

FORECOURT & BEYOND

VIDEO TRAINING WORKSHOP



TYREPOWER WORKBOOK 2 by Dave Staughton

May 2015 – DRAFT VERSION

TYREPOWER FORECOURT & BEYOND VIDEO – NUMBER 2 IN A SERIES OF 3

1. INTRODUCTION/PURPOSE

The purpose of this training session is to

- Increase store sales – especially on the forecourt and counter
- Improve sales of wheel alignments and other extras
- Improve the quality of conversations and initial diagnostics held on the forecourt/ in store
- Make the most of your in-store tyre displays
- Learn how to sell the value of any tyre – not just focussing on selling on price.



WHAT WOULD YOU LIKE TO LEARN?

2. FORECOURT VEHICLE WALKAROUND BEST PRACTICE TIPS

- Check tyres and spare
- Check odometer
- Check windscreen wipers
- Look at tyre condition – treadwear and damage
- Look out for any new damage to their vehicle (make owner aware)



WHAT ARE THE KEY FEATURES OF YOUR OWN FORECOURT WALKAROUND?

3. RUSSELL PILVAN'S WALKAROUND (TYREPOWER ESSENDON)

Watch Russell inspect tyres looking for wear. Tread-depth, even tyre wear and the tread wear indicators (TWIs). Also look out for recent car or tyre damage that you could be blamed for.

- Check appearance of the tyres
- Touch and feel the tyres – use your hands
- Get down for the rear tyres – see the tyre shoulders and feel the tyre
- Check tread depths
- Look at the turned out front tyre
- Show and explain the tread wear, damage and indicators to customer
- Explain or offer benefits of a rotate and balance (extends tyre life)
- Explain or offer benefits of a wheel alignment
- Check odometer to indicate life of tyre sets and car history
- Different tyre wear on rear wheel drive, front wheel drive, 4WD.
- From the type and condition of the vehicle you may guess the sort of tyres they may want – low end, mid-range, high end, Are they a proud caring owner or not?
- Check the spare – does it match the tyre?
- Always hold the boot lid (broken springs cause you to bang your head)
- Check spare tyre pressure and inspect for damage



WHAT ARE THE KEY FEATURES OF RUSSELL'S WALKAROUND?

4. FRANK BUFFONE'S WALKAROUND

- Point out the tyre damage to the customer – scuffs, cuts etc
- Check tyre pressures using a guage
- Notice the baby seat – *“Is safety is a concern to you?”*
- Tell them about their tyres
- *“haven't been too happy with them?”*
- *“Do you feel comfortable driving on them?”*
- Educate the customer on tread wear indicators, unroadworthiness and outside wear
- *“I would recommend a wheel alignment to get the most out of your tyres. It stops premature wear and makes sure it steers in the right direction”*



WHAT ARE THE KEY FEATURES OF FRANK'S WALKAROUND?

5. PAUL JOANNOU'S WALKAROUND (TYREPOWER WERRIBEE)

- Check the tyres and tell the customer
- *No ozone Cracking*
- *No stress fractures*
- *Not wearing evenly*
- *How often are you maintaining your tyres?*
- *Are you doing rotation and balance?*
- *We offer tyre maintenance programs - Extend your tyres life, Better fuel efficiency, Tyre rotation,*
- Check the spare, balance and wheel alignment
- Make them an offer – *come and have a beverage while we do a safety inspection and analysis*



WHAT ARE THE KEY FEATURES OF PAUL'S WALKAROUND?

6. PAUL'S BEST FORECOURT SALES TIPS

- Find out the customers concerns - Find out what they want and need
- Focus on safety - Give reassurance that you know your stuff
- Explain tyre wear prevention methods – ensure future business and addons
- Educate customers – Show them what happens, how to fix/prevent it and why it happens
- Do further analysis – tyre wheel alignment check, mechanical, suspension, battery test
- Must listen to customers – find out their concerns (Safety and quality)
- Do the basic checks – tyre pressure and tread wear
- Shoulder to shoulder on each tyre check legal tread depth



WHAT COULD YOU DO TO IMPROVE YOUR FORECOURT SALES SKILLS?

