

Asking for the Alignment Script on the phone

Selling the Value of Alignments on the Phone

Tire customer-

- *Add value to a tire quote by mentioning the complimentary alignment check*

Salesperson: (after giving as low as price on the tire)..."with your tire purchase we will also do a complimentary alignment check to ensure the investment you make in those tires is well protected and that the tire warranties remain valid.

Customer: "Why would I need an alignment?"

- *Mention why alignments are important*

Salesperson: "Mechanical wear due to aged and worn steering and suspension parts will change the alignment angles which if left unchecked, will cause the tires to wear out prematurely as well as cause more damage to steering and suspension components. And unfortunately there are no warranties against premature tire wear due to mechanical failure. In fact most tire manufacturers have exclusions to their warranties in regards to premature wear due to alignment or mechanical issues.

- *Explain why Big O Tires is their One Stop shop*

Salesperson: "It doesn't make sense to put that kind of money into new tires and not make sure you get the most life out of them. Many of the tire businesses do not have the capability to do alignments, or they will install the tires and send you elsewhere for an alignment. We do it all here with state-of-the-art equipment and ASE Certified technicians. We are your one stop shop when it comes to servicing your vehicles."

- *Trail close*

Salesperson: "How does that sound?"

Customer: "Sounds great!"

- *Schedule the appointment*

Salesperson: "I have a 10 o'clock appointment available today or a 2 o'clock. What time works best for you?"