

**TYREPOWER NSW**

**SALES DAY TRAINING MANUAL**

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## THE POWER OF ADOPTING A POSITIVE MENTAL ATTITUDE (PMA)

Steve Lange was Founder of New Zealand's largest independent tyre chain, Tony's Tyres. He spoke at the 2016 Tyrepower International Conference in Fiji and was inspirational. Steve was responsible for growing the chain to 19 tyre stores and eventually selling it for millions. He now runs many other business using the same successful techniques.

At the conference, he offered three steps for business success

1. Adopting a **Positive Mental Attitude (PMA)**
2. Training staff to follow **Procedures** and monitoring use of the procedures
3. Using **Performance Targets** with staff incentives – Setting targets (Triggers), tracking the results and paying staff bonuses.

His number 1 tip for success was adopting a Positive Mental Attitude or PMA.

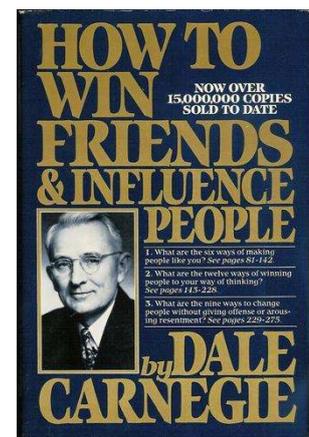
It turns out that both Steve Lange and I had discovered Dale Carnegie early in our business careers and been impacted by his ideas. Steve had attended one of his courses and I had read a great Dale Carnegie book called "**How to Win Friends and Influence People**". The book was written in 1936 and contains the recipe for business success. Here is a summary:

## FUNDAMENTAL TECHNIQUES IN HANDLING PEOPLE

1. Don't **criticize, condemn or complain**
2. Give **honest & sincere appreciation**
3. Arouse in the other person **an eager want**

## SIX WAYS TO MAKE PEOPLE LIKE YOU

1. Become **genuinely interested** in other people
2. **Smile!**
3. Remember that a **person's name** is to that person the sweetest and most important sound in any language
4. Be a **Good listener**. Encourage others to talk about themselves.
5. Talk in terms of the **other persons interests**
6. Make the other person **feel important**



## WIN PEOPLE TO YOUR WAY OF THINKING

1. The only way to get the best of an argument is to **avoid it**
2. **Show respect** for the other person's opinions. Never say "You're Wrong"
3. If you are wrong, admit it **quickly and emphatically**
4. Begin in a **friendly way**
5. Get the other person saying "**Yes, Yes**" immediately (start with the agreed items)
6. Let the other person do a **great deal of the talking**
7. Let the other person feel that **the idea is his or hers**
8. Try honestly to see things from **the other person's point of view**
9. **Be sympathetic** with the other person's ideas and desires

10. Appeal to **nobler motives**
11. **Dramatize** your ideas
12. Throw down a **challenge** – **suggest a higher goal or purpose for them**

## BE A BETTER LEADER

1. A leader's job often includes **changing people's attitudes & behaviours**
2. Begin with **praise and honest appreciation**
3. Call attention to people's mistake **indirectly**
4. Talk about **your own mistakes** before criticizing the other person
5. **Ask questions** instead of giving direct orders
6. Let the other person **save face**
7. **Praise the slightest improvement** and praise every improvement. Be "Hearty in your approbation and lavish in your praise"
8. Give the other person a **fine reputation** to live up to
9. **Use encouragement.** Make the fault seem easy to correct

I had that list up on my office wall and regularly repeated those ideas to myself and others – using them as my "Mantra" for success. It turns out that what you repeatedly say to yourself (your "little voice" in your head) changes and guides your behaviour over time.

Positive thinking and positive behaviours start with having a positive mental attitude.

## PUTTING PMA TO WORK FOR YOU - PLAYING THE PMA GAME

Steve introduced us to the PMA Game at the Tyrepower Conference. The game is easy. You just ask someone "How are you?" to check their mood and attitude. The whole mood of the conference shifted as attendees started to answer "Fantastic", "Great" and "Awesome". There was a buzz in the room as people got the idea.

Steve Lange regularly checks the attitude of his staff by asking "How are You?". He is checking to find out if they are using positive attitude words (see below). Anyone saying a banned word like plain old "Good" gets to do 3 pushups or jumping jacks.

The words that you and your staff use to describe your mood and attitude determine your level of success. Please avoid being negative, critical, sarcastic or complaining. A Positive & Optimistic attitude is infectious and attracts more customers.

