

By far, the most important procedures in selling the Road Hazard Plan are Menu Pricing and Assuming the Sale, but here are a few other tips that also help promote sales.

The “Uniting Against a Common Enemy” (or the “Third Party”) Close –

Uniting Against a Common Enemy or the Third Party close can be equally effective in overcoming objections. It is a way of communicating to the customer that you’re on their side.



Typically, the common enemy is another entity or person. If you’ve ever purchased a new car from a dealership, you’ve been on the receiving end of this particular close.

Remember when the salesman kept getting up to check with the evil sales manager? He’d come back with his head hung low and you’d up your offer a little until you and your new best friend finally were able to overcome the objections of Satan-in-a-three-piece-suit.

In this business, it’s a big mistake to make any member of your organization the “bad guy”, but the theory is still valid. You’ll just need to find a different common enemy.

Try a statement like,

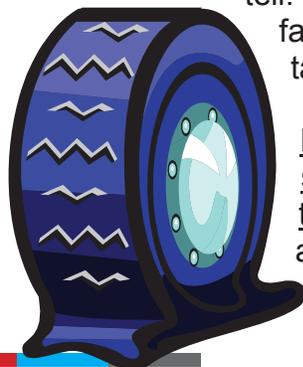


“Today’s roads and highways are in pretty bad shape and can eat up tires; it’s unfortunate that these roads are in such poor condition, but we still have to drive on them.”

The “common enemy” in this case is the condition of the road itself or some politician (who probably deserves to be pummeled anyway).

This close is an example of a soft sales technique. Customers are more sophisticated and have grown more and more resistant to hard sell or high-pressure tactics.

Show-and-Tell – One of the most effective methods of selling is “show-and-tell.” Adding visual and tactile components to the sale makes it far easier for the customer to understand exactly what you’re talking about.



Make a tire display that shows the customer a tire with a bolt sticking out of the sidewall or nails and screws buried in the tread. If the customer can see the road hazard, they’ll have a much better idea of what you’re talking about.