



Training

Retail Basics

RETAIL TIRE INFORMATION TRAINING PROGRAM

- **INTRODUCTION:**

- **Congratulations!** You are now taking another step in this electronic accessible, self-motivated training program series which is intended to provide some basic retail tire information to the participant. It includes several topics broken down into modules that would allow the employee to gain valuable knowledge to supplement the actual hands-on training experience provided by location staff personnel. Please proceed through the program Chapters in order to allow the material to flow appropriately and assist in building a strong knowledge foundation.
- As with most, the Tire Industry has its own language with specific terminology and definitions. Pay particular attention to this to help your understanding improve as you progress through this material.

~ RETAIL TIRE TOPICS ~

- ~ **CHAPTER 1:** Retail Environment
- ~ **CHAPTER 2:** Retail Basics
- ~ **CHAPTER 3:** Customer Service
- ~ **CHAPTER 4:** Sale Process & “G”
- ~ **CHAPTER 5:** Sale Process – “Q”
- ~ **CHAPTER 6:** Sale Process – “P”
- ~ **CHAPTER 7:** Sale Process – “C”
- ~ **CHAPTER 8:** Sale Process – “Plus”
- ~ **CHAPTER 9:** Consumer Value
- ~ **CHAPTER 10:** Retail Success
- ~ **CHAPTER 11:** Retail Focus Quotes
- ~ **QUIZ:** Retail Tire Information



CHAPTER 1

~ RETAIL ENVIRONMENT ~

RETAIL ENVIRONMENT



1949 Davis Divan (11)



1974 Reliant Robin (Note: 3-Wheel)



1958 VW Bus



2011 Urban Concept

RETAIL IS DETAIL!

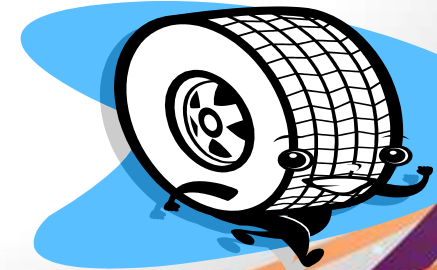
It's the little things that you do that add up to

Retail Success!



RETAIL ENVIRONMENT

- Changes in Consumers:
 - Where they live
 - Where they work
 - What they drive
 - What they wear
 - Where they eat
 - Are more educated
 - Are more upscale
 - Have more money
 - Have more leisure time
 - Time poor
 - Travel more
 - Spend more



RETAIL ENVIRONMENT

- TIRES: Are an infrequent and random purchase by most consumers.
- Tires are considered to be a major purchase by most consumers.
 - Most do not consciously save \$ to make a tire purchase.
- Many replacement tire purchases come as an unexpected surprise.
 - Damage, lack of maintenance etc.
- Most consumers view a replacement tire purchase negatively.
 - Purchase process, inconvenience, cost etc.
- Consumers have a tendency to distrust tire and service retailers
 - Similar to new/used vehicle companies
- Dealers need to create the opportunity to change their customer service beliefs before their behavior will change.

RETAIL ENVIRONMENT



- TIRES: Are a necessity!
 - You can't leave home without them!
 - Tires are the primary item between you and the road!
 - They are considered a commodity by most people.
 - Most people are not aware of the technology that goes into the tire manufacturing process.
 - Tire's should rank high on the consumer "value" scale. What you pay vs what you receive!

RETAIL ENVIRONMENT



- Most consumers have a relatively small degree of knowledge about tires.
- Most consumers do not know what size tire or service description is on their vehicle.
- The size proliferation on consumer vehicles is enormous.
 - Size Options;
 - Per vehicle and Per model package
 - Service Description; (Load Index & Speed Symbol)
 - Per vehicle and Per model package (T, H, V etc.)
 - Application; Passenger, Cross-Over (CUV), Sport-Utility (SUV), Light Truck
 - P-Metric, Euro-Metric, Light Truck Sizing

