



# BOOT CAMP TIRE SELLING

BOOST YOUR KNOWLEDGE AND SKILLS. IMPACT YOUR BOTTOM LINE.

## COURSE CONTENT

- Consumer tire components
- In-depth analysis of customer needs
- Listening skills
- Handling customer “push backs” including price objections
- Problem solving for common tire-related issues

- A four-day course designed to help you excel at selling tires
- Focuses on the fundamentals of tire selling, including information on basic tire components and engineering
- Designed specifically for people new to tire sales

Participants will leave this course with a firm grip on the tire industry, a strong understanding of Goodyear’s proven sales process and the ability to make knowledgeable tire recommendations to customers.

You will learn how to use a standard, proven process for selling that includes making a strong first impression and presenting products in a strong, compelling fashion.

## ENROLL TODAY!

To enroll or request a Boot Camp in your area, visit [thegoodyearlearningcenter.com](http://thegoodyearlearningcenter.com) or email us at [glc@goodyear.com](mailto:glc@goodyear.com).

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TOPIC	OBJECTIVES
<i>Questions Related to the Building and Selling Processes</i>	<ul style="list-style-type: none"> <li>• Demonstrate the ability to answer key tire-industry-related questions</li> </ul>
<i>Questions You Need to Be Able to Answer to Sell Goodyear Tires</i>	<ul style="list-style-type: none"> <li>• Demonstrate the ability to answer key Goodyear-related questions</li> </ul>
<i>Intro to the Tire Selling Process</i>	<ul style="list-style-type: none"> <li>• Demonstrate the five-step selling process</li> </ul>
<i>Connecting and Engaging with Customers</i>	<ul style="list-style-type: none"> <li>• Project a warm, friendly, professional image</li> <li>• Ask a series of questions that help “unlock” customer needs, creating a dialogue that helps engage the customer</li> </ul>
<i>Matching Recommendation to Customers' Needs</i>	<ul style="list-style-type: none"> <li>• Identify the tires in the auto, performance, CUV and light truck tire lines for Goodyear, Dunlop and Kelly</li> <li>• State at least two features and benefits for each tire in the lines, excluding OE tires</li> <li>• Demonstrate the ability to make an accurate product recommendation and support it with appropriate benefits and features in sample scenarios</li> </ul>
<i>Building Better Messages</i>	<ul style="list-style-type: none"> <li>• Understand the ability to sell tire value in any situation</li> </ul>
<i>Defending Your Price</i>	<ul style="list-style-type: none"> <li>• Answer price comments and objections in a variety of circumstances</li> </ul>
<i>Communicating Additional Services</i>	<ul style="list-style-type: none"> <li>• Understand the warranties</li> <li>• Understand tire add-on services, including valves, TPMS, rotation</li> <li>• Discuss other outlet-related services</li> <li>• Understand credit cards, national accounts, etc.</li> </ul>
<i>Telephone Process</i>	<ul style="list-style-type: none"> <li>• Understand Goodyear's process for handling inbound and outbound telephone calls</li> </ul>