

# STORE MERCHANDISING & MARKETING

## VIDEO TRAINING WORKSHOP



TYREPOWER WORKBOOK 3 by Dave Staughton

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# TYREPOWER STORE MERCHANDISING VIDEO – NUMBER 3 IN A SERIES OF 3

## 1. INTRODUCTION / PURPOSE

The purpose of this Training Session is to

- Increase store sales using merchandising and in-store marketing
- Improve the customer experience in store
- Improve your product merchandising to make more sales



WHAT WOULD YOU LIKE TO LEARN?

## OVERVIEW



This training will specifically focus on ways to sell more:

- Batteries
- Wheels
- Tyres (using Tyre Sales Aids)
- Premium Services
- Nitrogen
- Using Store Marketing

WHAT COULD YOU MERCHANDISE BETTER & SELL MORE?

## 2. IMPROVING THE CUSTOMER EXPERIENCE WITH FLOW ANALYSIS

- People generally remember the first thing and last thing they experience and they certainly remember pain (Ouch!) much more than pleasure (Wow factors!). That's why store audits are critical to success.
- One of the best ways to improve your overall customer experience is to do a FLOW Analysis of your store. A better customer experience will get more people to come back and tell others



HOW GOOD IS YOUR CUSTOMER SERVICE & EXPERIENCE?

### 3. FIRST IMPRESSIONS AT YOUR STORE

- Outside the Store?
- Signage?
- Carpark Cleanliness & Swept?
- Flags?
- Outside Building Cleanliness and Paint?
- Rubbish Bins?
- Smokers Areas?
- Broken Fittings?



WHAT COULD YOU DO TO IMPROVE FIRST IMPRESSIONS AT YOUR STORE?

## FIRST IMPRESSIONS COUNT!



Remember - Stores that are clean & tidy have happier teams and make more sales!

#### 4. LASTING IMPRESSIONS

- Avoid the 'flog and flee' method of sales – (get them in and then forget them)
- We want our customers to remember us and come back and tell others
- In order to stay in contact with customers we must get their mobile number and email address into COSTAR so we can send reminders by SMS or email
- Sending reminders, E-news, cards and other offers
- Use giveaway promotional products
- Be strongly branded – everywhere you look you see a Tyrepower logo
- Provide a memorable experience and help me out



WHAT COULD YOU DO TO LEAVE A BETTER LASTING IMPRESSION AT YOU STORE?

#### 5. LEAVING A LASTING IMPRESSION

- Be MEMORABLE
- Use promotional products
- Farewell your customers
- Keep in touch with SMS



HOW COULD YOU STAY IN TOUCH WITH YOUR CUSTOMERS?

#### 6. PAUL'S MARKETING TIPS

Reasons to send Reminder SMS or Emails

- Rotation servicing
- Check air conditioner when hot or Batteries when cold
- Pre-holidays checkups and inspections
- Special occasions – birthdays, anniversary of tyre
- Bad weather or disasters