7. THE SALES SCALE FOR ALIGNMENTS

The number of wheel alignments you sell really depends on how you ask.

- If you don't ask and have no sales aids– you hardly sell any. maybe sell 1 out of 10 customers
- You can ask badly – avoid “You don't want a wheel alignment do you?” You'll sell 2 out of 10 customers
- You can make an offer – “Would you like a wheel alignment?” – You'll sell 3 or 4 out of 10 customers
- You can recommend “ We recommend you get a wheel alignment” – You'll sell 5 out of 10 customers
- You can tell them – “YOU really need a wheel alignment with that” – You'll sell 7 out of 10 customers
- You can just assume the sale “and you'll need an alignment too” – You'll sell 8 out of 10!



You can sell STACKS more wheel alignments – just get the confidence to tell or recommend them.

You could also offer premium wheel alignments with newer equipment.

WHAT COULD YOU SAY TO SELL MORE WHEEL ALIGNMENTS?

THE BEST WAY TO SELL **MORE** WHEEL ALIGNMENTS
IS TO **TELL THEM** THAT THEY NEED A WHEEL ALIGNMENT.



8. ALWAYS CHECK THE SPARE

- Always check the condition of the spare
- Check to see if it is old, new or aged?
- Are there any leaks in the boot potentially damaging the tyre?
- Is there ozone cracking on the spare?
- Most spares are fitted upside down – we need to take it out and check the pressure
- Might add 4 to 5 psi's above the recommended pressure
- Spare tyres are not normally rotated. Cross rotations are more popular for passenger cars.
- Always check the spare – you never know what or who you might find!



HOW CAN YOU MAKE SURE WE ALWAYS CHECK THE SPARE?

ALWAYS CHECK THE SPARE!



9. THE 1245 TYRES SALES METHOD

Different customers are looking for different solutions to their tyre problem.

- If they want to buy just 1 tyre – you could pair it with the spare tyre
- If they want to buy 2 tyres – you may upsell to offer a deal on a “4 for 3” special
- If they want to buy 4 tyres – you may upsell to a fifth tyre or even trade in the new spare



HOW COULD YOU USE THE 1245 SALES METHOD TO SELL MORE TYRES?

10. UNDERSTANDING WHEEL ALIGNMENT SALE RATIOS

- You should measure the number of wheel alignments you sell against the number of tyres that you sell. This ratio should be shared amongst all staff and measured regularly.
- A good store may sell 1 wheel alignment (WA) for every 4 tyres sold, an average tyre store 1 WA for 10 tyres sold.

DO YOU REALLY KNOW YOUR
SALES RATIOS?



TIP: Make sure you run the COSTAR report that counts wheel alignments and tyre sold – every month to track your sales progress

- The best way to sell more wheel alignments is to TELL THEM that they need a wheel alignment.
- Tell them why! – come back every 10,000km to extend your tyre life and improve safety and performance.
- Explain why tyres wear out prematurely and leave unused rubber (and money) on the tyre.

Use a Wheel alignment sales aid –

1. a “Worn Tyre” display or
2. A “Wonky wheel” toy car.
3. An evenly worn high km worn tyre

WHAT IS YOUR WHEEL ALIGNMENT RATIO & HOW COULD YOU IMPROVE IT?

11. ASKING MORE EFFECTIVE FORECOURT QUESTIONS

We need to get a complete picture of their vehicle, tyres and driving habits in order to find the best tyre solution. We need to ask great diagnostic questions and be a tyre detective to find the best sale.

The more questions you ask the more rapport you can build. You don't have to ask them all!!

The main thing is to show interest in their answer, repeat back what they have said and find out more about what they want and need.

You can find lots more opportunities to make bigger sales!



- *Who's car is it?*
- *How long have you have the car?*
- *Who fitted the tyres?*
- *Are you happy with these existing tyres?*
- *How's it handling?*
- *What are you future plans for the car? / What are you planning to do with the car?*
- *What are you going to do with the car in future?*
- *Tell me – what type of driving do you do? 4WD/offroad?*
- *Tell me about the conditions you usually drive in?*
- *What's important to you in a tyre?*
- *How are the brakes?*
- *Is there anything needing fixing?*
- *Anything else we can do for it? – any noises or clunks?*
- *Let's get it up on the hoist and do a safety check*

HOW COULD YOU GET YOUR TEAM TO ASK BETTER FORECOURT QUESTIONS?

