



Telephone Sales Guide

Remember: The Customer steers the order of the conversation,
do not ask a question before first answering the Customer's.

10 Points Each

Introduction: 30 Points

Step 1.) The Greeting: "Thank you for choosing TireMax. This is ____ How may I help you?"

Step 2.) Introductions: Get their name: "Great, whom do I have the pleasure of speaking with today?"

Step 3.) How soon do you need it?: This is not an assumptive close. At this point, we are merely gauging the customer's sense of urgency. If the customer says "today", reply with "let me mark that down." and proceed to Step 4 after recording that information.

Selling Points: 50 Points

Step 4.) Ask qualifying questions: 5 points per question (10 pt. max)

Ask at least 2-3 qualifying questions to find the right match for the customer and the wheels / tires that best suits their needs. Ask questions that get us to the wheels / tires that best fits their needs the quickest. For example: "Do you know the size or would you like me to look that up?" "Do you have a specific brand or tread pattern in mind?"

Step 5.) Make a recommendation: 10 points each

"Based on what you told me, I recommend_____."

- Explain at least 2 features and their benefits to the customer.
- Quote the retail price along with the lease rate and terms.

Step 6.) Ask for the sale: 20 points

- Confirm that the tires / wheels we have recommended meets all of their needs. If we have made the best recommendation we have now earned the right to ask for the sale.

Example: "Do you want to get those installed today?"

Identifying the objection: 10 Points

Overcoming Objections: 20 Points

If the Customer is not yet ready to make a buying decision **Ask:**

"Do those wheels / tires meet all of your needs?" If their answer is "NO" we have found an objection we must solve before we go further. If their answer is "YES" and the wheels / tires meet all of their needs proceed to:

Overcoming the objection: 10 Points

Ask: "Now that we have found the right wheels / tires for you, is there anything preventing you from getting them installed today?" Make and attempt to overcome the Customer's objection to receive these points.

Bonus: +10 each

1.) Request contact information for follow up.

Examples: e-mail address
phone number
mailing address

2.) List at least 3 Benefits of being a TireMax Customer.

Examples: Pre-Approved, No Credit Needed, Free Same Day Installation, Free Flat Repair and Free Rotate & Balance for the life of select tires, 90 DSAC, etc.

Negative Points:

-10 each

1.) If the customer is left on hold for more than 60 seconds at one time.

2.) If the associate does not attempt to overcome objections.