You can change your own attitude by changing the words you use. By changing the language of the team – you can change the culture of the workplace and the results of your store. These words are used on the phone and forecourt with customers. It makes for a fun and happy workplace.

POSITIVE ATTITUDE WORDS	BANNED WORDS
✓ Great	☒ Good
✓ Awesome	☒ OK
✓ Fantastic	☒ Alright
✓ Marvellous	☒ Not Bad
✓ Terrific	☒ Average
✓ Pumped	☒ Ordinary
✓ Amazing	☒ Can't Complain
✓ Delightful	☒ Not dead yet!

**You can also play the PMA game every time you answer the phone**

Answer your phone with enthusiasm and a smiley face attitude – *“Thanks for calling (business). This is (name)”* Upswing your vocal tone at the end of the sentence. Use as many positive words when greeting and talking to customers. Ask a question and use a positive word. *“That’s Awesome”* and *“Terrific”*.

**HOW TO HARNESS THE POWER OF PMA**

**“The Fish rots from the head down”**

This is an old Chinese saying which means that if there are problems in any business – it starts at the top – with the boss. The team is always a reflection of the boss and the business results are a reflection of your team. If you are not getting the business results you want, start with improving your own attitude and mindset.

A 10% Shift in your head can have a 100% shift in profitability. Start with improving your mindset, customer experience and pricing confidence. If your attitude is not as positive as you would like, there are some steps that you can take to correct your *“stinking thinking”*, stop being a *“CRAP magnet”* and a *“festering pus bag of unhappiness”*. Stop being a *“cranky frank”* or *“feryl beryl”* – if your attitude needs it – seek medical help.

**Learn to Manage Your Little Voice (your Self Talk)**

What you say to yourself becomes your reality - You can believe and achieve. Use *“I am...”* Phrases to improve confidence and self belief. Try saying *“I am a positive person”* *“I am successful”* *“I am great at ....”* *“I am great at numbers”*

Adopt a more positive mindset – adjust your attitude, belief, confidence, discipline, energy, focus and goals.

## **Shifting from a Grumpy Attitude to a Great Attitude**

Start with any improvement your diet, exercise, attitude and lifestyle. Start to focus on what is working and is GREAT. You can use the following questions for re-engaging and refocussing mindset and attitude. Ask yourself and others some better questions...

- *“What are you grateful for?”*
- *“What’s working for you?”*
- *“What do you like about it?”*
- *“What are you looking forward to?”*
- *“What can we do?”*
- *“What’s the next step?”*

## **Find and Focus on more Good News – Find What’s Working – Harness the BUZZ Factor**

Collect and distribute your good news stories, happy customer stories & testimonials – especially thank you cards, video testimonials, case studies, successful campaigns, positive online reviews.

## **Train your brain to find more success and more prospects**

Your brain has the amazing ability to find the things that you look for. You find what you’re looking for – so look for your ideal clients and ideal results. “What you focus on expands” and “You get what you genuinely expect”. Be clear about your ideal clients, referrals and alliances. Put on your “Love Goggles” and work out what you really want (Avoid thinking about what you don’t want).

## **Surround Yourself with positive people that can help you**

- Build a better relationship with your supportive spouse and positive friends
- Form a “mastermind” group of your peers
- Get a local business coach in the local area
- Get a better accountant (with industry expertise)
- Find an older, wiser business mentor in the local community for advice

## **Marinate your brain in PMA material from the mindset gurus**

Read and listen to more books and CDs by Positive mental attitude (PMA) experts - Brian Tracy, Jim Rohn, Zig Ziglar, Denis Waitley and Napoleon Hill. Or some modern Aussie experts – Paul Hanna.

Find some motivational quotes that you like and put them up on the wall.

## **LEADERS ARE READERS – FILL YOUR HEAD WITH SOME GREAT POSITIVE IDEAS**

Start by turning off your TV – it's an automatic income- reducing device anyway – and spend some quality time reading these books. You'll be happier, more positive and more successful.

