



# MICHELIN® TIRE CARE™ SELLING GUIDE

The purpose of this guide is to give tire sales professionals a framework for conducting a successful MICHELIN® TIRE CARE™ sales call. This framework contains key elements needed for success and can be incorporated into existing sales processes.

**NOTE:** There are two different TIRE CARE service offers: **Fleet Ready** (Uptime) and **Fleet Fit** (Uptime + cost control). Focus first on selling the Fleet Ready offer, then move to Fleet Fit.



## CUSTOMER SELECTION

- Uptime focus
- Good relationship
- >10 vehicles
- Transportation is not core business



## CALL PREP

- Know key facts
- Do calculations
- Bring materials
- Have device ready



## ENGAGING

- Ask key questions
- Frequency and cost of downtime events?
- Current Program?
- Key issues?



## PRESENTING TIRE CARE

- Sales presentation
- Use tools
- Give a demo (critical)



## CLOSING THE SALE

- Ask for the order
- Service Level Agreement

## SELLING APPROACH DETAIL



## CUSTOMER SELECTION

Customers for TIRE CARE are concerned about Uptime—keeping their fleets up and running. They will:

- Have time-sensitive cargo
- High breakdown costs
- Other factors that make downtime events costly
- They will likely:
  1. Be fleets of 10 vehicles or higher
  2. Engage in the following vocations: TL/LTL, Refrigerated, Tanker, Energy, Parcel and Food & Beverage
  3. Be fleets that do not have transportation as part of their core business (e.g. food and beverage)—they tend to outsource these services more than transportation-core fleets
  4. Have dedicated routes and contract hauls
  5. Require high levels of service (e.g. refuse)

## INITIALLY, FOCUS ON CUSTOMERS WITH THE FOLLOWING CHARACTERISTICS:

- A current customer with a strong relationship with Michelin and/or MCSN
- Decision-maker at the location. TIRE CARE will be an extra-budget item for many fleets, so an individual that can make these decisions is necessary.
- A fleet that currently does not do tire evaluations/inspections, or does them internally, has a poor/no current maintenance program. They are likely to see the greatest, most immediate value.



## CALL PREP

1. Know the following facts ahead of time and run an initial value calculation (discussed later) to help you prepare to explain TIRE CARE's value:
  - # of vehicles (tractor/trailer) in the fleet?
  - # of miles annually?
  - # of downtime events (emergency road calls) annually?
  - Average cost of a downtime event?
2. Make sure the TIRE CARE equipment is charged and ready for use
3. Have the Sales Presentation, Value Tool and Brochure available to share with your customer



## ENGAGING

Your purpose at this step is to understand your customer's current approach and circumstances related to tire maintenance, so you can accurately show them the increased value they will receive with TIRE CARE. Following are different options your customer might have in place to check their tires, along with questions you might ask to learn more:

**KEY POINT:** You will want to find out and discuss the issues being created for your customer by not having a high-quality tire maintenance program in place. These issues will be related to:

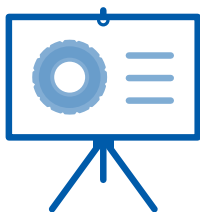
- Downtime events
- Safety issues
- CSA compliance
- Lost time
- Cost to fleet
- Resources required
- Internal pressures regarding safety & compliance
- Fleet customers' satisfaction (their own customers' demands)

### TIRE MAINTENANCE OPTIONS

- Not at all
- Driver pre and post trip
- During preventive maintenance
- Use own technicians
- Has someone come in to check tires
- Local dealers. How regular is the inspection?

### QUESTIONS TO ASK:

- Frequency and cost of downtime events?
- Are records maintained?
- How structured is the inspection?
- How confident are they that all issues are being captured?
- If it's a mechanic, how focused are they on tires?
- Are reports given (if so review them— what level of quality are they?)