12. COUNTER SELLING / CLOSING TIPS



Back at the Counter – we can follow up on information found in the walkaround.

- *Let me work it out for you.*
- *The best thing we could do is...*

13. THREE DIFFERENT CUSTOMER CLOSES – With FRANK BUFFONE

A VALUE SALE (PRICE SENSITIVE)

I can get the job done in

And you'll have (benefits)

How much time do you have now?

Got your keys?



SAFETY INSPECTION SALE (MECHANICAL)

I'd also like to do a safety check while I've got it

Would you be happy doing that?

It'll take a couple of hours

Do you want to do it now?

EASY SALE (WEALTHY CUSTOMER)

And that price includes tyre disposal, fitting & balance

And you'll need a wheel alignment – front and rear

We'll get you booked in!

HOW COULD YOU IMPROVE YOUR SALES CLOSING TECHNIQUES?

AVOID THESE SALES KILLERS !

HOW TO FINISH A SALE BADLY...

AVOID



- * ANYTHING **ELSE** ?
- * WOULD YOU LIKE ANYTHING **ELSE** ?
- * IS THAT **IT** ?
- * IS THAT **ALL** ?

HOW TO KILL A SALE...

AVOID



- * YOU DON'T WANT A **DO YOU** ?
- * THAT'LL BE **X** !
- * THAT'S **X** !
- * THAT'S **ALL** ?

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Stop Killing your Extra sales - Always make a suggestion, offer an extra or an addon!

"By the way, have you considered...."

14. BELIEVING IN WHAT YOU SELL

You need the right attitude, belief and confidence in the products and services you are selling.

Henry Ford said *"Whether you think you can or think you can't – you're right"*

- When you believe you can do it – You Can.
- Avoid repeating 'disempowering beliefs' that stop you from making sales.

I have heard some people say silly untrue things like

- "I just sell tyres"
- "My customers all buy on price"
- "We don't sell wheels – they buy 'em online"
- "Everyone wants to buy cheap tyres"
- "We don't sell many wheel alignments"
- "No one around here buys Nitrogen"

With an attitude like that – it will be a self-fulfilling prophesy. You won't sell many.

So STOP saying and thinking these things!

- Make sure you wholeheartedly recommend your tyres and services – especially your premium offerings.
- Personal Recommendations make more sales! – tell them your past success stories – We had a customer who

- Where your attention goes – money flows – put your attention on your best products and services and tell more people about them.

ARE THERE ANY BELIEFS OR POOR ATTITUDES STOPPING YOU FROM MAKING MORE SALES?

USE WINNING SELF TALK !



15. USING TYRE DISPLAYS TO SELL MORE with Russell Pilvan

- Tyres on display inside your store help you make more sales!
- You can sell more tyres in your showroom when customers can see and touch the brands they want.
- You can cross-sell from one tyre to another preferred tyre
- You can show different tyre models and explain their features & benefits
- Russell at TP Essendon has tyres displayed in categories – UHP (Ultra High Performance, Passenger range, SUV and 4WD).

HOW COULD YOU USE YOUR TYRE DISPLAYS TO SELL MORE?

16. SELLING THE VALUE PROPOSITION



- Learn to sell the different Tyre Value Propositions – good mileage, comfortable, wet weather, long wearing. Display a well worn used tyre (done 105,000km).
 - Economical like Kumho, Safety oriented like Continental.
 - Touchy feely customers love touching tyre displays – they OWN it.

17. HOW PEOPLE BUY - LOOKERS, SOUNDER & FEELERS

There are three main types of buyers – Lookers (40%), Sounders (20%) and Feelers (40%).

