



***BIG
MEANS
GO***

Wheel Sales Training

Part 4: Let's Review!

Customer Service is Key!



- As with everything we do at Big Brand Tire & Service, we want to make sure we are providing the best customer service we can.
- Let the customer know that you appreciate their business and their choice to come in and give us a shot.
- Wheels are a luxury item that many other places sell. Make them a customer for life by following all of our service values!



Ask the Right Questions!



- Ask the customer what it is they are looking for in the wheels they would like to purchase.
- Things to ask about: size, color, finish, style, function, price, and anything else that will help you figure out what they are looking for today.
- LISTEN to what your customer wants. Buying wheels is a big financial and emotional investment. Your customer needs to feel that you care and are listening.



Keep it Simple!



- You are the expert. Get comfortable with offset, backspace, and plus sizing. If you are confident, your customer will trust you.
- Once your customer agrees to the sale, move it along. DO NOT talk yourself out of it. Make it happen!
- Set up your work order and make the customer feel that you have it all under control.
- Confidence is key!



Ringling it up!



| Brand | Part No | Description | Qty / Hrs | Each | Dsc | Extended |
|-------|---------|--|-----------|--------|-----|----------|
| OP | OPW ← | KMC651 20X8.5" 6X135MM +38MM G-BLACK | 4.00 | 175.00 | | 700.00 |
| OP | OPP ← | INSTALL KIT | 1.00 | 60.00 | | 60.00 |
| SHR | 20008 ← | SCHRADER TPMS SNAP-IN VALVE (11.5"LBS) | 4.00 | 5.50 | | 22.00 |
| LBR | TPMS ← | RESET TIRE PRESSURE MONITOR SYS. | 1.00 | 29.95 | | 29.95 |
| TOY | 352170 | ***P275/55R20 OPEN CNTRY A/T II 111S BW TOYO | 4.00 | 222.99 | | 891.96 |
| SHP | WW | LEAD FREE WHEEL WEIGHTS - PARTS | 4.00 | 4.00 | | 16.00 |
| LBR | WBRF | ROAD FORCE WHEEL BALANCE | 4.00 | 18.95 | | 75.80 |
| CDF | CDF | CASING DISPOSAL FEE | 4.00 | 3.00 | | 12.00 |
| STF | STF | CALIF. STATE TIRE FEE | 4.00 | 1.75 | | 7.00 |
| EW | EW | TIRE MAINT. CERT. -- CUST. SERVICE | 4.00 | 30.11 | | 120.44 |
| LBR | LABA2 | LABOR - 2 WHEEL ALIGNMENT | 1.00 | 79.95 | | 79.95 |
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Don't forget to mention
the Big Brand Credit Card!

Sell some wheels and make every customer, a customer for life!



SINCE 1969
BIG BRAND
TIRE & SERVICE