

1. Analyze your current customer base to estimate potential demand and revenue from tire sales

- Understanding your existing customers' tire needs is crucial for determining the feasibility and profitability of offering tire services.

2. Conduct an assessment of tire centers and installation shops in the area to determine competitive landscape

- Knowing your local competition will help you differentiate your tire services and identify potential gaps in the market.

3. Survey existing customers on their satisfaction with local tire options to identify sales opportunities

- Gathering customer feedback on their experiences with local tire shops can reveal areas where your dealership can improve and attract new business.

4. Map out the process and space requirements for bringing tire services fully in-house

- Planning the logistics of integrating tire services into your dealership's operations is essential for a smooth and efficient implementation.

5. Research equipment costs for items like lifts, balancers, mounts, etc. to develop budget

- Understanding the financial investment required for tire service equipment will help you create a realistic budget and plan for ROI.



6. Contact local tire distributors about wholesale pricing, inventory levels, promotions, and training assistance

- Building relationships with tire distributors can provide access to competitive pricing, inventory management support, and valuable training resources.

7. Create staff training plan for developing tire knowledge across sales, service, and parts teams

- Ensuring your staff is knowledgeable about tires is critical for providing excellent customer service and maximizing sales opportunities.

8. Design store signage, displays, brochures, and website promoting new tire installation and sales offerings

- Effective marketing materials will help raise awareness of your dealership's tire services and attract new customers.

9. Set key metrics for tracking tire program performance including sales volume, ticket size, retention impact etc.

- Establishing clear performance indicators will allow you to measure the success of your tire program and make data-driven decisions for improvement.

10. Develop marketing campaign to promote dealership tire offerings leveraging promotions, existing communications, and community engagement

- A comprehensive marketing strategy will help you reach potential customers, build brand awareness, and drive traffic to your dealership's tire services.

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