

Specific Knowledge & Skills Learned

The Michelin Winter Tire School

www.thetireexperience.com

Upon completion of The Michelin Winter Tire School attendees will be able to do the following which will lead to greater customer satisfaction & more sales:

1. Clearly explain the positioning of each of the winter tires covered. (What the tire's application is and who it's for)
2. Clearly relate three specific benefits to customers for each of the winter tires & understand why outlining the benefits is a key ingredient to a successful sale.
3. Clearly understand that there are multiple advantages for the salesman and the store to sell a premium Michelin Tire over tires at a lower price point with less features and technology. That these advantages include initial customer satisfaction, installation efficiency and superior performance throughout the life of the tire especially at the end when a customer is considering what brand to buy next and from whom.
4. Help consumers understand why not all tires are created equal and to be better able to promote the benefits of a premium winter tire & explain why ultimately a Michelin Premium Winter Tire offers the best value for money.
5. Clearly & simply explain to customers the features / technologies that result in the benefits each tire offers and why a benefit is different than a feature.
6. Clearly understand the differences in Michelin and BFGoodrich brand winter tires and who the customers are for each.
7. Clearly understand that traction comes from 3 places, compound, tread design and technology. Technology is buried within the tire's rubber but allows the tire to perform better over a wider variety of applications and this is the advantage of a premium Michelin winter tires.
8. Make the absolute best recommendation for a customer's winter tire needs based on the customer's use of their vehicle, type of vehicle and driving style.
9. Clearly understand the differences in the four basic types of 4-wheel drive systems and be able to identify each.
10. Clearly understand why 4-wheel drive affects the recommendation of how many tires are replaced and the implications of not replacing the necessary number of tires.
11. Clearly explain to customers why even a 4-wheel drive vehicle needs winter tires.
12. Clearly understand why winter tires should only be used in winter temperatures.
13. Clearly understand how the three components of tread design, void, blocks & sipes affect traction on a variety of winter surfaces.
14. Better understand the limitations of studded winter tires.
15. Have knowledge and experience of driving MAST winter tires to the extreme in a winter environment to build knowledge and confidence not only in the product but also in their own ability to analyze a customer's needs, converse confidently and accurately and finally use the right techniques to sell the right premium MAST tire for the application.
16. To return to their work place with experience, tools and evidence that is recognizable by the customer that the competition will not have.