



BOOT CAMP TIRE & SERVICE SELLING

BOOST YOUR KNOWLEDGE AND SKILLS. IMPACT YOUR BOTTOM LINE.

COURSE CONTENT

- The consumer tire industry and automotive service industry
- How to approach customers professionally with a positive attitude
- Retrieving needed information from customers
- Goodyear's proven sales process

- A four-day course designed to help you excel at selling both tires and service
- Focuses on the fundamentals of tire selling, including a refresher on basic tire components and how to strategically sell service
- Geared specifically *toward the experienced salesperson* in the tire and service business

Participants will leave this course with a firm grip on the tire industry, a strong understanding of the key service systems and a renewed focus on the ability to make knowledgeable tire and service recommendations to their customers.

This course uses extensive practice, realistic simulations and instructor feedback to help assure effective learning. You will learn how to create an interaction with customers that is helpful, insightful and lasting.

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>Questions Related to the Building and Selling Processes</i>	<ul style="list-style-type: none"> • Demonstrate the ability to answer key tire-industry-related questions
<i>Questions You Need to Be Able to Answer to Sell Goodyear Tires</i>	<ul style="list-style-type: none"> • Demonstrate the ability to answer key Goodyear-related questions
<i>Intro to the Tire Selling Process</i>	<ul style="list-style-type: none"> • Demonstrate the five-step selling process
<i>Matching Recommendation to Needs</i>	<ul style="list-style-type: none"> • Identify the tires in the auto, performance, CUV and light truck tire lines for Goodyear, Dunlop and Kelly • State at least two features and benefits for each tire in the lines, excluding OE tires • Demonstrate the ability to make an appropriate product recommendation and support it with benefits and features in sample scenarios
<i>Communicating Additional Services</i>	<ul style="list-style-type: none"> • Understand the warranties • Understand tire add-on services, including valves, TPMS, rotation • Discuss other outlet-related services • Understand credit cards, national accounts, etc.
<i>Telephone Process</i>	<ul style="list-style-type: none"> • Understand Goodyear's process for handling inbound and outbound telephone calls
<i>A Service Selling Process/Selling Service Over the Telephone</i>	<ul style="list-style-type: none"> • Identify how to adapt the main service selling conditions and demonstrate basic service selling skills
<i>Understanding Customer Needs – Service</i>	<ul style="list-style-type: none"> • Demonstrate how to gain information from the customer during service interactions
<i>Selling the Value of Your Work – Service</i>	<ul style="list-style-type: none"> • Demonstrate how to clearly communicate using visual examples and MAP guidelines
<i>Getting the Order – Service</i>	<ul style="list-style-type: none"> • Gain approval for the work; answer price objections
<i>Selling Brake Work</i>	<ul style="list-style-type: none"> • Answer key brake questions • Demonstrate how to sell brake work in a variety of conditions
<i>Selling Service and Suspension Work</i>	<ul style="list-style-type: none"> • Answer key suspension questions • Demonstrate how to sell suspension work in a variety of conditions
<i>Selling Heating and Cooling System Work</i>	<ul style="list-style-type: none"> • Answer key A/C area application questions • Demonstrate how to sell A/C work in a variety of conditions
<i>Selling Preventive Maintenance</i>	<ul style="list-style-type: none"> • Demonstrate how to sell preventive maintenance