



BOOT CAMP COMMERCIAL TIRE SELLING

BOOST YOUR KNOWLEDGE AND SKILLS. IMPACT YOUR BOTTOM LINE.

COURSE CONTENT

Introduction to:

- The Commercial Tire Industry
- Truck categories
- Tire and service requirements of different truck types
- Commercial tire components and engineering
- The Goodyear commercial tire line
- Goodyear's proven sales process and skill development
- Reality-based, recorded simulations

Goodyear's Commercial Tire Selling Boot Camp is a three-day course designed to help you sell commercial tires and service. You will leave this course with a firm grip on the Commercial Tire Industry, and the ability to make knowledgeable tire and service recommendations to your fleets.

The first half of the course is focused on the fundamentals of commercial tires including information on basic tire components and engineering.

The second half of the course is focused on developing your sales strategy and improving your selling skills. Goodyear's proven sales process emphasizes the importance of building relationships with customers. You will learn how to identify your customer's needs and recommend appropriate solutions. This course includes reality-based, recorded simulations so participants can see themselves in action, and identify areas of improvement.

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>Truck Categories and Applications</i>	<ul style="list-style-type: none"> • Identify the types of trucks represented in the Commercial Industry • Differentiate between the customer categories – Long Haul, Regional/ Urban and Mixed Service • Identify the different tire requirements for each category
<i>Tire Components/Engineering</i>	<ul style="list-style-type: none"> • Identify the major commercial tire components • Describe the complexity of the tire engineering to your customers to explain value
<i>Tire Positions</i>	<ul style="list-style-type: none"> • Identify the three tire positions • Identify the tire characteristics and tire requirements of tire position
<i>Load Range/Sidewall</i>	<ul style="list-style-type: none"> • Understand the impact that load range has on a tire • Identify the information provided on the sidewall of the tire
<i>Goodyear Products and Innovations</i>	<ul style="list-style-type: none"> • Explain the value of Goodyear technology and innovations to your customers • Identify the differences between Goodyear's Premium tires • Explain the Fleet HQ programs and service that set Goodyear apart from competitors
<i>Communication Skills</i>	<ul style="list-style-type: none"> • Understand key communication concepts including background, context, channel, listening, and questioning
<i>Building Sales Relationships</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