- How to Win Friends and Influence People by Dale Carnegie
- You Can Do It and Believe & Achieve – two books by Paul Hanna
- The Magic of Thinking Big by David Schwartz
- Think and Grow Rich by Napoleon Hill
- Secrets of the Millionaire Mind by T Harv Eker
- The Seven Habits of Highly Effective People by Stephen Covey
- Mindset by Carol Dweck
- Who Moved My Cheese by Spencer Johnson
- The One Minute Manager by Ken Blanchard
- Learned Optimism & Authentic Happiness by Martin Seligman
- Why People Fail by Siimon Reynolds

### **Get more Positive Resources to stay on track**

- Watch “Tony’s Tyre Service Bloopers” videos online on Youtube and learn the jingle
- Get the set of positive sayings as postcards and posters and put them up around the store

**Remember - Be a BEACON of positivity, optimism and love  
– and watch your business GROW!**

## TOOLKIT FOR LIVING A BETTER LIFE - WORK/LIFE ENERGISERS

Different people use a range of techniques for managing their energy and wellness. Here is a list of some techniques you can use to find your Mojo and boost your confidence and energy:

- Clean your desk, Make your bed or declutter – a sure fire energy booster
- Healthy Diet – Less Carbs & Sugar – More Protein & Fresh Vegetables
- Sleep Better – there are many ways to prepare for a better night's sleep
- Herbal or Green Tea – just the beverage for some people (better than coffee)
- Morning or Regular Routine – systemise something and enjoy the regularity
- Movement - just get moving - as movement makes motivation!
- Walking – preferably along a beach or in the bush
- Breathing – deep breathing oxygenates the body and relaxes the spirit (Wim Hof)
- Exercise – whether easy or hard, it's different strokes for different folks.
- Stretching / Massage – stretch tired muscles to get blood, oxygen and toxins flowing
- Gratitude – Spend time being grateful for all you have
- Goals focus – get your head looking forward to some future success
- Positive Friends & Family time – hang out with the ones you like or love
- Happy Music – listen to your favourite mood boosting songs from your youth
- Supplements – try some to find out if you've been missing something in your diet
- Ocean Air – breathe in some ozone and antioxidants near the sea
- PMA - Positive Mental Attitude Podcasts / Videos – listen to a Mindset motivator
- Affirmations – control your Little Voice with some positive “I am” statements
- Visualisation – for visual people, pictures and mental imagery of your goals
- Energising & Reflective Questions – Ask yourself the right questions and think
- Meditation – learn the art of meditation to still the mind
- Study the Paths to Happiness – choose one of the eight paths to happiness
- The Silva Method or Sedona Method – Google it! [www.sedona.com](http://www.sedona.com)
- Study Spiral Dynamics – Claire Graves puts things in perspective
- Study the Cosmos & Outer Space and how insignificant we all are!
- Read about Philosophy – try books by Alain Botton
- Read ancient philosopher Seneca's letter “On the shortness of life” – Google it!

### GOAL FOCUS TIPS

Here are some tips to increase your focus on your Goals – Read the book called The Secret

- Create Your Life Goals List and Annual Goals List
- Create a Goals Picture Sheet or a Dream Poster - Use both pictures and words
- Carry your goals list or poster in your diary or carry a wallet Goals Card
- Focus on your goals in the Shower /Toilet – early in the morning & late at night
- Put your goals on your Car Sun Visor, Screen Saver, Fridge and Toilet door
- Plan your next holiday destination and put up a holiday poster
- Review your progress every day

### HABIT CHANGING

It takes 6 to 8 weeks of diligent effort and focus to change a habit - Read the book – Atomic Habits

## POPULAR PARTS & ACCESSORIES

<ul style="list-style-type: none"> <li>▪ Wheels</li> <li>▪ Suspension Upgrade</li> <li>▪ Servicing – Tuning</li> <li>▪ Windscreen Wipers</li> <li>▪ Light Bulb / LEDs</li> <li>▪ Travel Care Kit</li> <li>▪ Air Filter</li> <li>▪ Engine Brightener</li> </ul>	<ul style="list-style-type: none"> <li>▪ Battery</li> <li>▪ Tools</li> <li>▪ Oil Filter &amp; Seals</li> <li>▪ Oil /Synthetic Lubricant</li> <li>▪ Ball Bearings</li> <li>▪ Brake Pad Kit</li> <li>▪ Gasket</li> <li>▪ Car Cover</li> </ul>
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## SELL COMBOS

- **TYRES** + Wheel Balance + Wheel Alignment + Nitrogen
- **BATTERY** + Plugs + Tools
- **HEADLIGHT LAMPS**
- **SEASONAL** – Winter Brakers / Summer Aircond
- **SAFETY CHECK + Seasonal Products**
- **OIL** + Filter + Remover + “O” Ring + plugs and Gaskets (rags)
- **BEARINGS** + Oil seals + Gaskets + Oil + Grease +Tools + Oil tray + Funnel
- **BRAKE PAD** - Brake fluid + Tools + Brakeline gasket + Belt tension tester
- **AIR FILTER** – suggest Hiflow
- **LIGHT BULB** + Spare bulb + fuses - suggest an Upgrade to LED
- **ENGINE WASH** - Performance spark plugs + Wheel Brush
- **AUXILIARY LIGHTING** - Extra fog lamps – Classic Chrome