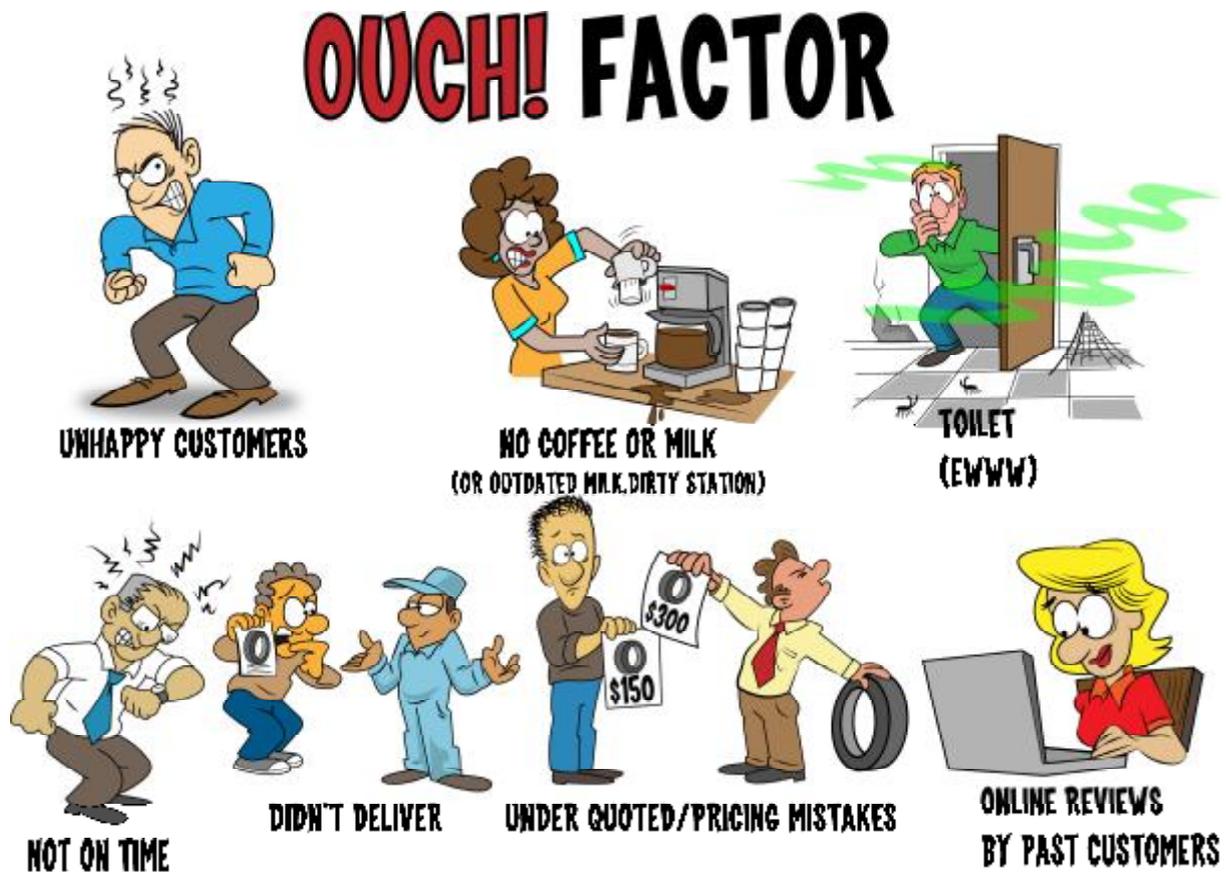
WHICH SALES AIDS COULD YOU ADD TO YOUR SALES TOOLKIT?

### 7. OUCH! FACTOR

- Unhappy customers
- No coffee or milk (or old outdated milk)
- Toilet
- Not on time
- Didn't deliver
- Underquoted / pricing mistakes
- Online reviews by past customers



WHAT ARE THE BIGGEST CUSTOMER OUCH FACTORS AT YOUR STORE?



## 8. REMOVING THE OUCH!

The best thing we can do to improve any store is to find out and remove what causes our customers the biggest amount of pain.

You can survey or ask your loyal customers

- *If there was one thing we could do better what would it be?*

Some of the areas that could easily be improved include

- Toilet areas
- Staff rooms and lunch rooms
- Smoking areas
- Sweeping up outside
- Waste areas
- Another big issue is causing any potential damage to their vehicle (inspect & report damage)



WHAT CUSTOMER & STAFF OUCH FACTORS CAN WE REDUCE?

YOUR ATTITUDE, BELIEF & CONFIDENCE IS CRITICAL TO SUCCESS.

## 9. WOW! FACTORS



- Nice reception chairs, tables and wifi
- Coffee and hospitality
- Drive them home
- Car pick up services
- Ice for their esky

WHAT ARE THE BIGGEST CUSTOMER WOW! FACTORS AT YOUR STORE? CAN WE IMPROVE THEM?

