



How to Succeed in the Tire Industry: RETAILER EDITION

Strategies for success so you can stay ahead of the curve.

1

BECOME A TRUSTED CONSUMER RESOURCE

Share relevant information across media sources to get your business noticed and draw customers in.



2

DON'T BE ORDER-TAKERS

Counsel customers and establish rapport by positioning yourself as an expert and making sound recommendations.



3

EDUCATE CONSUMERS

Give them the confidence they need to know they are making a smart choice.



4

BUILD RELATIONSHIPS

Customers who trust you are more likely to rely on you for all their car maintenance needs.



5

CREATE A STRONG ONLINE PRESENCE

Set yourself apart from the competition to have an edge in the marketplace.



START WITH THE BASICS

Have a clean, mobile-responsive website.



SOLICIT REVIEWS

Use reviews as an opportunity to engage and improve.



ANSWER CUSTOMER QUESTIONS

Become the go-to resource for inquiries.



SHOW PRICE COMPARISONS

Use online competition to match or beat prices.



OFFER AN ONLINE SCHEDULER

Make the process more convenient for customers.

33% OF ALL TIRE BUYERS conduct research on tire company websites. (consumerreports.org)

To discover additional tips, and more detailed information for succeeding in the tire business, download our free ebook, **"Strategies for Success."**