## YOUR COMBOS - EXTRAS & ADDONS

MAIN ITEM	ADD ONS & EXTRAS

## MAKING MORE PROFIT WITH LESS TROUBLE & EFFORT

<b>WHAT WE WANT</b>	<b>WHAT WE DON'T WANT</b>
<b>VEHICLES we LIKE</b>	<b>VEHICLES we DON'T LIKE</b>
<b>TYRES we LIKE</b>	<b>TYRES we DON'T LIKE</b>
<b>THINGS we LIKE to DO</b>	<b>THINGS we DON'T LIKE to DO</b>
<b>CLIENTS we LIKE</b>	<b>CLIENTS we DON'T LIKE</b>

# TYREPOWER SMS MARKETING IDEAS

## CLIENT COMMUNICATIONS

- Confirming your appointment (Give address)
- Reconfirm their Appointment
- Workshop Permissions - You need an extra – You need your brakes done
- Please call for estimate
- Your car is ready/ Pickup your Car

## REMINDERS

- Reminder - Service Due
- Reminder - Rotation Due
- Reminder – Wheel Alignment Due
- Reminder – Nitrogen Fill
- Reminder – Battery Check (Cold weather)
- Reminder – New Tyre Check
- Reminder – Suspension Check
- Reminder - WOF/Rego/Pink Slip check
- Reminder – Pre-Holiday Check
- Reminder - Winter Check – battery, wiper, Windscreen
- Reminder – Summer Check – aircond, coolants, radiator

## DEBT COLLECTION

- Bill due
- Please pay

## HELPFUL ALERTS

- Road Conditions Warning
- Danger / Accident Alerts
- Traffic Warnings

## CLIENT BEST WISHES

- Holiday Wishes
- Xmas Wishes
- Easter best Wishes

## OFFERS (NOT HARD SELL)

- Tax time – deductible
- Quiet Day special -
- Bonus Deals now on
- Personalised Birthday Sale

## TEXT TO WIN OPT IN CAMPAIGNS

## SMS EXAMPLES

"Tyres fitted/rotated. Noticed brake pads need doing \$139. Do you want us to replace them – pls send back Y or N?"

"Time for next oil change"

"Time to rotate your tyres"

## OFFERING DEALS & DISCOUNTS TO ENTICE CUSTOMERS

- 4x4 Australia Ad (Mullins) - \$100 off a set of "Jackals"
- Offer Vouchers and Coupons - % or \$ off per tyre
- Free Battery Testing
- Free Safety Check on all vehicles - printed on job card

## SENDING SMS for reminders and pickups

- SMS customers for completion via COSTAR
- SMS service reminders - tyres done etc
- SMS templates - Customer reminders
- Text customers

## TIPS FOR SMS MARKETING

- You can send SMS via COSTAR for about 14 cents each or you can use an SMS APP [lower cost] like VERDI message service or [www.smsglobal.com.au](http://www.smsglobal.com.au)

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# THE PSYCHOLOGY OF PRICING & PRICE CONFIDENCE – BUYING/SELLING

## How do you REALLY decide your price?

- Comparison to others with regard to Competitors Value, USP and Price
- Others prices compared to our own level of service, quality and USP.
- Supply/demand issues in the marketplace? E.g. exclusivity
- Last year + CPI? - OR DO YOU JUST MAKE YOUR PRICES UP? (THE PIDOOMA MODEL)

- What do our most expensive competitors charge? What do people think of them? Why?

## Price-Obsessed People in a business:

- Will quickly resort to discounting prices and adding costly extras for free
- Have an inherent weakness in negotiation skills and give away too much
- Are reluctant to discuss pricing and have lack of confidence in price discussions
- Will do anything to avoid conflict and have a reluctance to ASK for things - Help, debts

## It's all about personal confidence - How you are feeling about yourself?

- Do you feel confident like a winner? Are you passionate about your product?
- Do you believe you have a great product? Are you knowledgeable ?
- Do you believe you are the best and do great work?

