	<ul style="list-style-type: none">• Identify the goals of the course
<i>Mastery of Advanced Product Knowledge</i>	<ul style="list-style-type: none">• Answer a variety of tire industry and Goodyear line questions in a simulation environment
<i>Mastering the Goodyear Line</i>	<ul style="list-style-type: none">• Demonstrate your mastery of the Goodyear lines
<i>Introduction to the Sales Process</i>	<ul style="list-style-type: none">• Utilize a tire selling mastery checklist in conjunction with the five-step selling process
<i>Impressing Customers</i>	<ul style="list-style-type: none">• Demonstrate the ability to create a warm, professional atmosphere for your business
<i>Learning</i>	<ul style="list-style-type: none">• Create a dialogue with customers that fosters greater rapport and expands the information they provide
<i>Educating</i>	<ul style="list-style-type: none">• Demonstrate the ability to provide the right amount of appropriate information to customers in a clear, effective manner
<i>Compelling</i>	<ul style="list-style-type: none">• Demonstrate the ability to enhance your selling by:<ul style="list-style-type: none">– Selling positively– Noticing, recognizing and adapting to signals from the customer– Speaking from the customer's point of view– Strengthening your language