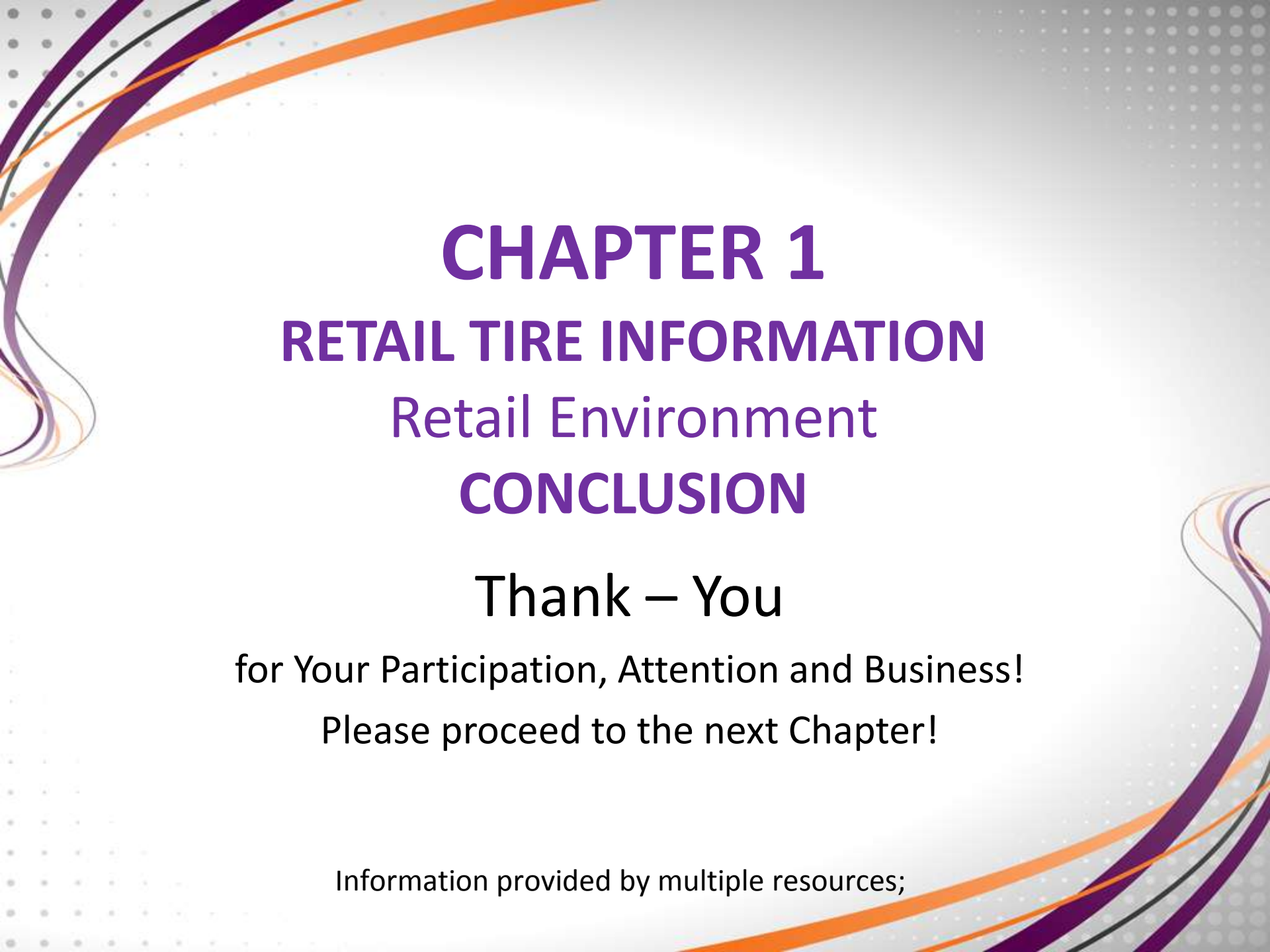
RETAIL ENVIRONMENT

- Customer Service levels have declined significantly in the eye of the consumer.
- More and more consumers are becoming price conscious.
- Competition is greater than ever.
- More distribution channel purchase options.
 - Car dealers, Oil/Lube Change & Undercar Service businesses have entered the business.
- Brand loyalty may not be as strong.
- Environment changes!

RETAIL ENVIRONMENT



- Population demographic change.
 - Generally, the rural population has been decreasing and the trend is for this shift to urban areas to continue.
 - Historical smaller farm families has given way to larger family or corporate farming ownership.
 - Where has all of the people, vehicles and equipment gone? To the city or scrap yard!
 - Many of you are trying to operate and grow in a shrinking marketplace.
 - Consumers are very mobile and in many cases gotten used to traveling to a more urban environment to fulfill their basic shopping needs.



CHAPTER 1

RETAIL TIRE INFORMATION

Retail Environment

CONCLUSION

Thank – You

for Your Participation, Attention and Business!

Please proceed to the next Chapter!

Information provided by multiple resources;

**RETAIL BASIC TIRE TRAINING
INFORMATION PRESENTATION**

Brought to you by:

Thank You!
For
Participating!