## You can Improve your Personal Confidence by

- Getting client Testimonials Having many Success Stories and Case Studies
- Asking for quality Referrals Focus on past "wins"—Reduce focus on "losses"
- Getting more praise & appreciation Visualising Success and Goal achieving
- Playing Emotional Music Do Mirror work – Affirmations and Price stating

## PRICE PSYCHOLOGY MANTRAS – Repeat these to yourself over and over again

- Death to discounting! –Never let the counter salesperson set the price
- If you can only sell your product on price – you have NOTHING to sell
- Someone can always be cheaper than you – Sell Your Value and Difference
- Always discuss the VALUE before the PRICE
- If you are too busy, work too hard or have SOLD OUT – then you sold TOO CHEAP. If you haven't sold enough then you have a sales and marketing problem – not a pricing problem!

## NEGOTIATING THE DEAL & PRICE

- *"Just before we talk about price – do you mind if I ask a few quick questions?"*

Ask about payment method, location, quality, extras, freebies etc. etc. Tell them your VALUE – all the things that make your business better and your quality product.

If 10-20% of your customers are not telling you that “You are expensive” – then you are TOO CHEAP.

- Remember the old saying – “Cheap NO GOOD and Good NO CHEAP”
- Never decide the price when feeling depressed or unhappy. Set your prices with your accountant and make a written pricelist. Stick to it.
- Learn negotiating skills – the Highest Value skill you can learn and will make you thousands of dollars.
- **Look at negotiating books by Roger Dawson & Chris Voss.**
- **Take a negotiating course by Scotwork.**

### TIPS FOR BEING A BETTER NEGOTIATOR

WHEN BUYING	WHEN SELLING
<ol style="list-style-type: none"> <li>1. Do your research before buying – bring your mobile device to check prices</li> <li>2. Be nice to the sales person</li> <li>3. Don’t show you are eager to buy. (Play the reluctant buyer)</li> <li>4. Spend more time with easy going sales people. (They have giveaways!)</li> <li>5. Act <u>shocked</u> when they tell you their first price.</li> <li>6. Use that uncomfortable silence.</li> <li>7. Ask for their best price.</li> <li>8. Ask how much for cash?</li> <li>9. Ask for more - Negotiate terms and conditions, credit and freebies.</li> <li>10. Ask for a little extra and sign the deal.</li> </ol>	<ol style="list-style-type: none"> <li>1. Do your Research before selling</li> <li>2. Know your costs and marketplace</li> <li>3. AVOID making up prices on the spot, when out of the office and when unhappy</li> <li>4. Decide your pricing models &amp; flexibility</li> <li>5. Be nice and begin in a friendly way – they are the buyer and tell others</li> <li>6. Smile and sell more.</li> <li>7. Don’t be too eager to sell at ANY price – play the reluctant seller. Flinch if they give you a lower offer.</li> <li>8. Ask lots of questions and explain your value before telling the price</li> <li>9. Tell them your price confidently – written prices are more believable</li> <li>10. Negotiate ALL the terms and conditions</li> <li>11. Haggle upwards - Never offer to split the difference.</li> <li>12. Avoid discounting and one sided concessions</li> </ol>

### HANDLING TYPICAL BUYER’S QUESTIONS

- |  |   |
|--|---|
| • <i>Is that your best price?</i>  | <i>Can you do any better than that?</i>     |
| • <i>Is that the best you can do?</i>  | <i>Tell me your best price</i>              |
| • <i>What would I have to do to get a better price?</i>                                | <i>What about a bulk buy price?</i>         |
| • <i>How much for cash?</i>  | <i>Would that be less expensive if .? </i>  |
| • <i>Could I get a lower price if ...?</i>   | <i>Are any specials available?</i>          |
| • <i>Do you know of any way I can get a cheaper price? “that sounds a little high”</i> |   |
| • <i>“If you include X &amp; Y you have a deal!”</i>                                   | <i>“You’ll have to do better than that!</i> |

## **NEGOTIATING BETTER TERMS & CONDITIONS**

“I want more” - “I need better terms than that” – “I’d like...”

Free Delivery, Better Conditions, Extended Time to pay (Credit), More Inclusions, Exclusivity, After Sales Service, Training Provided, Marketing Help, Extras for the staff – lots of freebies!

## **HANDLING PRICE OBJECTIONS**

- *Do you mind if I ask what you are comparing us against?*
- *Could you tell me more about why you feel that way?*
- *Let me just tell you what we do differently ... Talk about your cost increases (Oil price)*
- *What’s really great about our product is ..... (Discuss Value)*

Be Brave and confident - *Say NO!* more often – and make more money!