- Visual people like the look of things. (Look, See, Pictures)
- Auditory people like the sound of things (Hear, Rings, Noises)
- Kinesthetic people typically like the feel of things (Hands on, Rubbing, Touching)

You can get better sales results by asking different closing questions :

- Visuals – *How does that look?*
- Auditory – *How does that sound to you?*
- Kinesthetic – *How do you feel about that?*
- Digital – *So what do you think? (Avoid this one)*

ARE YOU A LOOKER, SOUNDER OR FEELER? WHAT ARE YOUR OTHER TEAM MEMBERS?

THREE MAIN TYPES OF BUYERS



LOOKERS (40%)
LIKE THE LOOK OF THINGS



SOUNDERS (20%)
LIKE THE SOUND OF THINGS



FEELERS (40%)
LIKE THE FEEL OF THINGS

18. USING SALES AIDS with Russell Pilvan

- Have tyres on DISPLAY – Show them the tyres and explain the value, show them the differences between tyres. Point at the tyres, touch the tyres and show them why?
- Show a Race Car Tyre display tyre – used to explain the different layers and make up of a tyre.



19. TELL A TYRE STORY

- Russell displays a Toyo highway terrain tyre done 96,000km next to a brand new Toyo. The Toyo offers good tyre life, quiet running.
- To get that tyre life - Needs wheel alignment, rotate and balance every 10,000km
- Russell had sold 1 set of tyres then had done 8 Wheel alignments, rotate and balance



WHAT GREAT TYRE STORIES DO YOU TELL?

20. SELLING 4WD TYRES with Russell Pilvan

- Are they really an Offroader or just dreamers?
- Do they want to look tough? – offer Pirelli, Kelly, BFG, Mickey T, Toyo
- Ask better questions to find out what they want to do
- Is Noise a concern – All terrain tyres are quieter
- Are they concerned about the “Look” of the tyre? – suggest Big Tyre Sidewalls
- Sell the features and benefits of each tyre
- Watch their body language – do they move in or step away
- Watch their facial expression – what tyres interest them?
- Russell says – Body language is just Listening with your eyes
- Learn Tyre retailing techniques – Display and What to say
- Find the right tyre size
- Know the margins – which are CORE products?
- Cross sell from BFG – they are dear and have low margin to Cooper, Kelly or Toyo.



HOW COULD YOU IMPROVE YOUR 4WD TYRE SALES?

21. CONVERT FEATURES INTO BENEFITS



Features of any tyre are just information. What we have to sell is what that means to the customer.

Use the words “Which means” “So That” “That means” or “Because” to convert any tyre feature – size, construction, materials.

TYRE FEATURE	BENEFIT (Which means...)
Contains Silica	
Bigger Tread pattern blocks	

22. TYRE VALUE PROPOSITION – SPACED

Different people buy tyres for different reasons. Sometimes we have to make sacrifices in some areas in order to get better results in others. For example making a tyre softer will make the tyre less long-lasting. Sometimes improving safety makes the ride less comfortable. We must find out what our customer really values.

You can ask some questions that may reveal their buying decision values:

- *What's important to you about your driving?*
- *What are you looking for in a tyre?*
- *What do you want to get out of your tyre?*

Six common Values for customers buying tyres can be remembered as SPACED:

- Safety
- Performance
- Appearance
- Comfort
- Economy
- Durability



SAFETY PITCH

- High technology
- Wear rates & longevity
- Grip & water displacement
- Better braking and handling

PERFORMANCE PITCH

- Range of UHP 18" 19" tyres
- Components & tyre construction method
- Drive, handling, braking
- Dealing with Compromises – performance vs wear

APPEARANCE PITCH

- How it looks
- Side wall – Tough 4WD rough
- Add wheels – black, silver, grey

COMFORT PITCH

- Explain the cut in blocks in tyres - Smaller cut – little blocks make it more comfortable
- Improve the noise factor
- Kumho design – drainage, comfort and longevity
- Upsell to shockers
- Suspension lasts 100,000km – your original shockers have lost 30%

ECONOMY PITCH

- Mention Longevity and petrol saving
- Typically Forum readers
- Talk about Rolling resistance, low wearing, green tyres
- Silica compound in 4WD
- Focus on Fuel economy
- Importance of rotating tyres
- Kumho, Toyo, Coopers
- Promote long term results not price