# BE MEMORABLE!



## 10. KNOX SITE VISIT – DELIVERING GREAT FIRST IMPRESSIONS

- Branding
- Flags
- No weeds or cigarette butts
- Swept and clean
- Carpark tidy
- Smells nice
- Nice facilities

TIP - AVOID 'Owners Blindness' – get someone else to have a good look at your store



## 11. OUTSIDE KNOX TYREPOWER

- Slider lettered sign board with an offer
- Tyrepower Flags
- Branding Signage on Store

## 12. INSIDE KNOX TYREPOWER – MERCHANDISING TIPS

- ü Wheels Display – nice and High catches the eye
- ü Tyre displays
- ü Tyrepower Red Couches
- ü Official Tyrepower floor
- ü Services Menu
- ü Tyrepower Counter Mats
- ü Brochures
- ü Business Cards – “one for you and two for your friends”
- ü Stickers on wheels and batteries
- ü Tyrepower Code of conduct
- ü Safety Sign before workshop entry dor
- ü Battery Display
- ü Refreshment Station
- ü Signs
- ü Water
- ü Images and History – tell a story
- ü Clean Toilets
- ü Kids play area



WHAT DOES KNOX TYREPOWER DO WELL THAT YOU COULD ALSO DO?

## 13. INSIDE WERRIBEE TYREPOWER

- Displays
- Feature Counter
- Awards
- Services Menu



WHAT DOES WERRIBEE TYREPOWER DO WELL THAT YOU COULD ALSO DO?

#### 14. SELLING MORE & IMPROVING AVERAGE \$ SALE

You can make lots more sales by getting your customers to come in during quieter times (Shiftselling). You can make suggestions to sell a bigger one or a better one. You could also sell combinations of products & services.



- Shiftsell – get customers to come in during a quieter time of the day/week/month
- Cross-sell – Sell a different one
- Upsell – Sell a bigger or better one
- Sell Addons & combos –

WHAT SELLING TECHNIQUES COULD YOU PRACTICE?

#### 15. ADDONS & EXTRAS – Other things to sell

- Windscreen wipers
- Batteries – do battery checks and offer staff incentives
- Alternators and starter motors ( in car battery check)
- More wheels – learn to love and display wheels
- Airconditioning servicing – gas refills
- Wheel alignments
- Tyre hazard warranties
- Nitrogen to fill tyres
- Suspension / shockers
- Headlights & bulb upgrades
- 4WD, first aid and safety gear



WHAT OTHER THINGS COULD YOU SELL AT YOUR STORE?

## 16. SELLING MORE BATTERIES

- Have the discipline to test every vehicle
- 1 in 7 to 1 in 10 fail the battery test
- Tell customers the reasons why they should replace their failed battery now
  - Modern batteries typically fail instantly – don't be stuck somewhere
  - Save a life and avoid expensive mobile battery fitters



HOW MANY BATTERIES DO YOU TEST & HOW MANY DO YOU SELL?

## 17. PAUL'S TIPS ON SELLING BATTERIES

- Get a Century Battery Tester – about \$500
- Every car gets a complimentary battery test
- 1 in 7 car batteries fail the test
- Incentivise the staff with a monthly battery target – two tiers - \$5 or \$10 per battery reward
- Type CCA (battery cold cranking amps) into battery tester
- Join positive to positive, negative to negative
- Can be run off the battery or the engine
- Uses EFTPOS paper
- Put the test onto the job card and safety inspection report
- Takes 5 mins and they won't get stranded
- We stock common and popular batteries – talk to century rep
- There is a good margin on battery and a fitting fee that can be charged
- You can also sell an “addon on an addon” – test the cars electronic components when testing the battery in the vehicle – start the car ignition and check alternator, starter motor for replacement.



**TIP: Always remember to place a Tyrepower Sticker on the Battery and the Spare!**

HOW COULD YOUR STORE MERCHANDISE, TEST AND SELL MORE BATTERIES?