Remember – “Change the PRICE – Change the PACKAGE DEAL”

## **CONTROL YOUR CREDIT & DEBTORS – COLLECT YOUR DEBTS AND GET YOUR MONEY**

Make sure you get paid. Don’t grow your business turnover by extending credit to those people and businesses that don’t deserve it. Remember - You’re a tyre business NOT a banker! There are many businesses that are trading insolvent and have NOT paid their GST, Workcover and Super – always check these critical financial positions with their accountant before extending credit. Avoid people who are “in arrangements” with the ATO. Get a credit application form and use it.

Ask potential buyers– “How do you want to pay for that”? - before quoting your price

Offer a staggered rebate / discount deal for paying on time (7, 21 or 30 days).

Remember - rich professionals collect their money fast and pay it out frugally and slowly.

## **USE BUSINESS ADVISORS – YOUR ACCOUNTANT & BUSINESS COACH**

Successful businesses get help from business experts like business coaches and financial advisors. Any money spent on these experts pays great dividends.

Talk to your accountant more often to get better results – or find an accountant with a speciality in building designers (they know the industry and tax code better).

Find some mentors that can advise and assist you. (Try successful older business people – they like to give back). Consider changing your business coach every 2 to 3 years to get newer ideas.

## **READ THESE USEFUL BOOKS FOR MORE IDEAS**

- **How to increase Prices – 7 simple steps to make it happen & keep the customer by Geoffrey Vautier**
- **Price – How you can charge more without losing sales – by Dr Greg Chapman**

## **BE REALLY POSITIVE ON THE PHONE**

***Thank you for calling Tyrepower you're speaking with (name), how can I help you?"***

They want a price on tyres

***"Sure thing, I will do you up a quote. First of all, have you SHOPPED HERE before?"***

*Get their details (look up) or Welcome!*

***"Can you tell me what sort of DRIVING you do?"***

***Do you mainly use it for around town, or more travelling than that?"***

Customer will answer, and then you know what type of tyre could be best for the usage

***"Have you SHOPPED AROUND yet?"***

If yes, you want to ask

***"What was the BEST PRICE you have received so far?"***

followed by

***"Do you know what BRAND of tyre that price was for?"***

***"Great, Well we are more than happy to guarantee that we can beat that price by at least \$10 per tyre – let me see what I can do for you"***

Give them a price

***"How does that price suit your budget?"***

Close the sale

***"Can you come in today?"***

***"What time would you like to come in and see us?"***

NAME

MOBILE

FOLLOWED UP &  
CALLED THEM  
BACK

**PEOPLE DON'T CARE HOW MUCH YOU KNOW,  
UNTIL THEY KNOW HOW MUCH YOU CARE!**

**1. When you are answering the phone, you want them to remember your name.**

*"Thanks for calling Tyrepower, your speaking with..."*

*"Sorry, I didn't catch your NAME" "Could I just get your mobile?"*

**2. We can't sell every person the same type of tyre, we need to know which type of tyre would be best for them first**

*"Just so I can help you better, would it be OK if I asked you a couple of questions?"*

- What sort of vehicle is it?

- What do you use the car for? (Mileage)

**3. Now you can give them options & prices on tyres that would suit their car/purpose of use.**

**4. Then you need to find out how that price sits with what they were expecting:-**

*"How does that fit in with what you had in mind?"*

**5. You may then need to adjust the price etc, make them a deal.**

**6. Lock in an appointment – don't just ask them when they are available. Narrow it down for them, and then let them choose.**

*"Right, well we can do that for you today. Would morning or afternoon suit you best?"*