DURABILITY PITCH

- Durable tyres – customer wants lots of km
- Mileage guarantee – Kelly Coopers
- Bring it back regularly for service – extends life –
- Upsell to Rotation and Wheel Alignments –
- Tread depth may also be a factor (cooper offoad)

FOLLOWING A SALES PROCESS or SYSTEM

- We recommend using a good comprehensive Job Card or COSTAR print out.
- There are benefits of having a disciplined approach to using a checklist.
- Everyone is on the same page. Front office, mechanics, customers, reduce surprises and mistakes.
- The benefit of the printed COSTAR job card is great for past customers – no need to write out the info again. Can follow up on advice and warning from last visit.
- Asking a systemised set of diagnostic questions – a job card on a clipboard – build better relationships and trust

VALUE OF TYRES=SPACED

SAFETY

PERFORMANCE

APPEARANCE

COMFORT

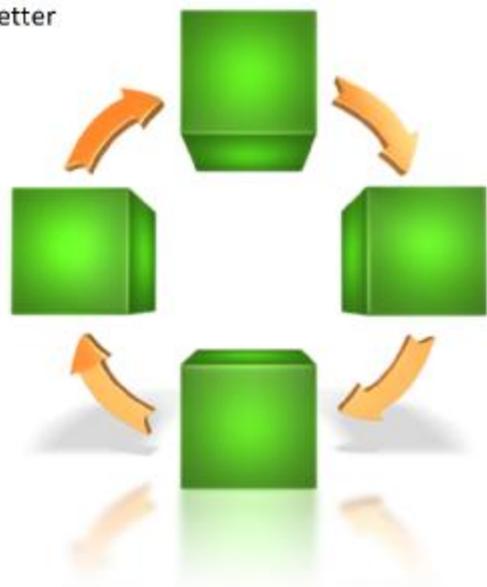
ECONOMY

DURABILITY



23. USING A JOB CARD WITH RUSSELL

- Following an order and process – the workshop runs better
- Get the customer information and business name
- Check car/use the checklist chart
- Write down the agreed plan – tyres/ repairs - Wheels Alignment, batteries
- Technician checks off - wheel nuts, pressure, spare, lock nut check
- Signed off by customer.
- Mechanical repairs on the job card, costings, recommendations, signed off
- Ticked off all work being done
- Comments go into COSTAR
- Invoice in COSTAR
- Expected work for next time is listed
- Make sure that any vehicle damage is noted



HOW COULD YOU TRAIN YOUR TEAM MEMBERS TO FOCUS & SELL TYRE VALUE NOT PRICE?

24. USING COSTAR JOB SHEETS

The "old days" was using a paper diary and job cards – The future is COSTAR printed job sheets and using COSTAR Appointment book.

25. USING COSTAR WITH PAUL – Steps to an automated office

- Get a quotation
- Name – Quick Reference
- Products
- Labour Quotation
- Repair Order
- Appointments
- Work order forms
- Add new
- Name and details
- Order taken by
- Brought in / Deliver by times
- Use templates for past clients
- Job Card - Print Repair order
- Basic details to technician – No prices
- Tread depth check, tyre pressures, torqued, lock nut
- Safety inspection = basic or full service
- Inspection. Checklist
- Print off a copy for customer



HOW COULD YOU USE COSTAR BETTER?

25. ASKING BETTER QUESTIONS ON THE FORECOURT

Act like a doctor and ask Diagnostic Questions to diagnose a better sale result \$\$\$

USE A **DIAGNOSTIC** PROCESS

YOU CAN MAKE LOTS MORE SALES BY USING ANY
DIAGNOSTIC PROCESS



WHY WE NEED TO USE IT -PURPOSE

WHAT TO SAY- A CHECKLIST

HOW TO SAY IT- GREAT QUESTIONS

WHEN TO SAY IT-THE RIGHT ORDER

ASK MORE! SELL MORE! MAKE MORE!

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

USE THE MILLION DOLLAR QUESTIONS

1. *Just before I answer that, do you mind if I ask you a few quick questions?*
2. *May I ask how you found out about us? (early in conversation)*
3. *By the way, have you considered (insert offer) because (insert reason)*