## 18. LUKE'S TIPS ON SELLING SPEEDY WHEELS

- Have a keen interest in wheels
- Hold stock of wheels – steel and black (silver for caryards)
- Have a wheels display as a talking point
- Tailor your display to your customers – 4WD/Premium/Enthusiasts
- When a salesperson loves wheels and has a genuine interest – sales go up!
- Best wheels questions to ask
  - Does it fit?
  - What finishes do you like?
  - Wheel warranties
  - Looking for lighter or more durable? – alloy or steel?
- Benefits of a steel rim wheel – economical second set for 4WD
- BEWARE - If they're mounted they're bought – Most rims are not displayed with tyres.
- Can have ceiling mounted displays in small stores
- Use banners, posters, counter laminates to attract attention to wheels.
- Improve your wheel displays with
  - Signage
  - Pricing
  - Tickets – size, fits, recommendations
  - Header signs
  - 4WD caps
  - Window lights at night – LED displays
  - Keep it clean – a clean wheel is a happy wheel!



HOW COULD YOUR STORE MERCHANDISE & SELL MORE WHEELS?

## 19. SELL PREMIUM SERVICES WITH PAUL (NEW EQUIPMENT)

You can offer a range of different levels of service. Many retailers offer the “Good, Better, Best” model of pricing their products and services. A bronze offer, a silver offer and a gold standard offer.

- Paul bought new technology after the recent Tyrepower conference and now has a Roadforce Technology wheel balancer.
- A standard balance is \$10, a specialist deluxe balance up to \$25/balance
- This machine attracts a new clientele
- A balancing machine can cost \$20k-\$50k



HOW COULD YOUR STORE OFFER AND CHARGE FOR A PREMIUM SERVICES?

## 20. SELLING NITROGEN

- Lower tyre maintenance – requires fewer tyre checks
- Offer a 3 monthly rotation and nitrogen check
- 10-15 min cycles in and out to replace nitrogen
- Typically sells for \$5 to \$15 per tyre
- Checkout the nitrogen suppliers and Tyrepower nitrogen sales gurus.



COULD YOUR STORE OFFER & SELL NITROGEN?

## 21. USEFUL SALES AIDS

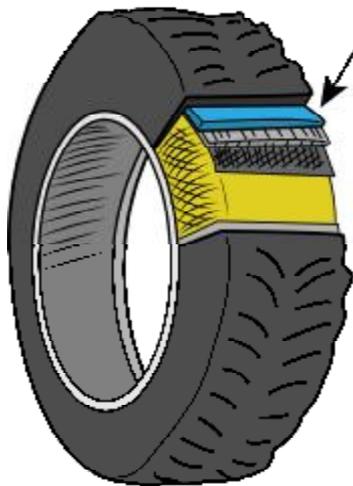
- ü Paper pads and A4 enquiry sheets
- ü Pens and clipboards (colour coded for tyres/mechanical)
- ü Phone script questions near the phone
- ü Job cards – printed, customised or avail from tyrepower
- ü Call conversion tracker from Tyrepower HQ (Calls into customers)
- ü Catalogues
- ü Pricing – printed books or online
- ü Business cards for each staff member
- ü Fridge magnets
- ü Stickers on spares and batteries
- ü Pressure gauge
- ü Tread depth checker
- ü Worn used tyres – to show longevity (rotated) or uneven wear patterns



WHICH SALES AIDS COULD YOU ADD TO YOUR SALES TOOLKIT?

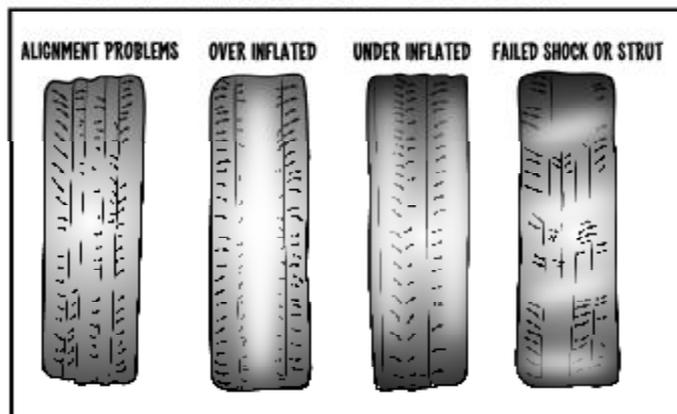
# USE SALES AIDS!