**7. If they are still not locking in an appointment, we need to secure it ourselves.**

*"What could we do for you to get your business today?"*

**"PEOPLE DON'T BUY WHAT YOU DO, THEY BUY**

**WHY YOU DO IT!"**

# GREAT QUESTIONS THAT SELL TYRES

Using these effective questions will help you **sell more tyres**

<b>PHONE GREETING</b>	<ul style="list-style-type: none"> <li>○ <i>Thanks for calling (BIZ) This is (Name)</i></li> <li>○ <i>This is (BIZ Name and Location)</i></li> </ul>
<b>TAKEOVER QUESTIONS</b> Response to questions about price, availability and info	<ul style="list-style-type: none"> <li>○ <i>So you'd like (repeat back). I'll just need to ask a few quick questions</i></li> <li>○ <i>Just before I answer that, do you mind if I ask you a few quick diagnostic questions?</i></li> </ul>
<b>GET THEIR DETAILS</b>	<ul style="list-style-type: none"> <li>○ <i>May I ask your name?</i></li> <li>○ <i>Have you been here before?</i></li> <li>○ <i>Are you a VIP customer?</i></li> <li>○ <i>Do you mind if I ask how you found out about us?</i></li> <li>○ <i>Are you a local?</i></li> </ul>
<b>RAPPORT BUILDING</b>	<ul style="list-style-type: none"> <li>○ <i>What sort of a day have you been having?</i></li> <li>○ <i>How are you today?</i></li> <li>○ <i>Could I ask if you know much about tyres?</i></li> <li>○ <i>Is this your first enquiry?</i></li> </ul>
<b>DIAGNOSTIC QUESTIONS</b> <i>Needs, solution, and technical questions</i>	
<b>VEHICLE TYPE</b>	<ul style="list-style-type: none"> <li>● <i>What type of vehicle do you have?</i></li> <li>● <i>What sort of vehicle do you have?</i></li> </ul>
<b>USAGE</b> Driver and passengers	<ul style="list-style-type: none"> <li>● <i>Who drives the vehicle?</i></li> <li>● <i>What do you use the vehicle for?</i></li> <li>● <i>Is this your vehicle or your wife's?</i></li> <li>● <i>Do kids travel in the vehicle? Is safety a concern</i></li> <li>● <i>How many Km's on average do you do a year?</i></li> </ul>
<b>TYPE OF DRIVING</b>	<ul style="list-style-type: none"> <li>● <i>What sort of driving do you do?</i></li> <li>● <i>What sort of driving do you do mainly?</i></li> <li>● <i>What type of driving do you do?</i></li> <li>● <i>What's your driving style?</i></li> <li>● <i>What sort of driving conditions?</i></li> <li>● <i>What sort of driving conditions do you have? Long distance, around town, dirt roads?</i></li> </ul>

<b>TYPE OF DRIVING</b> Continued..	<ul style="list-style-type: none"> <li>• <i>Do you want tyres for performance and handling</i></li> <li>• <i>Would you prefer Highway or All Terrain tyres?</i></li> <li>• <i>Do you do any off road driving or mainly highway use?</i></li> </ul>
<b>NUMBER AND TYPE OF TYPE OF TYRES</b>	<ul style="list-style-type: none"> <li>• <i>What type of tyres do you have on your vehicle?</i></li> <li>• <i>What size tyres are you running at the moment?</i></li> <li>• <i>What tyre size and profile are you running at present?</i></li> <li>• <i>Have you been happy with their performance?</i></li> <li>• <i>Do you want something similar?</i></li> <li>• <i>How many are you after?</i></li> <li>• <i>What tyre size do you want?</i></li> </ul>
<b>BRAND/ TYRE PREFERENCES</b>	<ul style="list-style-type: none"> <li>• <i>Do you have a specific tyre or price in mind?</i></li> <li>• <i>Would you like Brandname tyres or an inferior product?</i></li> <li>• <i>Looking for anything particular?</i></li> </ul>
<b>VALUES/IMPORTANCE</b>	<ul style="list-style-type: none"> <li>• <i>For you to get the right tyre, I need to know your priorities</i></li> <li>• <i>What's most important to you?</i></li> <li>• <i>What is most important to you when buying a tyre?</i></li> <li>• <i>What is important to you in tyres?</i></li> <li>• <i>What are you looking for in a tyre?</i></li> <li>• <i>What features are you looking for in a tyre?</i></li> <li>• <i>Are you keeping the car or selling it?</i></li> </ul>
<b>COMPARISONS/BUDGET</b>	<ul style="list-style-type: none"> <li>• <i>May I ask if you have had any other quotes?</i></li> <li>• <i>How does that price compare?</i></li> <li>• <i>Can I ask what your price range is?</i></li> <li>• <i>What other products have you been quoted on?</i></li> <li>• <i>What's your budget? (ask this last?)</i></li> </ul>
<b>PURCHASE TIMING</b>	<ul style="list-style-type: none"> <li>• <i>When did you need those?</i></li> <li>• <i>When do you need to purchase?</i></li> <li>• <i>How soon do you need them?</i></li> <li>• <i>We have (brand) tyres on sale this week.</i></li> <li>• <i>Would you be driving the same this year or planning holidays?</i></li> </ul>
<b>GET THEM ON THE FORECOURT</b>	<ul style="list-style-type: none"> <li>• <i>We have time to do it right now</i></li> <li>• <i>Can you bring it down now?</i></li> <li>• <i>Would you like to come in now?</i></li> <li>• <i>What is the most convenient time for you?</i></li> <li>• <i>Bring it in and we'll have a look</i></li> </ul>