## PRESENTING TIRE CARE

TIRE CARE is the solution for the issues and short-comings identified in the engaging phase. While your presentation will vary based on your relationship with your customer and their current circumstances, the following can serve as a framework for a successful meeting:

- Talk through the Sales Presentation or Brochure with them. Present TIRE CARE as a solution to the problems they are facing.
- Focus initially on the Fleet Ready offer of TIRE CARE
- Let them know TIRE CARE is intended to give them tools and solutions to GET AHEAD of these problems
- Share with them the aspects of TIRE CARE that ensure they will be Fleet Ready:

1. Ensures quality inspection – Trained technician
2. Ensures data integrity – Digital data capture
3. Ensures immediate response to needs – Real-time reporting
4. Ensures entire fleet coverage – Nationwide coverage through MCSN dealers



## PRESENTING TIRE CARE

- Show your customer the equipment and how it works
  1. Tread depth, Tire pressure, Critical 6 plus visual inspection is recorded
  2. Note the Time Stamp element with location/inspector captured
- Show samples of the reporting and note how they capture issues that lead to the problems your customer is trying to avoid
  1. Immediate Needs Report – clearly captures what vehicles need servicing and why
  2. Red Tag Report – A visual summary of the Immediate Needs Report helps user see the tire at issue in context
  3. Fleet-Noted Issue Summary – captures all issues, immediate and non-immediate, for action
- Note the Vehicle Inspection List that summarizes the vehicles evaluated and lets your customer know what vehicles have and have not been evaluated. This report lets the fleet have confidence their vehicles are being evaluated individually.
- Let your customer know how the process will work:
  1. We agree on the number of inspections and when
  2. All your vehicles and rules will be loaded
  3. Our technician will come on the agreed day, using digital technology for the evaluation
  4. Upon completion, you will get a report immediately that you can act on
- Now, discuss price. Use the Value Tool to show the customer the return they are making on their TIRE CARE investment.
  1. Stress the differences they are receiving with TIRE CARE vs. their current method

### SELLING TIP:

When customers see the tool and reporting in action, they really respond to the value. Do everything you can to run a demo while there.

### SELLING FLEET FIT

A Fleet Fit customer is one that recognizes the value tires bring and takes effort in trying to manage their tire program effectively. This customer will see TIRE CARE's Fleet Fit offer helping to further improve their program.

For Fleet Fit, you want to focus your customer on the costs associated with their current fitments: Do they have the right tires? Do they have insight into their replacement needs?

Before discussing Fleet Fit, check their vehicles for any mismatches or improper fitments. Identifying these will help your customer see the value of the Fleet Fit offer.



## PRESENTING TIRE CARE

### TO BEGIN DISCUSSING FLEET FIT, ASK THE FOLLOWING QUESTIONS:

- Do you maintain records to show the cost/mile you are getting from your tires?  
How confident are you in their accuracy?
- Do you know what your tire replacement needs are ahead of time?

As with Fleet Fit, reinforce the accuracy and completeness of the evaluation—and that they will be getting all the benefits of Fleet Ready. Let them know with Fleet Fit we will be capturing specific tire data by wheel position. Show them the reports they will receive and the improved performance they can get out of their operations if they:

- Have the most cost-effective tire at each wheel position
- Know their ordering patterns to best manage their spend (Note: fleets have responded very positively to this report – Fleet Estimated Replacement. Helps the manager GET AHEAD.)



## CLOSING THE SALE

- Obtain their vehicle list (preferably in Excel)
- Obtain their fleet rules
- Complete Service Level Agreement (SLA)
- Send to Michelin Tire Care Operations Manager (MTCOM)
- MTCOM creates Tire Care Proposal (TCP)
- Salesperson submits TCP to fleet for approval (Becomes Tire Care Agreement)

Michelin 33% **Michelin Service Level Requirements**

The Clerk Offer Fleet Ready  
Request Date: 9/21/2014  
Proposed Start Date: 10/15/2014

**FLEET INFORMATION**

Fleet Name:  Address:   
Location Name:  City:   
Parent Company:  State:   
System Acct #:  Level:  Zip:

**FLEET CONTACTS**

Name:  Name:   
Title:  Title:   
Email:  Email:   
Enter other email addresses to receive Tire Care information, trends reports, etc.  
[stanley.bennett@georgetruck.com](mailto:stanley.bennett@georgetruck.com) [stanley.bennett@georgetruck.com](mailto:stanley.bennett@georgetruck.com)

**SERVICE LEVEL REQUIREMENTS**

Fleet Information	Units	Req Target %	Req Target Units	Annual Preservecy	Annual Reproaches	Cost per Vehicle	Estimated Annual Amount
Power Units	88	36%	32	13	112	\$15	\$1,680
Trucks	120	36%	43	12	112	\$15	\$1,680
Total	208		75	25	224		\$3,360

