

Which set of tires would you be more inclined to buy?  
Which presentation better promotes the purchase of the Road Hazard Plan?  
By the way, if you did the math, the second set of tires was about \$25.00 more, but did it hurt the sales presentation? You'll notice price was mentioned only one time. This is actually an example of something we call **Menu Pricing**.



Remember to keep it simple. Present **one price** for the entire tire sale including Road Hazard Plan, sales tax, mounting, balancing, disposal and anything else that you may need to include. Experience shows that 75% of consumers will purchase a road hazard program when presented in this manner!

**Assume the Sale! The Assumptive Close** – Going hand-in-hand with Menu Pricing in selling Road Hazard Plan is the “Assumptive Close”. The close works especially well in selling road hazard programs (Road Hazard Plan). Simply put, with assuming the sale there is no need to directly ask for the sale. The idea is to take the customer beyond the buying decision to a decision that occurs after the sale is concluded. Again, here's our example:

*“Mr. Smith, we have your set of Super Grip EX Radials available today. 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 excellent Nationwide Road Hazard Plan. And we'll have it ready for you by 5 pm, all for just \$450.00.”*

You'll notice at no point was he asked if he wanted to purchase the Road Hazard Plan. The only decision he needed to make was when to pick up his car.

You can achieve the same results in dozens of different ways. “Would you like wait for your vehicle or pick it up this afternoon?” “Will you need a ride home?” Use any question that presents the sale as a completed decision and the question of convenience or time is the only remaining unfinished business.

Never be deceptive. Carefully explain the features and benefits, answer any questions the customer has. If, after hearing all of the benefits of the Road Hazard Plan, the customer still does not want it – simply remove it.

Don't be intimidated about stating the price. Customers can sense hesitation and their trust will slip if you hesitate. When you provide excellent products and service, you provide value, which is what they feel good about when they make a purchase.