	<ul style="list-style-type: none"> <li>• <i>Come in and I can show you the different tyres</i></li> <li>• <i>Can you show me your car?</i></li> </ul>
<b>OFFER APPOINTMENT</b>	<ul style="list-style-type: none"> <li>• <i>Can I make a time to fit them for you?</i></li> <li>• <i>When would you like to get it done?</i></li> <li>• <i>I can do it on (day) Is that okay?</i></li> <li>• <i>I have 2 o'clock free. Would that suit?</i></li> <li>• <i>Do you mind if we call you if we have a free booking tomorrow? (if busy)</i></li> <li>• <i>What time and day suits you best?</i></li> <li>• <i>Does 10 o'clock suit you tomorrow?</i></li> <li>• <i>Is 2.00pm or 4.00pm suitable for fitting your tyres?</i></li> <li>• <i>Would you like me to book it in now</i></li> <li>• <i>When would you like to do that?</i></li> <li>• <i>What's your best time for us to do that?</i></li> <li>• <i>If you've got the keys, I can start right now</i></li> </ul>
<b>GET THEIR DETAILS</b>	<ul style="list-style-type: none"> <li>• <i>Can we get a contact number?</i></li> </ul>
<b>CLOSING + CONFIRMING QUESTIONS</b>	<ul style="list-style-type: none"> <li>• <i>Are you interested in buying today?</i></li> <li>• <i>How does that sound to you?</i></li> <li>• <i>How does that price sound to you?</i></li> <li>• <i>How much deposit would you like to put on these tyres?</i></li> <li>• <i>Would you like to pay by cash or credit card?</i></li> </ul>
<b>ADD-ON QUESTIONS</b>	<ul style="list-style-type: none"> <li>• <i>Would you like a free tyre appraisal and brake check?</i></li> <li>• <i>We also offer tyre maintenance programs to suit</i></li> <li>• <i>You'll need a wheel balance with that</i></li> <li>• <i>Have you considered a wheel alignment with your tyre purchase?</i></li> <li>• <i>Do you need a lift home?</i></li> <li>• <i>May I recommend balancing and nitrogen to increase the life of your tyres?</i></li> <li>• <i>Can I help you with anything else</i></li> </ul>
<b>USE QUESTION SOFTENERS</b> For when you need to ask a hard edged question or you haven't built rapport	<ul style="list-style-type: none"> <li>• <i>"By the way.. (question)"</i></li> <li>• <i>"Would it be ok if I asked (question)"</i></li> <li>• <i>"Do you mind me asking (question)"</i></li> <li>• <i>"Is it ok if I ask (question)"</i></li> </ul>

<b>FORECOURT WELCOME</b>	
Rapport and Relationship building questions FORD – Family, Occupation, Recreation & Dreams Questions	
<b>RAPPORT QUESTIONS</b>	<ul style="list-style-type: none"> <li>• <i>My name is (name) and yours is?</i></li> <li>• <i>Good morning/afternoon. How may I help you?</i></li> <li>• <i>Welcome, how can I help you?</i></li> <li>• <i>Hi. How are you going?</i></li> <li>• <i>My name is (name) How can I help you?</i></li> <li>• <i>I'm (name) and your name is?</i></li> <li>• <i>How can I help you?</i></li> <li>• <i>How can we help you today?</i></li> <li>• <i>Hi! Your face looks familiar - Have I seen you here before?</i></li> <li>• <i>Can I ask your name?</i></li> </ul>
<b>FORECOURT PITCHING</b>	<ul style="list-style-type: none"> <li>• <i>What are you future plans for the car?</i></li> <li>• <i>What are you going to do with the car in future?</i></li> <li>• <i>Tell me – what type of driving do you do?</i></li> <li>• <i>Tell me about the conditions you drive in?</i></li> <li>• <i>Are you happy with your existing tyre?</i></li> <li>• <i>What's important to you in a tyre?</i></li> <li>• <i>What a nice car. You need better tyres.</i></li> <li>• <i>How many would you like?</i></li> </ul>
<b>TYPE OF DRIVING</b>	<ul style="list-style-type: none"> <li>• <i>What sort of driving do you do?</i></li> <li>• <i>What sort of driving do you do mainly?</i></li> </ul>
<b>REMEMBER: AVOID TALKING ABOUT <u>PRICE &amp; AVAILABILITY</u> UNTIL YOU HAVE ASKED ALL THE DIAGNOSTIC QUESTIONS – DON'T BE A <b>PREMATURE PRICE PRESENTER</b></b>	

OBJECTION HANDLING MODEL – LAER - Listen, Acknowledge, Explore, Resolve