

Understand Road Hazard Plan – Learn all you can about the Road Hazard Plan program so you feel comfortable talking about it and selling it. Study the Road Hazard Plan Registration Certificate. If you do not fully understand the program you are always welcome to call the Program Administrator toll free at 888-268-4888.

Be Prepared – It works for the Boy Scouts – it will work for you! Every time you can't answer a question promptly, your percentage of successful sales decrease dramatically. Know all of the Road Hazard Plan features and how they will benefit your customer.

Believe in the Road Hazard Plan Program – Confidence is everything. Obviously, you never want to sell unneeded services. The Road Hazard Plan will benefit every customer that purchases tires from you. Just think, they receive tire replacement, free flat repair, and flat tire changing reimbursement – Nationwide!

Every sale should be a win-win scenario. Resolve your doubts and concerns. There is a good chance that the customer has the same concerns, and you'll be better equipped to resolve them.

In closing, remember the keys to selling the Road Hazard Plan are:

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

**The results will be Road Hazard Plan sales success –
GUARANTEED!**

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