

Earning Her Business: Premium Tires



SESSION OBJECTIVE

Create a selling experience whereby the value of premium tires is based on the products a customer already perceives as delivering high value. Examples include: purse, computer, child safety seat, cell phone.

This is a strategic five-step process to identify a woman's value priorities and draw a connection to the value that premium tires play in the overall driving experience. Role play these steps several times to become comfortable with the process, thereby telegraphing integrity and expertise to the customer. Break each step down to really grasp the concept of redefining value based on a customer's own perceptions. This process involves keen observation, perception, product knowledge and relationships.

APPROACH

1. GREETING — Audit all of the tangibles/intangibles of your dealership to ensure they send a welcome greeting to customers. This includes all sensory cues — what a customer sees, smells, hears and feels. This is the first step in building relationship/experience.

2. WALKING OUT TO HER CAR — Use this observational technique to learn how a customer defines value. Look for clues on what's important to her — brand names that indicate the level of quality in items such as premium child's car seat, sports equipment, cell phone, computer or tablet, shopping bags, bumper stickers, children's books. These items equate to value in the customer's eyes and will serve as a point of reference later.

3. ASKING QUESTIONS/LISTENING TO ANSWERS — Engage in friendly dialogue to better know the customer and determine what she needs/finds important. Use the tools in her world as a comparison/parallel to tires in areas such as: safety, workmanship, quality, NVH, performance, longevity, genuine vs. imitation.

4. PRESENTING PRODUCT — You must become a tire expert to draw comparisons between the consumer products in which she sees value and premium tire value. Paint a picture of potential experiences based on her current world view. Remember, you are redefining the value, benefits and consequences of the \$200-300 difference between cheap and premium. Break it down to cost per year, month, week, day.

5. ASK FOR THE SALE — Based on your product knowledge, and your understanding of the customer and how she defines value, recommend the right tire and ask for the sale.

THREE REMINDERS

- 1.** Learn how your customer defines value. This will help you relate premium tires to products in her world — redefining value.
- 2.** Recognize what is most important to your customer as it relates to tires and driving.
- 3.** Learn how to present premium tires in a way that allows customers to relate tire value to the same important value they place on items they love (purse, iPhone).