## USE CUT TYRES ON DISPLAY



TOY CAR TO DEMONSTRATE ALIGNMENT PROBLEMS

## USE INFORMATIONAL POSTERS



## 22. FRANK'S SALES AIDS

- ü Cut tyres on display
- ü Cooper tyre wear marks blocks
- ü A toy car with wobbly wheels to explain alignments



## 23. ROSS'S SALES AIDS

- Racecar wheel with a flat spot – shows tyre construction methods – rubber, tread, nylon

WHICH SALES AIDS COULD YOU ADD TO YOUR SALES TOOLKIT?

## 24. TYREPOWER BEST PRACTICE - THE GURUS LIST

Here are some suggested Gurus – find experts and best practice stores that sell these products

Batteries	Paul – Tyrepower Werribee
Wheels	
Tyres (using Tyre Sales Aids)	Russell – Tyrepower Essendon
Premium Services (alignments)	Paul – Tyrepower Werribee
Nitrogen	
Using Marketing	Paul – Tyrepower Werribee

**ACTION PLAN**

**WHAT ARE YOU GOING TO DO DIFFERENTLY?**

**WHAT RESOURCES DO YOU NEED?**

**WHO CAN YOU ASK FOR HELP & ASSISTANCE?**

## MORE STORE MERCHANDISING BEST PRACTICE TIPS

### 1. SELL EXTRAS BY POSITIONING YOUR PRODUCT STAND

Sell more extras by placing a large product display located near reception and opposite your seats in the waiting area.

### 2. PUT YOUR STAR PRODUCTS AT EYE LEVEL

Products displayed just below eye height sell MUCH more than those on higher or lower shelves.

### 3. LIGHT IT UP

Product Displays that are well lit up sell stacks more. Try LED and spotlights.

### 4. CLEAN IT UP

Retail is detail – Keep it clean and dust free. Display stands of products, arranged neatly and labels forward. Clearly priced or use coloured dots to indicate prices.

### 5. STOCK IT UP

The more stock you have – the more products you sell. Avoid being Out of Stock (OOS) and use the techniques of a drink display in a convenience store – LOTS of bottles on display!

### 6. MAKE SUGGESTIONS WITH A COMBOS LIST

Put a list of effective combos up on the product stand – “This goes with that”

### 7. SPECIAL DEALS & PACKAGES

Display special deals and packages near your counter and product display. You can even make your own special deal baskets with shrink wrap and coloured paper to clear any slow moving stock.

### 8. MORE SIGNAGE & POSTERS

The more signs and posters you display the more you demonstrate value, build your brands and show possible purchases.

### 9. GO HIGH TECH –

You can use a Plasma TV, Ipad or animated photo frames to show moving videos, powerpoints and visuals. Display your deals and products.

### 10. TYREPOWER MERCHANDISING KITS & PROMOTIONAL PRODUCTS

Get more customised signage and shelf talkers. Promotional products build your brand and repeat business.

### 11. COUNTER DISPLAYS

Last minute purchases can be added at the counter. Pick a passion product of the month to promote. Try something unusual like a chamois, keychains, first aid kits or torch etc

### 12. SIGNS BEHIND THE TOILET DOOR

You can put a great sign behind the toilet door to promote any products. (ask your rep to sponsor your signs or catalogues)

### 13. USE “TALK BUBBLES” ON THE WALL

Use your effective questions as conversation starters with colourful talk bubbles around your wall. “Going on holiday?” “Need your Airconditioning checked?”