

How to Sell the Road Hazard Warranty – Guaranteed!

As a shop looking to maximize your road hazard profits, you might be wondering how to best sell the Road Hazard Plan with new tires. This document outlines a process that is **GUARANTEED TO INCREASE YOUR ROAD HAZARD PLAN SALES!**

The two most important steps to selling the Road Hazard Plan on 75% or more of your new tires are:

- 1. Use Menu Pricing** – include the price of the Road Hazard Plan with the first in-store quote on the price of the tires.
- 2. Assume the Sale**

If you simply follow these two steps your Road Hazard Plan sales will improve dramatically!

Menu Pricing – The most common error in selling the Road Hazard Plan is using itemized pricing. Do not over-explain, over-analyze or over-emphasize your pricing. We'll give you a quick example:

“Mr. Smith, I've got a set of Super Grip EX Radials for your car. The tires are \$72.00 each. The valve stems are \$4.00 each. \$8.00 a wheel for balancing and the Road Hazard Plan is an additional \$10.00 each and then there's the disposal fee of \$2.00 for each old tire plus \$4.00 per wheel for mounting.” Then there's Federal Excise Tax of \$1.23 per tire and sales tax of \$21.77.

Does this sound familiar? Let's talk to Mr. Smith again and see which presentation would sell a set of tires with the Road Hazard Plan.

“Good Morning Mr. Smith, I have your set of Super Grip EX Radials ready to install. We're going to remove the old tires and dispose of them for you, install the new tires with new valve stems, we'll use our high-speed computer spin balancer to make sure you get the smooth ride you expect. We'll also hand torque each wheel to manufacturer's specifications. Of course, the new tires will come with our comprehensive Nationwide Road Hazard Plan. Best of all, we'll have it ready for you by lunch time, all for just \$450.00.”

